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**OKLAHOMA CITY-APRIL 19, 1995.**  
**168 PEOPLE KILLED, 260 MILLION HURT.**



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# Fast Track

Must Reading from

**Broadcasting  
& Cable**

July 7, 1997

## TOP OF THE WEEK / 4

**Murdoch and The Mouse** Media dealmakers watch with fascination and anxiety as deals have pit News Corp. Chairman Murdoch and Walt Disney Co. Chairman Michael Eisner head-to-head in major bidding wars involving Disney's two most valuable businesses, children's entertainment and sports. / 4

**Viacom plays buyer, seller** Viacom Inc. jockeyed for position in the fight over USA Networks last week, shifting from buyer of partner Seagram Corp.'s 50% stake to seller of its own half. / 8

**Blockbuster problems cause \$300 million write-down** Viacom acknowledged last week that problems at its Blockbuster Entertainment unit are growing deeper. The company took a \$300 million write-down and said earnings would fall short even of limited expectations. / 8

**Sinclair to buy Heritage stations** News Corp. is close to a deal to sell the Heritage Media group of television and radio properties to Sinclair Broadcast Group Inc. for \$625 million-\$675 million, according to sources. / 9

**Wright, Hollywood guilds resist call for ratings** NBC President Bob Wright joined the actors, directors and writers guilds in disapproving of efforts to implement TV content ratings. / 10

**In search of the I-chip** The Supreme Court's recent decision that Internet content cannot be regulated doesn't seem to be deterring President Clinton and critics of the Internet's porno-propensity from trying to keep that content out of children's reach. / 14

**Broadcasters lobby for loopholes** The budget bill making its way toward the House-Senate conference contains major spectrum victories for broadcasters, but the road to the President's pen could be pitted with potholes. / 18



The FCC is expected to give networks some breathing room in scheduling weekend sports and children's educational shows, such as NBC's oft-preempted 'Saved by the Bell.' / 14

## BROADCASTING / 30

**Universal ends 'Crook and Chase' run** Universal Television Enterprises ended its six-month run with syndicated talk show *Crook and Chase* after failing to land the show in two of the top three markets. Producers are still looking into future syndication and cable options. / 30

**Radio revenue continues to rise** Combined national and local radio advertising revenue climbed 10% in May, marking 57 months of consistent revenue growth for the industry. In a survey of 100 radio markets, the Radio Advertising Bureau reported local ad revenue rose an average 8% during May and improved by an average 9% in January through May. / 38

## CABLE / 39

**Buy rates soar for Holyfield-Tyson II** If cable operators cried over Mike Tyson's behavior in the ring, it was only because it will keep him off pay per view for too long. Most operators and producer Showtime Entertainment Television were elated over sales of the fight. / 40

**Playboy Enterprises CEO Christie Hefner discusses the Playboy Channel's new regulatory burdens.** / 40



Broadcasting & Cable July 7 1997

## COVER STORY



### The new powers-that-be

Time Warner, whose TV networks, cable systems, movie studio, books and magazines generated more than \$20 billion last year, tops BROADCASTING & CABLE list of media powers. But at \$19 billion, ubiquitous Disney may be closing in. / 22

Cover art by David Borucki

## TECHNOLOGY / 45

**Odetics wins patent appeal** Automation supplier Odetics won an appeal against Storage Technology Corp. in a patent infringement suit. / 46

**GI develops DTV transcoder** General Instrument is developing a headend product that will allow cable operators to remodulate broadcast DTV signals for carriage on their systems. / 46

## Telemedia / 48

**National pastime moves through cyberspace** Baseball plans to put audio coverage of two or three games a day on its Website, but CBS stations in two markets are declining to permit carriage of their audiocasts. / 48

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## Top of the Week

# When Media Moguls Collide

*News Corp.—Disney competition becomes hottest front in media consolidation wars*

By John M. Higgins and  
Steve McClellan

## NEW YORK

If you think the war between Rupert Murdoch and Ted Turner is bruising, look at the one quietly shaping up between Murdoch and Mickey Mouse.

Media dealmakers have watched with fascination—and a bit of anxiety—the recent deals that have sent News Corp. Chairman Murdoch and Walt Disney Co. Chairman Michael Eisner head-to-head in major bidding wars involving Disney's two most valuable businesses: children's entertainment and sports.

Disney lost both contests, clearing the way for Murdoch to convert Pat Robertson's Family Channel into a daytime children's channel and to use Cablevision Systems Corp.'s SportsChannel to forge the Fox Sports hodgepodge regional sports operation into a formidable challenger to ESPN.

Media executives now ask how hot the fight will become. "These are companies that are now limitless in their ambition and huge in power," says one senior media executive who has dealt with both companies. "When locomotives collide on the Great Divide, it's hard to tell where the pieces fly."

Such turf fights among the BROADCASTING & CABLE Top 25 media companies inevitably will become bigger and more frequent. As the biggest media players continue to gobble up other big players—Viacom Inc. and Paramount



Murdoch of No. 3 News Corp.

Eisner of No. 2 Disney



BROADCASTING & CABLE'S Top 25 includes only those media companies with significant TV, radio or programming interests in the U.S. They are ranked by 1996 revenue. Media revenue only is used for the five companies that have substantial non-media revenue: Sony, General Electric, Westinghouse, General Motors and Seagram. An expanded list of the Top 25 that includes the top executives and holdings appears on pages 22-28.

### RANK

### REVENUE

|                                         |                 |
|-----------------------------------------|-----------------|
| 1. Time Warner Inc.                     | \$20.9 billion  |
| 2. The Walt Disney Co.                  | \$18.7 billion  |
| 3. News Corp. Ltd. (Fox)                | \$14.3 billion  |
| 4. Viacom Inc. (Paramount)              | \$12.1 billion  |
| 5. Tele-Communications Inc.             | \$8.0 billion   |
| 6. Sony Corp. (Columbia)                | \$7.9 billion*  |
| 7. General Electric Co. (NBC)           | \$5.2 billion*  |
| 8. Westinghouse Electric Corp. (CBS)    | \$5.2 billion*  |
| 9. Gannett Co.                          | \$4.4 billion   |
| 10. General Motors (Hughes Electronics) | \$4.1 billion*  |
| 11. Comcast Corp.                       | \$4.0 billion   |
| 12. Seagram Co. Ltd. (Universal)        | \$3.7 billion*  |
| 13. Hearst Corp.                        | \$3.2 billion   |
| 14. McGraw-Hill Co. Inc.                | \$3.1 billion   |
| 15. US West Media Group                 | \$3.0 billion   |
| 16. New York Times Co.                  | \$2.6 billion   |
| 17. Tribune Co.                         | \$2.4 billion   |
| 18. The Washington Post Co.             | \$1.9 billion   |
| 19. Cox Enterprises Inc.                | \$1.5 billion   |
| 20. Bloomberg LP                        | \$1.1 billion   |
| 21. E.W. Scripps Co.                    | \$1.1 billion   |
| 22. Meredith Corp.                      | \$867.1 million |
| 23. A.H. Belo Corp.                     | \$824.3 million |
| 24. Media General                       | \$765.1 million |
| 25. Pulitzer Publishing Co.             | \$534.1 million |

\* Media revenue only

Communications Inc., Time Warner Inc. and Turner Broadcasting System Inc.—they become emboldened to attack other companies' most lucrative niches.

That friction is likely to be a dominant force at investment banker Allen & Co.'s annual gathering for media moguls this week. If the past is a guide, as the biggest media players gather

around the pool in Sun Valley, Idaho, for Herb Allen's summer camp, one side of the veranda will be plotting attacks on the other side. "The fewer the players, the bigger the battles," says Sanford C. Bernstein & Co. media analyst Tom Wolzien.

"You're dealing with monstrous, cosmic egos," says Porter Bibb, a managing director at New York investment

banker Ladenburg Thalman, of the sometimes brutal competitiveness among News Corp., Time Warner and Disney. "But just as with Tyson and Holyfield, business comes before anything else. Even after having part of his ear bitten off by Tyson, Holyfield says he'd fight him again if the financial incentives are there."

News Corp. and Disney officials minimize the rivalry. "This has nothing to do with attacking Disney; we are entering businesses we find attractive," says a News Corp. spokesperson.

The Disney-News Corp. fight is instructive. Fox Broadcasting's success is partly responsible for the woes at Disney's ABC. Fox posting ratings gains while ABC's audience trickles away. Fox Kids has for years poached on Disney's jealously guarded children's TV turf. Studio 20th Century Fox is even trying to attack Disney's formidable animation franchise with "Anastasia" this fall.

"It's not a personality war per se, not like Ted and Rupert," says the CEO of one media company. "It's that every ball field they show up in, the other guy's there. Inevitably, a rivalry builds up."

Murdoch's yearlong courting of International Family Entertainment poses a bigger threat to Eisner than do personalities or ratings. Fox Kids Worldwide's venture with Saban Entertainment sought to grab IFE to reprogram The Family Channel's daytime hours as a Nickelodeon-like children's network.

An IFE Securities and Exchange Commission filing shows that as News Corp. sat on the cusp of cutting a deal, another bidder that had been circling—which sources identify as Disney—pounced into the fray to wrest The Family Channel away.

The company tried to outmaneuver News Corp., dangling the possibility of topping Murdoch's \$1.9 billion, \$35-per-share offer if it could get an exclusive negotiating period with IFE that would shut Murdoch out of the room. That tactic failed. "It got pretty ugly," says one executive familiar with the negotiations.

Disney's attack on Rainbow Sports was even more forceful. TCI chief John Malone had been seeking a deal between TCI's Liberty Sports and Rainbow for seven years; success was limited to a couple of joint ventures that yielded mixed results. Suddenly, an overleveraged Cablevision badly

needed cash, in part to help pay for its buyout of Madison Square Garden.

One way Malone helped was by agreeing to contribute one of his best system clusters—Westchester County, N.Y./northern New Jersey—to Cablevision on tremendously favorable terms. That move, previously almost unthinkable, was guaranteed to appeal to Cablevision Chairman Charles Dolan and his hunger for metro New York cable properties.

Still, an anxious Eisner jumped in to try to break up the Fox/Liberty Sports deal. Sources say ESPN stepped in with an offer worth at least \$100 million more than the \$850 million Murdoch and Malone agreed to pay for 40% of the sports operation.

But sources say Dolan felt that by forging a partnership to compete with ESPN, Cablevision would enjoy a much bigger payoff in a few years than by selling to Disney today. "You weren't building anything," says one source.

Disney has retaliated in part by suing to break the TV contract between its Anaheim Angels and Fox Sports West. Some media executives look askance at a recent critical *ABC Nightline* piece about Murdoch. And with the companies grating on so many fronts, executives believe more sparks are likely to come.

"More, intelligently, it's about business," says the CEO of one cable company. "But it's looking like a fight." ■

## Time Warner wins NYC cable news fight

**NEW YORK**—After months of wrangling, Time Warner Inc. won an appeals court ruling on July 3 that blocks New York City from airing News Corps.' Fox News Channel and Bloomberg LP's Bloomberg Television Network on public access cable channels in the city.

The appeals court decision affirms an injunction issued by a U.S. District Court against New York City last November. That

decision found that the city had overstepped its bounds and threatened Time Warner's rights under federal law by trying to force the cable operator to add FNC and Bloomberg to two of five public access channels.

Those channels, Time Warner argued and the court held, are reserved for public, educational or governmental use, not for commercial news services. Installing FNC and Bloomberg on public access would violate its cable franchise agreement, Time Warner contended.

New York Mayor Rudy Giuliani argued that FNC would bring some 1,500 jobs to New York and was an appropriate cable news service because it is New York-based. City officials charged Time Warner with breach of contract and fraud for allegedly reneging on an oral agreement with News Corp. to add FNC. Time Warner says it made no such agreement.

Time Warner rejected both FNC and Bloomberg from its commercial channels as well; instead, last year the cable operator added rival news channel MSNBC, which is a joint venture between Microsoft and NBC.

Stuart Gold, an attorney for Time Warner and a partner at Cravath Swaine & Moore, says the latest decision "continues the injunction that prevents the city from interfering with our programming."

—DP



Fox News Channel won't be seen on New York City's public access channels.

# REAL MOVEMENT. R

This May, in seven of the top ten mark

REAL TV - TIME PERIOD IMPROVEMENT VS. MAY 1996

| MARKET          | STN/A  | TIME    | % CHANGE        |                 |
|-----------------|--------|---------|-----------------|-----------------|
|                 |        |         | ADULTS<br>18-49 | ADULTS<br>25-54 |
| New York        | WPIX/W | 12:00NN | + 26%           | + 65%           |
| Los Angeles     | KCAL/I | 6:30PM  | + 20%           | + 6%            |
| Chicago         | WGN/W  | 6:30PM  | + 12%           | + 5%            |
| San Francisco   | KOFY/W | 10:00PM | + 44%           | + 62%           |
| Boston          | WSBK/U | 10:30PM | + 42%           | + 47%           |
| Detroit         | WJBK/F | 12:30PM | + 35%           | + 9%            |
| Atlanta         | WAGA/F | 12:30PM | + 121%          | + 59%           |
| Houston         | KHTV/W | 6:30PM  | + 67%           | + 47%           |
| Seattle         | KIRO/U | 11:30PM | + 214%          | + 191%          |
| Cleveland       | WBNX/I | 7:30PM  | + 45%           | + 58%           |
| Minneapolis     | WFTC/F | 11:30PM | + 115%          | + 300%          |
| Miami           | WDZL/W | 11:00PM | + 6%            | + 56%           |
| Phoenix         | KSAZ/F | 5:30PM  | + 46%           | + 17%           |
| Sacramento      | KCRA/N | 1:00PM  | + 33%           | + 36%           |
| Orlando         | WESH/N | 7:30PM  | + 28%           | + 25%           |
| Portland, OR    | KOIN/C | 7:00PM  | + 4%            | + 27%           |
| Indianapolis    | WT R/N | 7:00PM  | + 66%           | + 62%           |
| Charlotte       | WFVT/W | 11:30PM | + 106%          | + 42%           |
| Milwaukee       | WITI/F | 12:30PM | + 282%          | + 176%          |
| Kansas City     | WDAF/F | 3:00PM  | + 175%          | + 97%           |
| Nashville       | WUXP/U | 5:30PM  | + 6%            | + 120%          |
| Columbus, OH    | WSYX/A | 7:00PM  | + 34%           | + 40%           |
| San Antonio     | KABB/F | 12:00MD | + 904%          | + 818%          |
| New Orleans     | WUPL/U | 10:30PM | + 225%          | + 175%          |
| Memphis         | WLMT/U | 9:30PM  | + 427%          | + 433%          |
| Oklahoma City   | KFOR/N | 11:30PM | + 20%           | + 32%           |
| West Palm Beach | WPBF/A | 7:00PM  | + 106%          | + 133%          |
| Albuquerque     | KASA/F | 11:30PM | + 74%           | + 94%           |
| Wilkes Barre    | WNEP/A | 7:00PM  | + 14%           | + 57%           |
| Fresno          | KJEO/C | 7:00PM  | + 139%          | + 70%           |
| Charleston      | WVAH/F | 10:00PM | + 29%           | + 21%           |
| Las Vegas       | KVBC/N | 7:30PM  | + 53%           | + 32%           |
| Wichita         | KSAS/F | 9:30PM  | + 31%           | + 36%           |
| Roanoke         | WSLS/N | 5:30PM  | + 39%           | + 2%            |



# REAL IMPROVEMENT.

ets, Real TV improved its time periods.

## REAL TV - TIME PERIOD IMPROVEMENT VS. MAY 1996

| MARKET         | STN/A  | TIME    | % CHANGE        |                 |
|----------------|--------|---------|-----------------|-----------------|
|                |        |         | ADULTS<br>18-49 | ADULTS<br>25-54 |
| Honolulu       | KGMB/C | 4:30PM  | + 65%           | + 28%           |
| Rochester, NY  | WHEC/N | 7:00PM  | + 25%           | + 9%            |
| Omaha          | KETV/A | 12:00MD | + 55%           | + 46%           |
| Tucson         | KTTU/U | 6:00PM  | + 411%          | + 208%          |
| Ft. Myers      | WTVK/U | 6:30PM  | + 352%          | + 139%          |
| Cedar Rapids   | KFXA/F | 6:30PM  | + 32%           | + 68%           |
| Jackson, MS    | WLBT/N | 11:30PM | + 41%           | + 92%           |
| Johnstown      | WATM/A | 6:00PM  | + 450%          | + 550%          |
| Ft. Wayne      | WFFT/F | 10:00PM | + 27%           | + 16%           |
| Harlingen      | KGBT/C | 6:30PM  | + 89%           | + 58%           |
| Greenville     | WITN/N | 12:30PM | + 69%           | + 58%           |
| Montgomery     | WCOV/F | 12:00MD | + 120%          | + 170%          |
| Tallahassee    | WTLX/A | 12:00NN | + 77%           | + 32%           |
| Eugene         | KMTR/N | 5:00PM  | + 76%           | + 91%           |
| Monterey       | KCBA/F | 10:30PM | + 17%           | + 24%           |
| Amarillo       | KCIT/F | 11:00PM | + 1%            | + 3%            |
| Boise          | KNIN/U | 6:30PM  | + 490%          | + 550%          |
| Chico          | KHSL/C | 4:30PM  | + 126%          | + 51%           |
| Bakersfield    | KUZZ/U | 6:00PM  | + 325%          | + 279%          |
| Terre Haute    | WBAK/F | 6:30PM  | + 95%           | + 130%          |
| Topeka         | KTMJ/F | 1:30PM  | + 72%           | + 67%           |
| Erie           | WFXP/F | 11:30PM | + 17%           | + 51%           |
| Medford        | KDRV/A | 7:30PM  | + 164%          | + 112%          |
| Lubbock        | KUPT/U | 11:00PM | + 221%          | + 60%           |
| Rochester, MN  | KIMT/C | 5:00PM  | + 47%           | + 46%           |
| Bluefield      | WOAY/A | 7:30PM  | + 85%           | + 38%           |
| Albany, GA     | WGVP/W | 7:30PM  | + 167%          | + 1600%         |
| Anchorage      | KIMO/A | 3:30PM  | + 4%            | + 61%           |
| Panama City    | WJHG/N | 12:30PM | + 80%           | + 184%          |
| Palm Springs   | KMIR/N | 4:00PM  | + 58%           | + 69%           |
| Dothan         | WDHN/A | 11:00PM | + 100%          | + 84%           |
| Alexandria, LA | KLAX/A | 5:00PM  | + 99%           | + 69%           |
| Bowling Green  | WKNT/F | 10:30PM | + 344%          | + 357%          |
| Jackson, TN    | WMTU/U | 9:30PM  | + 100%          | + 157%          |

Source: NSI SNAB, May 1997 vs. May 1996. % change based on unrounded DMA shares.

# REAL TV<sup>TM</sup>

# NBC's Wright, guilds resist ratings

By Paige Albinak  
WASHINGTON

**N**BC President Bob Wright last week took broadcasters to task over the latest round of TV ratings negotiations, saying he was "disappointed that our industry seems to have lost the sense of where to draw the line." It was his first public statement on the issue.



Wright is "disappointed that [we] seem to have lost the sense of where to draw the line" on ratings.

NBC has steadfastly opposed a content-based ratings system, although the network always has said it wants to see the deal before deciding whether to sign.

Wright is not alone in his belief that a content-based system is a start on the slippery slope toward federal regulation of content. Last week three Hollywood guilds—representing actors, writers and directors—said they are willing to go to court against a new ratings system if they feel it breaches their First Amendment rights.

"We see this as a potential assault [on] the First Amendment," said Brad Radnitz, president of the Writers Guild of America. "We believe that without the sanctity of the First Amendment, our system—like a deck of cards—would crumble."

"We want to make sure that the language describing the new system doesn't allow Congress and the advocacy groups

to start messing around with the content of programs," said Jack Shea, president of the Directors Guild of America.

The WGA, DGA and the Screen Actors Guild said they want to study the new system, but they "reserve all legal, political and other options open to them, including opposing by a federal lawsuit" any action that infringes on their members' First Amendment rights.

Negotiations stalled last week over broadcasters' request for legislative assurances that they would not have to

review the ratings system again for three years. Some of the advocacy groups have been willing to offer an 18-month moratorium, while others say even that is too long. After a meeting last Monday night, negotiators decided not to reconvene until after the Fourth of July holiday.

There is general agreement on the new ratings system itself: it would add S for sex, V for violence, L for mature language and D for suggestive dialogue to the existing age-based ratings. It also would add FV (for fantasy violence) to certain cartoons for children age seven and older.

NBC's Wright says that once Congress is allowed to guide the industry toward creating a ratings system, it's a short step before Congress is censoring programming.

"Senator Joe Lieberman [D-Conn.], my senator, recently admitted that to him, the debate about our parental guidelines system is not about, quote, 'rating the garbage,' but how to, quote 'get rid of the garbage,'" Wright said in a July 1 speech to the New York State Broadcasters Association. ■

## In search of the I-chip

*Internet critics seek alternative to legislation*

By Paige Albinak  
WASHINGTON

**T**he Supreme Court's recent decision that Internet content—including most pornography—cannot be regulated is not going to deter President Clinton from trying to keep that content out of children's reach.

In a speech last week Clinton reiterated that children should be protected from some Internet content, while he unveiled an administration report on electronic commerce that declared no new taxes or duties should be levied on the Internet.

He also said he would convene a meeting with industry leaders and groups representing Internet users, teachers, parents and librarians "to help parents protect their children from objectionable content in cyberspace."

"I ask the industry leaders," Clinton said, "to join with us in developing a solution for the Internet as powerful for computer as the V-chip will be for television, to protect children in ways that are consistent with the First Amendment."

An aide to Representative Edward Markey (D-Mass.) said Markey resists the V-chip analogy. "Do they mean that government should pass a bill to require there be a technological fix?" the aide said. Although backers of the now-dead Internet regulation provisions of the Communications Decency Act remain adamant in their hope for successful legislation, many legal analysts say the high court's decision left little room for any law to effectively and constitutionally regulate Internet content.

For his part, Markey has introduced a bill that would require Internet service

providers to make blocking software—or "B-ware," as Markey terms it—available to customers. The software would allow them to screen Websites. ISPs would be required to offer that software, which includes such products as Cyber Patrol or Net Nanny, free or at cost.

House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.) agrees with the administration, in principle, that children need to be protected from "indecent" content on the Internet.

"We think that should happen in the form of a voluntary cooperative agreement with the industry," said Tauzin aide Ken Johnson.

The TV ratings system also was supposed to be voluntary, Johnson said, but became mandatory once including the V-chip in television sets became law.

"Considering...the administration's propensity to flip-flop on issues, we are going to be watching what they are doing very closely," Johnson said.

Tauzin will introduce a bill July 16 designed to prevent the government from interfering with the Internet through new regulations. ■



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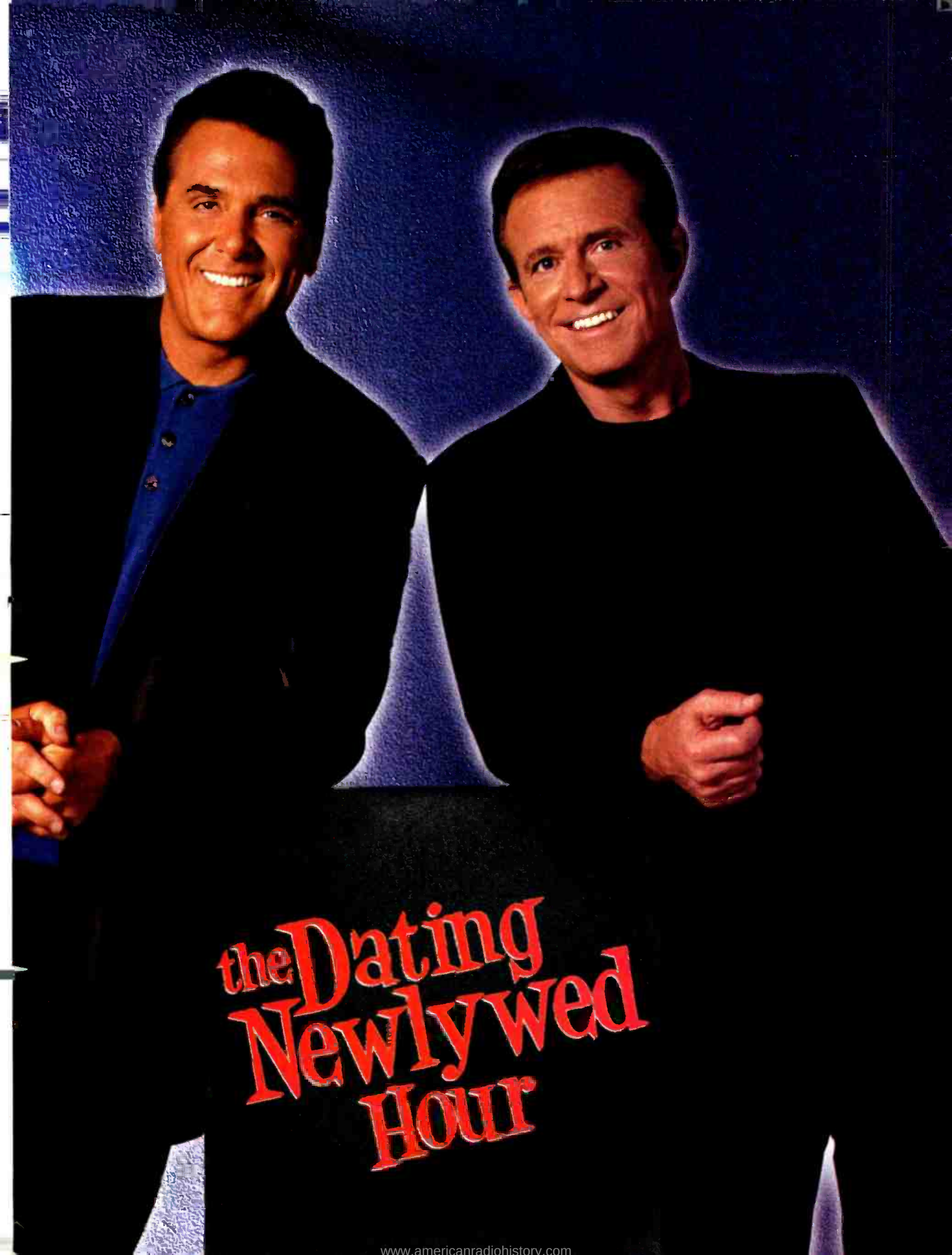
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the Dating  
Newlywed  
Hour

# FCC takes back channels 60-69

*Some will go to public service agencies, others will be auctioned*

By Chris McConnell  
WASHINGTON

**T**he FCC this week will reclaim TV channels 60-69, but companies may still have a shot at delivering TV programming over the frequencies.

The commission's plan calls for allowing such services as mobile phones and two-way radio to operate in the band. For the time being, however, the commission is not foreclosing the possibility that future auction winners might use the channels to carry new TV signals as well.

Channels in the 60-69 band already are carrying 97 analog TV signals and will be carrying another 15 digital signals once stations begin transmitting DTV. FCC officials earlier this year kept the DTV assignments in the band to a minimum in order to reclaim the spectrum band and auction the channels.

FCC officials say the reallocation

scheme proposes to devote four of the 10 channels to public safety services, such as ambulance and police communications. The rest of the spectrum would go to commercial services, with the precise rules for those services to be determined later. Providers of the commercial services will acquire the spectrum through an auction.

At the same time, officials say the commission is not nixing the possibility that a bidder on the spectrum might use the channels to deliver TV. Some groups have been pushing the commission to adopt such a strategy. Earlier this year, a coalition including Jesse Jackson and BET Holdings chief Robert Johnson urged the FCC to auction digital TV licenses as a way of promoting minority ownership in television. When the FCC



issued its DTV rules in April, FCC Chairman Reed Hundt voiced approval of Johnson's suggestion: "An auction with that desirable possibility should be encouraged."

Last week BET Senior Vice President/General Counsel Byron Marchant said

would-be broadcasters still have several hurdles to overcome before they can bid on any digital TV spectrum. Marchant cited pending petitions for reconsideration of the DTV rules along with pending budget legislation.

Current drafts of House and Senate budget language require the commission to devote four of the channels to public safety use and to auction the six other channels for "commercial purposes."

"People may still have a shot, but it's a ways away," said Marchant. ■

## Networks to get leeway on kids preemptions

*FCC to OK plan by ABC, CBS, NBC to handle sports*

By Chris McConnell  
WASHINGTON

**F**or now, FCC officials are planning to give networks some breathing room in scheduling weekend sports and children's educational shows.

Officials say the commission this week plans to reply to network concerns that the children's programming will conflict with weekend sports, particularly for viewers on the West Coast. Three networks—CBS, NBC and ABC—have submitted evaluations of the scheduling problems along with detailed proposals for rescheduling preempted shows.

Sources in and out of the FCC expect



NBC's 'Saved by the Bell' is often preempted by sports programming.

officials to give a green light to network proposals for rescheduling preempted children's programming. Officials say they then plan to evaluate the results after one year.

"I've been for flexibility from the start," FCC Commissioner James Quello said of the scheduling issue, although last week he had not yet seen the commission responses to the networks.

The networks requested the scheduling flexibility earlier this year after realizing that the weekend sports programming could keep some of the children's shows from qualifying as "regularly scheduled" programming.

Beginning Sept. 1, stations will be required to air three hours of children's educational programming each week or to demonstrate to the FCC that they have aired equivalent educational material. Stations that do not meet the three-hour "processing guideline" will need to show the FCC at license renewal time how they have served the educational needs of children.

An original draft of the children's TV rule said that shows would not count as regularly scheduled if a station preempted more than 10% of a 13-week run.

Although that clause was struck from the final rule, broadcasters have been concerned that FCC staff would employ such a benchmark in reviewing educational programming. The industry has also pointed out the issue to lawmakers; late last month a group of eight senators asked the FCC to allow stations flexibility in scheduling sports and educational fare.

Commission officials last week appeared to be taking such an approach. Sources said they expected that the commission would send letters about the preemption issue to each of the three networks this week. ■



One of  
summer's  
biggest  
hits.



*"Live & OnLine: Summer Ideas" logged 120,000 phone calls and more than 350,000 web-site hits. That's what we call viewer response.*

HGTV programs like *Live & Online* go beyond television entertainment. They offer subscribers real interactivity that focuses on their passion for home. It's one way HGTV is building relationships with viewers, and a perfect example of why we're fast becoming the single source for home enthusiasts.



# Hundt, Quello will clash over alcohol ads

By Chris McConnell  
WASHINGTON

**R**eed Hundt and Jim Quello are headed for a showdown over alcohol advertising this week.

The FCC chairman again will attempt to hold a vote on a proposed FCC inquiry into broadcast hard-alcohol advertising. Quello has the option of pulling the item from the meeting agenda but instead plans to vote against it at the meeting Wednesday.

"Why pull it again?" Quello asked last week, maintaining that he prefers to vote against the proposed inquiry and "get it out of the way."

Last month Commissioner Rachelle Chong pulled the proposed inquiry from the FCC's meeting agenda. For months both Chong and Quello have opposed FCC action on the issue, saying the FTC should deal with hard-alcohol advertising.

"We lack jurisdiction, and no amount of hectoring from the chairman's supposed 'bully pulpit' can change that," Quello said last month in supporting Chong's decision to pull the item from the agenda. Last week Quello also cited the ongoing FTC investigations. "The government already has taken responsible action," he said.

Hundt has maintained that the commission should study the issue. Commissioner Susan Ness, who has been less vocal, supports the idea of conducting an inquiry into the issue.

The expected tie will prevent that from happening, since a majority is required for the FCC to act. ■

## Errata

The June 30 issue of BROADCASTING & CABLE incorrectly reported the new chain of command at CBS following the departure of CBS Inc. President Peter Lund. The story should have said that CBS Entertainment President Leslie Moonves now reports to Michael Jordan, chairman and CEO of Westinghouse/CBS.

# Closed Circuit

NEW YORK

## ABC rethinks Your Choice TV

**A**BC has let Discovery Communications know that it will reevaluate its commitment to video-on-demand project Your Choice TV as it reviews its digital television strategy in the coming months. Preston Padden, president, ABC Television Network, sent a "protective letter" in early June to Discovery Chairman John Hendricks, reasserting the network's right to opt out after six months. "We may or may not participate" after that time, says Padden, who sent Discovery the letter after being briefed on the project shortly after joining ABC last month. "Under the original plan, Your Choice TV was to show replays of network shows with network ads and ads from local [broadcast] affiliates," he says. "They have proposed major changes from the original plan. At the same time, ABC is about to undertake a soup-to-nuts review of digital television plans, so it is logical to include Your Choice within that review." Padden says he will be meeting with Hendricks and other Discovery executives to discuss Your Choice in the next couple of weeks.

WASHINGTON

## Take a letter

**I**n an attempt to "break the log-jam" in negotiations over TV ratings, House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.) planned last Thursday to send a letter to Motion Picture Association of America head Jack Valenti assuring broadcasters that there will be no new ratings legislation in the House for three years if they all cut a deal. Tauzin spokesman Ken Johnson says Tauzin tried to get House Commerce Committee Chairman Tom Bliley (R-Va.) and Speaker of the

House Newt Gingrich (R-Ga.) on board. Gingrich won't agree unless Bliley will, and Bliley will "not give blanket assurances until we know what the finished product is," says Commerce spokesman Mike Collins. Gingrich's spokesperson says that until Gingrich sees a letter, whether he will agree to offer any assurances is "a hypothetical." The bigger problem for broadcasters comes from the Senate, where no letters appear to be forthcoming.

## NAB sees future in expansion

**N**AB is eyeing late prognosticator Jeanne Dixon's Washington townhouse, located next to NAB's headquarters. NAB is fairly "bursting at the seams," one source says, and would like to expand into the house. If NAB does buy the building, valued at approximately \$1.6 million, the association will have some negotiating to do because of the home's residential zoning in Washington's Dupont Circle neighborhood.

NEW YORK

## Better late...

**P**eter Barton is smiling about Liberty Media Corp. and News Corp.'s deal to buy 40% of Cablevision Systems Corp.'s sport networks. The former Liberty president had long declared that it was Liberty's "manifest destiny" to get its hands on the Madison Square Garden network to give Liberty Sports a critical New York City ad outlet. That phrase drew much criticism from media executives, who believed Barton drove the MSG price past \$1 billion when Viacom Inc. first auctioned it off in 1995. Barton is claiming vindication. "I have weathered the storm," he declares (although the deal happened after he had left the ship). "It was a noble act to make the MSG dream come true."

“  
**Fever, chicken soup.**  
**Sore throat, chicken soup.**  
**Quadruple bypass,**  
**chicken soup.**



Grandma Sylvia

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# Broadcasters lobby for loopholes in budget fight

*Dingell also questions provisions favoring broadcasters*

By Paige Albinak

WASHINGTON

**T**he budget bill making its way toward the House-Senate conference contains major spectrum victories for broadcasters, but the road to the President's pen could be pitted with potholes.

The administration continues to lobby for spectrum user fees; a firm date for return of the analog spectrum, and penalties for failure to meet the FCC's digital rollout timetable.

Joining the administration is ranking Commerce Committee member Representative John Dingell (D-Mich.), who has directed pointed questions about the House's amended bill at FCC Chairman Reed Hundt and the Congressional Budget Office.

Dingell is concerned about several provisions in the bill. It doesn't clearly assign minimum bids for spectrum auctions, and thus does not ensure that auctions will bring in a minimum amount of money. The House legislation assigns portions of spectrum for auction without regard for whoever is currently using it. And it requires the FCC to auction spectrum within a certain time frame regardless of whether

the spectrum would be more valuable at another time.

Dingell also questions the CBO "scoring" process, by which budgeteers assign an estimated cost to pieces of legislation. With regard to the spectrum portion of the budget, committee chairs have had to live or die by CBO estimates even if lawmakers think that what makes a good score also makes bad policy.

"During much of the debate on spectrum auctions, a key issue was the potential market for various frequencies," Dingell writes. "Our committee has received no convincing testimony that such demand will occur in the next five years, yet CBO appears to believe that auctions will raise significant revenues.... Please cite all evidence that CBO used in making its estimates of the value of spectrum."

The conference committee could start proceedings as early as tomorrow (July 8), when Congress returns to session. The conference committee will give both sides a chance to re-sling their arrows.

The administration will aim its shots most carefully at the House legislation, which was changed by a "manager's amendment" on the

House floor just before the House passed its version of the budget.

Before both bills went to their respective floors, the Office of Management and Budget—the administration's foot soldier on spectrum auctions—pointed out to the House and Senate that neither bill includes spectrum penalty fees, levies user fees, or "provide[s] a firm date for the termination of analog broadcasting," all of which the administration advocates.

While the Senate bill, OMB says, "is a substantial improvement over counterpart House legislation, we continue to have serious concerns." OMB will continue to raise them, sources say.

The biggest win for broadcasters so far is the "market tests" in both versions of the bill. Those tests would give broadcasters use of the spectrum far beyond the targeted 2006 give-back date.

Most lawmakers favor the Senate's version, which says that 95% of households in a market area must have access to local digital service through over-the-air signals, digital cable or direct broadcast satellite. One Senate staffer calls the language vague, however, suggesting there will be a conference fight over it, or even the tests themselves.

One administration source also says that vague language in the House bill explaining eligibility for exemptions from spectrum auctions may allow broadcasters to lay claim to more than just replacement digital spectrum.

The House allows exemption from auction "for initial licenses or con-

## Activist administration may stay out of cyber-commerce

**WASHINGTON**—In a marked change from other Clinton administration policies, the President unveiled a report last Tuesday that recommends the government keep its hands off electronic commerce.

Revenue generated by Internet electronic commerce is expected to reach \$200 billion in the U.S. by 2000 if left unregulated, the report says. The report recommends that no new taxes or duties be levied on the worldwide network.

The report was put together by senior administration official Ira Magaziner, who worked on Clinton's failed health care plan. That plan, which recommended heavy government regulation of the health care industry, failed to pass Congress.

Clinton has been a strong backer of such measures as the Communications Decency Act, a provision in the Telecommunications Act of 1996 that the Supreme Court last week called unconstitutional

under the First Amendment. The administration also is in favor of the V-chip, a device that television set manufacturers are required to include in new television sets so that parents can block mature programming.

Outgoing FCC Chairman Reed Hundt said in a statement that "government can help by promoting open and competitive communications markets at home and abroad." In the report, the Clinton administration is advocating such a competitive position, but it refuses to back down on its encryption policies. The administration says that allowing the export of high-level security software endangers national safety because such software could fall into the hands of terrorists.

Computer companies are pleased with the administration's electronic commerce recommendations but still want the administration to relax its encryption policies.

—PA

struction permits assigned by the commission to existing terrestrial broadcast licenses for new terrestrial digital television services."

The Senate's language allows exemption "for initial licenses or construction permits for new digital television service given to existing terrestrial broadcast licensees to replace their current television licenses."

The key difference, the source says, is the word "replace." Without it, the House language could allow broadcast-

ers to keep their analog spectrum forever and to lay claim to more digital spectrum.

The administration sees that as a double whammy, or a double win for broadcasters, when combined with the House's proposal to relax duopoly and newspaper/television crossownership laws.

Republican lawmakers in the House Commerce Committee wanted to relax those laws as an added incentive for broadcasters who want to bid

on the returned analog spectrum. Lawmakers believed that adding those bidders to the table would increase the value of the spectrum and drive up the bids.

But, says an administration source, if broadcasters could claim all available spectrum for any new digital service without restrictions against owning more than one full-power station in a market, broadcasters could keep competition at bay as they add to their digital holdings. ■

## Broadcasters welcome Minow-less choices

*But still oppose committee to study digital public interest duties*

By Chris McConnell  
WASHINGTON

**B**roadcasters like at least one of the choices the Clinton administration has made for its planned digital TV public interest advisory group.

Industry lobbyists welcome the administration's decision to name one of their own—CBS Entertainment President Leslie Moonves—co-chairman of the advisory committee that will study digital broadcast public interest obligations. While Moonves will be joined by American Enterprise Institute Resident Scholar Norman Ornstein in leading the group, broadcasters say the leadership choice could have gone worse for them.

"It's a tie ball game," one broadcast industry observer says of the selection.

James Hedlund, president of the Association of Local Television Stations, observes that "it's not a bad choice if you're going to have one of these things."

Hedlund and others say they prefer the Moonves/Ornstein combination to the prospect of a committee led by Newton Minow. The former FCC chairman had been on the short list of possible committee chairmen.

"It's kind of brilliant in that way," one observer says of the decision, maintaining that including a broadcaster as co-chairman could mute industry criticism of the committee's eventual conclusions.

Still others continue to object to the idea of assembling any committee to recommend public interest obligations



Norman Ornstein (l) and Leslie Moonves will lead the Clinton administration's review of free-airtime proposals.

for broadcasters. Vice President Gore earlier this year called for such a group. "We don't need this committee in the first place," says Hedlund.

"This is PR smoke to get Gore elected [president in 2000]," another lobbyist adds.

The committee and its two leaders was the subject of President Clinton's June 28 radio address. Naming the co-chairmen, Clinton voiced hopes that the effort would lead to free airtime for political candidates.

"In March I called on the Federal Communications Commission to require broadcasters to give candidates free time as a condition of receiving a new, lucrative license for high-tech digital TV," Clinton said. "That's the least we can ask of broadcasters, who are given access to the public airwaves worth billions of dollars at no cost, with only the requirement that they meet a basic public obligation."

In a five-point campaign finance reform proposal written after the 1996

election, co-chairman Ornstein and the four other authors called for the creation of a "broadcast bank" that would provide airtime to candidates.

Under the plan, the government would eliminate its "lowest unit charge" regime and instead assess a fee on all broadcast advertising sales. The revenue—to be paid either in dollars or in airtime—would then go into the broadcast bank. Additionally, the proposal called for the government to obtain more broadcast bank revenue by auctioning channels 60-69.

Such free-airtime plans have won applause from FCC Chairman Reed Hundt. And last week several in Washington were quick to point out that Ornstein is married to Judith Harris, a former director of the FCC Office of Legislative Affairs.

Ornstein, an election analyst for CBS News and a columnist for *USA Today* and *Roll Call*, also has written on other broadcast-related issues. In one editorial, he called on Congress to use digital TV channels to achieve a balanced budget compromise.

"Six new channels for each existing one, commercially viable in a couple of years, with untold profit potential," Ornstein wrote of the digital channels. "Auction them off."

Moonves, meanwhile, will be reprising his role as the industry's representative on a public interest-related initiative. It was Moonves who boarded a red-eye flight to Washington last summer to attend a White House announcement of a government/industry agreement on

children's television programming requirements.

"We look to people we know," one broadcast source says of Moonves's appointment to the new committee.

One source said last week that the White House may not name the rest of the committee for a few weeks.

Equally uncertain was the status of the FCC rulemaking that is expected to

incorporate the committee's recommendations. Hundt had hoped to launch an FCC inquiry into the public interest obligations of digital broadcasters and other spectrum users.

But the initiative, which Hundt had hoped to launch at the FCC's July 9 meeting, has run into early resistance from commissioners James Quello and Rachelle Chong.

Late last month, Quello said he looked forward to the committee's recommendations, but insisted that there was no need for the FCC to be "out in front" of the Vice President.

"Any imposition of burdensome additional quantifiable public interest obligations for new, costly, undeveloped services will impede growth," Quello added. ■

## Everett gaining support for FCC chair

Ralph Everett has picked up more congressional support to be the FCC's next chairman. Last month, 31 members of the Congressional Black Caucus endorsed the Washington lawyer as the next chairman. "As a native of South Carolina, Ralph appreciates not only the necessity but the nuances of how to promulgate policies that address regional concerns of communities and businesses affected by evolving telecommunications policy," said the June 25 letter. "There is no better time and no better person to serve as the next chairman of the FCC."

## Access Washington

Candidate appearances on *Access Hollywood* qualify as bona fide newscasts, the FCC said last week. Responding to a petition from the show, the commission said candidate appearances on *Access Hollywood* are not subject to rules requiring equal time for political candidates. "As with specific programs previously considered exempt under the newscast exemption, *Access Hollywood* appears to follow a traditional newscast format," the commission said.

## Scotland Yard, Interpol and the FCC

Extortion, pornography and copyright violations were among the issues under investigation at the FCC between October and March. In its semiannual report to Congress last week, the commission's Office of Inspector General said it had opened 15 new cases and closed another 14 since its last report. Among the "significant" investigations listed in the report are a probe of possible extortion of the management of four radio stations in Vero Beach, Fla. The commission said it is assisting the FBI in the investigation, which is ongoing. In another case, the FCC is working with the FBI and two county police departments on a pornography case involving FCC employee use of the Internet from a commission computer. A third case involved a contractor upgrading computers at the Office of Inspector General. When officials saw the contractor making a copy of a copyrighted computer program stored in a nearby bookcase, the man's FCC assignment "was terminated, and security escorted him from the building."

## Don't kids like sports?

Lawmakers are urging the FCC to cut stations some slack in scheduling children's educational programming. Net-

works have been concerned that their educational lineups won't count toward the FCC's three-hour standard once stations start preempting the shows for weekend sports. In a June 27 letter to FCC Chairman Reed Hundt, eight senators asked the commission to allow the stations flexibility in rescheduling shows. "Local stations should not be faced with the difficult decision of choosing between the live broadcast of a very popular sports event and an equally popular children's program," said the letter, whose signers include Senator Conrad Burns (R-Mont.) and Orrin Hatch (R-Utah).

## Purging the urge to merge

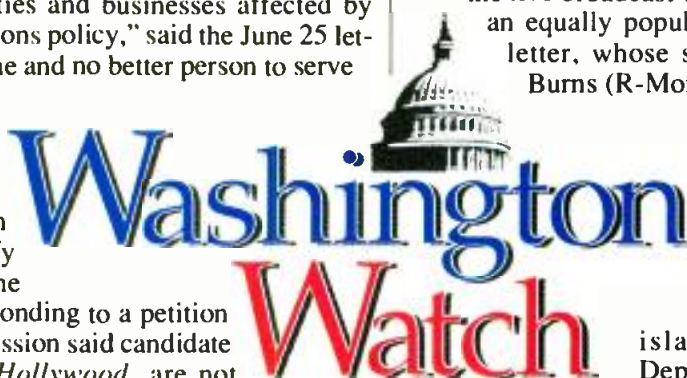
Unhappy with the dearth of competition in telecommunications, Senator Bob Kerrey (D-Neb.) has introduced legislation that would tie Justice Department approval of telecommunications mergers to proof that the mergers would "significantly en-

hance competition." Kerrey's proposal would cover combinations between most telephone companies, cable operators, DBS operators and broadcasters. The Justice Department's current standard for reviewing mergers is "appropriate for competitive companies tending toward monopoly, but not for monopolies which should be moving toward competition," Kerrey said on the Senate floor.

## NAB wary of satellite repeaters

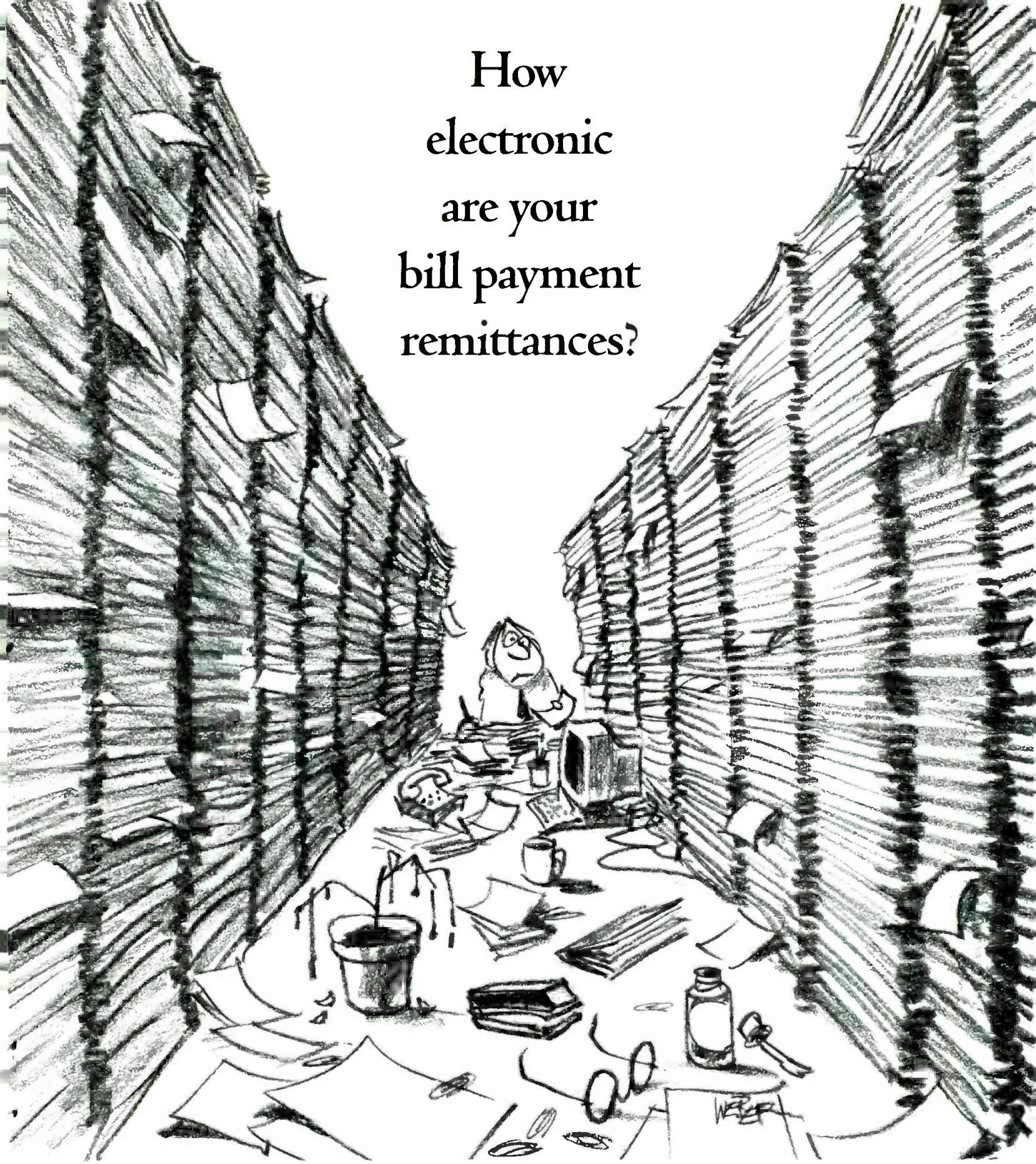
The FCC may have auctioned off the satellite radio spectrum, but the National Association of Broadcasters has not abandoned its battle against the service. Last month the association was urging the commission not to allow the use of terrestrial repeaters for the satellite radio. "NAB is unaware of a U.S. satellite system relying upon a terrestrial repeater component," the association said. "Clearly, a sound technical basis is needed...before any rules governing terrestrial repeaters are considered and adopted."

Satellite radio companies also have a new opponent at the FCC. Primosphere, itself a proponent of the service and an unsuccessful bidder on satellite radio spectrum, has asked the FCC to deny applications by CD Radio and American Mobile Radio Corp. to launch satellites. Primosphere says CD Radio is exceeding FCC limits on foreign ownership and maintains that the other auction winner, AMRC, may also be exceeding the limits.



Edited by Chris McConnell

# How electronic are your bill payment remittances?



Electronic bill payment has always been a good idea, just not very electronic. Until Visa® ePay, that is. Unlike other payment services that are largely paper based, ePay is the first fully automated system. Which means no more paperwork and no more paper trails when it comes to getting paid. And, since funds are secured from your customers before

payment is sent to you, you're guaranteed good funds. Not to mention savings, as exception items and processing fees disappear. So, if you want an electronic bill payment that's fully electronic, get Visa ePay. It's the system that really pays. For more information on ePay, please call toll free 1(888) 396-4040.

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# Broadcasting & Cable Top 25 Media Groups

BROADCASTING & CABLE's powers that be are topped by Time Warner, whose TV networks, cable systems, movie studio, books and magazines generated more than \$20 billion last year. But look out. At \$19 billion, ubiquitous Disney may be closing in. The Top 25 encompasses only those media companies with significant TV or radio interests in the U.S. They are ranked by their 1996 revenue from media and entertainment. That includes all the revenue of 20 companies, but only the media revenue of the five companies with substantial non-media holdings—Sony, General Electric, Westinghouse, General Motors and Seagram.

- |                                         |                         |
|-----------------------------------------|-------------------------|
| 1. Time Warner                          | 13. Hearst Corp.        |
| 2. Walt Disney Co.                      | 14. McGraw-Hill Co.     |
| 3. News Corp. (Fox)                     | 15. US West Media Group |
| 4. Viacom (Paramount)                   | 16. New York Times Co.  |
| 5. TCI                                  | 17. Tribune Co.         |
| 6. Sony (Columbia)                      | 18. Washington Post Co. |
| 7. General Electric (NBC)               | 19. Cox Enterprises     |
| 8. Westinghouse (CBS)                   | 20. Bloomberg           |
| 9. Gannett Co.                          | 21. E.W. Scripps Co.    |
| 10. General Motors (Hughes Electronics) | 22. Meredith Corp.      |
| 11. Comcast Corp.                       | 23. A.H. Belo Corp.     |
| 12. Seagram (Universal)                 | 24. Media General       |
|                                         | 25. Pulitzer Publishing |

## 1 Time Warner Inc. New York (NYSE: TWX)

Gerald M. Levin,  
chairman/CEO

TIME WARNER



Revenue: \$20.9 billion  
Operating income: \$2.1 billion

**TV:** The WB television network; Warner Bros. Television; international Warner Bros. programming  
**Cable:** CNN: Headline News, CNN/SI (sports network), CNN Airport, CNNfn (The Financial Network); HBO: HBO Family Channel, HBO Animation; Cinemax; TNT; TBS Superstation (wtbs[tv] Atlanta); Cartoon Network; Turner Classic Movies (TCM); cable systems serving 12.3 million subscribers  
**Feature films:** Warner Bros. Studios; Warner Home Video; Warner Bros. International Theaters  
**Publications:** Time Inc.: *People*, *Sports*

*Illustrated*, *Time*, *Entertainment Weekly*, *Fortune*, specialized magazines; Time Warner Trade Publishing; Time Life Books; Warner Books, Little, Brown Publishing; books; international magazines  
**Music:** Warner Music Group: Atlantic, Elektra, Warner Bros., Warner Music International, Warner/Chappell Publishing Co.; 50% of Columbia House  
**Retail:** Warner Bros. Consumer Products; 161 Warner Bros. Studio Stores worldwide  
**Misc.:** Book-of-the-Month Club Inc.; Warner Bros. theme parks; CNN Interactive

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## 2 The Walt Disney Co.

Burbank, Calif.  
(NYSE: DIS)

**Michael Eisner,**  
chairman/CEO



**Revenue:** \$18.7 billion

**Operating income:** \$3 billion

**TV:** Walt Disney Television (International); Touchstone Television; Walt Disney Television Animation; Buena Vista Television; ABC Inc.: ABC Television Network (ABC News and ABC Sports), 10 TV stations; Disney/ABC International Television  
**Cable:** ESPN; The Disney Channel; A&E Networks: A&E, The History Channel; Lifetime Television

**Radio:** ABC Radio Network (ABC News and ABC Sports); 26 radio stations. 11 AMs, 15 FMs; working to start Radio Disney (24-hour children's radio)

**Feature films:** Walt Disney Motion Pictures Group; Walt Disney Pictures, Touchstone Pictures, Hollywood Pictures, Caravan Pictures, Miramax Films; Buena Vista Pictures Distribution; Buena Vista International, Buena Vista Home Video, Buena Vista Home Entertainment

**Publications:** Daily newspapers; 50 trade publications; *W* magazine; *Discover* magazine; family magazines; books; comics  
**Music:** Walt Disney Records; Hollywood Records

**Retail:** 101 Disney Stores worldwide; clothing; toys; licensing ventures

**Misc.:** Disney theme parks: Walt Disney World, Disneyland, Epcot Center, building Disney's Animal Kingdom and Disney's California Adventure, parks in Europe and Asia; Walt Disney Imagineering; Anaheim Sports; Anaheim Mighty Ducks NHL team; Walt Disney Theatrical Productions; Disney Online; ABC Online; Disney Interactive (CD-ROMs and online products); Disney Cruise Line

**Investments/joint ventures:** 25% of Anaheim Angels baseball team; interests in international broadcasting companies; partnership with Ameritech to develop new cable TV networks

## 3 News Corp. Ltd. (Fox)

Surry Hills, NSW, Australia  
(NYSE: NWS)

**Rupert Murdoch,**  
chairman/CEO

**Revenue:** \$14.3 billion

**Operating income:** \$1.4 billion

**Broadcasting & Cable** July 7 1997



News Corporation



**TV:** Fox Broadcasting Co.: 23 U.S. TV stations; Fox broadcast network; Fox News Productions Inc.; 20th Century Fox Television; 20th Television; Twentieth Century Fox/Astral Television Distribution Ltd.; Evergreen Television Productions Inc.; Fox Children's Network Inc.

**Cable:** Fox Pay-Per-View services; fX Networks

**Feature films:** Fox Motion Pictures; 20th Century Fox Film; Columbia TriStar Films; 21st Century Fox Film; Cinemascope Products; Fox Animation Studios; Mirror Pictures; Van Ness Films; Fieldmouse Production; Fox West Pictures; San Antonio Film Features; Fox Home Video; 20th Century Fox Home Entertainment

**Publications:** HarperCollins US Inc.;

Murdoch Publications; News T Magazines; News America Publications Inc.

**Music:** Fox Music; Fox Records; Fox Children's Music Inc.; Fox Film Music; Fox On Air Music; Fox Broadcast Music

**Misc.:** Fox Movietone News; Fox Net; Fox Sports Productions

## 4 Viacom (Paramount)

New York  
(ASE:VIA)

**Sumner Redstone,**  
chairman/CEO



**Revenue:** \$12.1 billion

**Operating income:** \$2.2 billion

**TV:** Television Signal Corp.; Riverside Broadcasting Co.; 13 TV stations; Paramount Communications Inc.; 75% of Spelling Entertainment Group, Inc.

**Cable:** MTV; Showtime; Nickelodeon/Nick at Nite; VH1; USA Networks; Comedy Central; All News Channel

**Radio:** 12 radio stations

**Feature films:** Paramount Pictures; Viacom Productions

**Publications:** Simon & Schuster; Macmillan Publishing USA; Prentice Hall Co.; technical and professional books

**Music:** Music By Video Inc.

**Retail:** Blockbuster Entertainment Corp.: home video, music

**Misc.:** Discovery Zone; Paramount Parks (5 theme parks); audio/visual software; Games Productions Inc.

## 5 Tele-Communications Inc.

Englewood, Colo.  
(NYSE: TCOMA)

**John Malone,**  
chairman/CEO



**Revenue:** \$8 billion

**Operating income:** \$2.3 billion

**Cable:** Cable systems serving 14.4 million subscribers; Liberty Media; Bravo Classic Movies Ltd.; Cable Accounting Inc.; Cable Television Advertising Group; Discovery Communications Inc.; Home Sports Network; local cable networks; Cable AdNet Partnership

**Feature films:** Corsair Pictures Inc.

**Misc.:** Direct Broadcast Satellite Services Inc.; Netlink USA; United Paging Corp.; United Tribune Paging Corp.; UCT Aircraft Inc.; United Corporate Communications; United Hockey Inc.; Intelligent Electronics

**Investments/joint ventures:** Joint ventures in several local cable television systems and networks

## 6 Sony Corp. (Columbia)

Tokyo  
(NYSE: SNE)

**Norio Ohga,**  
chairman/CEO



**Revenue :** \$7.9 billion

(from media only)

**Operating income :** \$517.7 million  
(from media only)

**TV:** Sony Pictures Entertainment (television programming and syndication); Columbia TriStar Television; Columbia TriStar Television Distribution; Columbia TriStar International Television

**Feature films:** Sony Pictures Entertainment Inc.: motion picture production and distribution; Columbia Pictures; TriStar Pictures; Sony Pictures Classics; Triumph Films; Sony Pictures Releasing; Columbia TriStar Film Distributors International; TriStar Home Video; Sony Pictures Studios; Culver Studios

**Music:** Columbia Records Group; Epic Records Group; Sony Classical

**Misc.:** Electronics; CD-ROMs

# 13 Hearst Corp.

New York  
(Privately owned)  
**Frank Bennack Jr.,**  
president/CEO

## The Hearst Corporation

**Revenue:** \$3.2 billion  
**Operating Income:** \$1.1 billion  
**TV:** 16 TV stations; production and syndication of family-oriented TV programming  
**Cable:** 20% stake in ESPN; interests in Lifetime Television, A&E, New England Cable News and History  
**Publishing:** *Cosmopolitan*, *Esquire*, *Good Housekeeping*, *Town & Country* and 12 other U.S. monthly magazines as well as 87 international editions; 9 UK monthly magazines; 12 daily newspapers, including *Houston Chronicle* and *San Francisco Examiner*; 7 weekly newspapers; Hearst News Service, and Avon Books; William Morrow & Co. publishing company; King Features Syndicate  
**Misc.:** Internet site Home Arts Network



**Radio:** Capitol Radio Engineering Institute; National Radio Institute  
**Publications:** Wide range of business titles: *Business Week*; educational publishing; books; journals; *Standard & Poor's*; McGraw-Hill News Bureaus; financial publications  
**Misc.:** Administrative software; Internet and news service research services; Columbia Computing Services Ltd.

ing Service; Interstate Broadcasting Co.; Times Southwest Broadcasting; NYT Broadcast Holdings; NYT Electronic Media  
**Radio:** Two radio stations  
**Publications:** *New York Times*, *Boston Globe*, 18 other daily newspapers, 3 non-daily newspapers in 6 states; New York Times Magazine Group; *Golf Digest*; Retail Magazines Marketing Co.; Gold World Ltd.; news information services; TimesFax; 50% of *International Herald Tribune*  
**Misc.:** Madison Paper Industries

# 14 McGraw-Hill Co.

New York (NYSE: MHP)

## The McGraw-Hill Companies

**Joseph L. Dionne,**  
chairman  
**Revenue:** \$3.1 billion  
**Operating Income:** \$661.6 million  
**TV:** McGraw-Hill Broadcasting Co. (4 TV stations); broadcast programming focusing on finance, business, education, construction, computers, communications, medicine and defense



# 15 US West Media Group

Englewood, Colo.

(NYSE: UMG)  
**Charles M. Lillis,**  
president

## USWEST

**Revenue:** \$3 billion  
**Operating Income:** \$454 million  
**Cable:** Cable systems serving 5.3 million subscribers; Media One (formerly Continental Cablevision)  
**Publications:** Directory Information Services; White and Yellow Pages Directories  
**Misc.:** US West Communications wireless communications in West and Midwest; local and long-distance telephone service  
**Investments/joint ventures:** 10% interest in Primestar



# 17 Tribune Co.

Chicago (NYSE: TRB)

**John W. Madigan,**  
chairman/pres./CEO  
**TRIBUNE**

**Revenue:** \$2.4 billion  
**Operating Income:** \$490.1 million  
**TV:** Tribune Broadcasting; 17 TV stations; Tribune Entertainment: *Soul Train*, *The Geraldo Rivera Show*  
**Cable:** Superstations WGN-TV Chicago; equity investment in Television Food Network; local Chicago news network  
**Radio:** 5 radio stations  
**Publications:** *Chicago Tribune* and three other major daily newspapers; Educational Publishing Corp.; Everyday Learning Co.; NTC/Contemporary Publishing Co.; The Wright Group  
**Investments/joint ventures:** Affiliation with WB for programming; Digital City with America Online; 12% of The Learning Company; 4% of America Online



# 16 New York Times Co.

New York,  
(ASE: NYT/A)

**Arthur O. Sulzberger,**  
chairman/CEO



The New York Times  
Company

**Revenue:** \$2.6 billion  
**Operating Income:** \$447.9 million  
**TV:** 6 TV stations; New York Times Broadcast-



# 18 The Washington Post Co.

Washington (NYSE: WPO)

## The Washington Post

**Donald E. Graham,**  
chairman/CEO  
**Revenue:** \$1.9 billion  
**Operating Income:** \$432.1 million

**TV:** 6 TV stations  
**Cable:** More than 50 cable systems  
**Publications:** *Washington Post*; *Herald and Gazette* newspapers; *Newsweek*; *Newsweek Business Plus*; 50% of *International Herald Tribune*  
**Misc.:** Stanley Kaplan exam preparation centers; Newsweek Interactive; Virtual-City; American PCS communications services systems  
**Investments/joint ventures:** 35% of Bear Island Timberlands Co.; 49% of Bowater Mersey Paper Co.; Los Angeles Times-Washington Post News Service



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# 19 Cox Enterprises Inc.

Atlanta (NYSE: COX)

**James O. Robbins**, president/CEO

**Revenue:** \$1.5 billion

**Operating income:** \$221.7 million

**TV:** 12 TV sta-

tions; venture

with Times

Mirror

**Cable:** 25 cable sys-

tems serving 3.3 mil-

lion subscribers; Cox

Digital TV; 50% of

TWC Cable Partners;

50% of GEMS (Span-

ish language program-

ing for women); 49.6%

of *UK Living* (British

talk show and soap

opera network); 41% interest in Outdoor

Life Network; 39% interest in Speedvision

Network; 25.6% of Discovery Communi-

cations; 20% of PPVN Holding (Pay-Per-

View and Viewer's Choice); 10.4% of E!

Entertainment Television

**Radio:** 49 radios: 17 AMs, 32 FM;

13.6% of Digital Cable Radio Associates

**Misc.:** Cox Communications PCS local

phone service; 15% of Sprint Spectrum;

14.2% of @Home Network Internet

provider; 10% of Primestar

**Investments/joint ventures:** 15% of

Sprint PCS; 17.6% of PhillieCo with TCI,

Comcast and Sprint

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Groups

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**Radio:** Syndicated radio programing; WBBR(AM) New York  
**Publications:** Computer news service; financial books

**21 E.W. Scripps**  
Cincinnati (NYSE: SSP)  
**William Burleigh**, president/CEO



**Revenue:** \$1.1 billion

**Operating income:**

\$205.9 million

**TV:** 10 TVs; Cinetel

Productions

**Cable:** Home & Garden Television

**Feature films:** Scripps Howard Productions

**Publications:** Daily newspapers in 16

markets; United Media (news columns,

comic strips and features)

**Retail:** United Media products

**Investments/joint ventures:** Newspa-

per joint operating agencies in 5 mar-

kets; SportSouth



**22 Meredith Corp.**  
Des Moines (NYSE: MDP)

**William T. Kerr**,  
president/CEO



**Revenue:** \$867.1 million\*

**Operating income:**

\$141.6 million\*

**TV:** 11 TV stations

**Cable:** Meredith Cable Inc., Minnesota

**Publishing:** Family-oriented magazines,

including *Better Homes and Gardens*,

*Ladies' Home Journal* and *Crayola Kids*;

books for home and family under Better

Homes and Gardens label; line of visitor



**20 Bloomberg LP**  
New York  
(Privately owned)

**Michael Bloomberg**,  
president/CEO



**Revenue:** \$1.1 billion

**Operating income:**

\$270 million

**TV:** 24-hour financial

news service deliv-



guide magazines for national, state and wildlife parks  
\* year ended June 30, 1996

**23 A.H. Belo Corp.**  
Dallas (NYSE: BLC)

**Robert Dechard**,  
chairman/pres./CEO



**Revenue:** \$824.3 million

**Operating income:**

\$87.5 million

**TV:** 16 TV stations;

Belo Productions Inc.; King Broadcasting

**Cable:** NorthWest Cable News; The

Television Food Network

**Publications:** *Dallas Morning News*;

*Providence Journal-Bulletin*; *Owensboro*

(Ky.) *Messenger-Inquirer*; *Bryan-College*

*Station* (Tex.) *Eagle*; *The* (Henderson,

Ky.) *Gleaner*; *Arlington* (Tex.) *Morning*

*News*; *The Providence Journal Co.*



**24 Media General**  
Richmond, Va.  
(ASE: MEG/A)

**J. Stewart Bryan III**,  
chairman/CEO



**Revenue:** \$765.1 million

**Operating income:**

\$102.4 million

**TV:** 13 TV stations

**Cable:** Cable systems

in Fairfax Co. and Fredericksburg, Va.

**Publications:** 20 daily newspapers

including *Richmond* [Va.] *Times-Dis-*

*patch*; 89 weekly papers



**25 Pulitzer Publishing Co.**  
St. Louis (NYSE: PTZ)  
**Michael Pulitzer**, chairman/CEO



**PULITZER**  
**PUBLISHING**  
**COMPANY**

**Revenue:** \$534.1 mil-

lion

**Operating income:**

\$155.4 million

**TV:** Pulitzer Broadcast-

ing Co.; 10 TV stations

**Radio:** 3 radio stations

**Publishing:** *St. Louis*

*Post-Dispatch*; *Ari-*

*zona Daily Star*;

Pulitzer Community Newspapers Inc. (14

daily papers)

**Misc.:** First Scripps League Realty Co.

**Investments/joint ventures:** TNI Part-

ners: The Tucson Agency with Gannett



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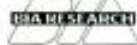
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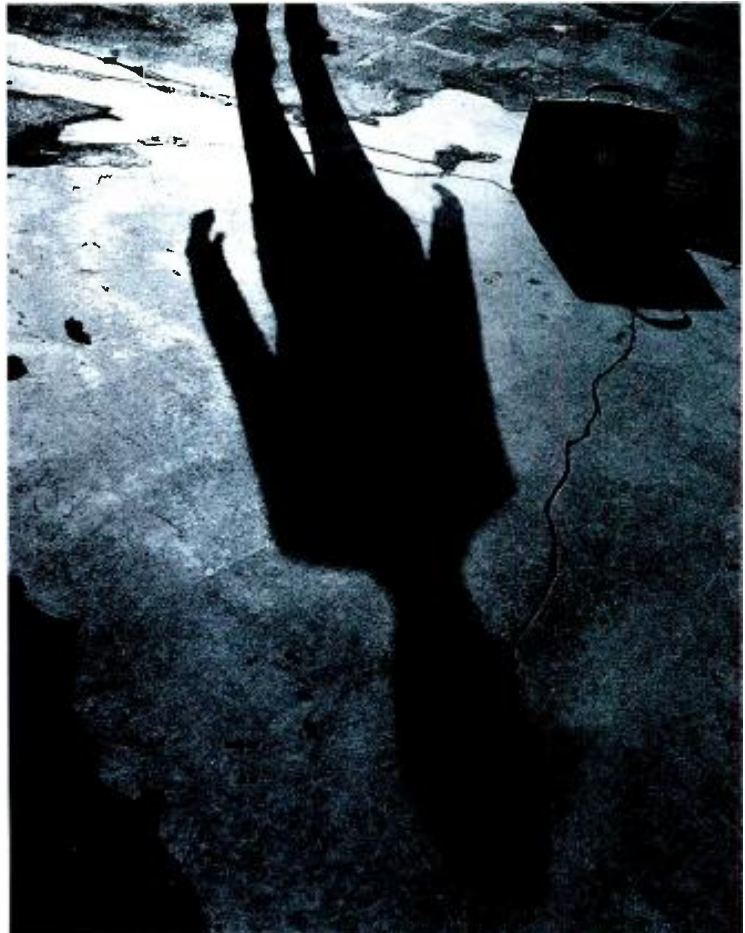
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INFORMATION, COMMUNICATIONS & ENTERTAINMENT

Good advice whispered here.<sup>SM</sup>

# Broadcasting

July 7, 1997

## Universal ends 'Crook and Chase' run

*Producers continue to look for other venues*

By Joe Schlosser

**U**niversal Television Enterprises ended its six-month run with syndicated talk show *Crook and Chase*. After failing to land the show in two of the top three markets (New York and Chicago), Universal officials says enough is enough.

The show's producer, Jim Owens and Associates, has acquired the domestic distribution rights and is looking into syndication and cable

options. Through mid-September, *Crook and Chase* will air in re-packaged programs. The show is cleared in 91 markets covering more than 45% of the nation.

Universal Television Enterprises President Jim McNamara says that without clearances in all top three markets, the show—which airs on KCAL(TV) Los Angeles—was not economically viable. McNamara said the limited amount of shelf space, combined with the diverting of Universal's resources to a number of



*'Crook and Chase' couldn't find a home in New York or Chicago.*

projects—including the upcoming Maury Povich talk show—forced Universal to take such action.

*Crook and Chase* averaged a 1.7

### SYNDICATION MARKETPLACE



*'Moesha' joins TBS in 2002.*

#### TBS buys 'Moesha,' 'Parent 'Hood'

TBS has acquired the off-network rights to sitcoms from the two fledgling broadcast networks. TBS nabbed UPN's *Moesha* and The WB's *The Parent 'Hood*.

which join the cable network's ever-increasing list of off-network shows. Both series will premiere on TBS in 2002. *The Parent 'Hood* goes into syndication in fall 1999. It has been acquired by Tribune Broadcasting and is being sold by Warner Bros. Domestic Television. *Moesha* is distributed by Worldvision and goes into syndication in 2000. According to sources, the asking price for the show in the top three markets is \$115,000 per episode plus one minute of barter. Chris Craft, Paramount and other station groups have already picked up *Moesha* for its first three years.

#### 'Wayans' gets executive producer

Buena Vista Television has signed British independent production company Planet 24 to produce the *Keenen Ivory Wayans* show. Buena Vista also named Charlie Parsons, Planet 24's co-founder and a longtime British television producer, as the late-night show's executive producer. Planet 24's credits include Britain's popular morning program *The Big Breakfast* and the late-night music show *The Word*. Buena Vista will premiere the *Wayans* show Aug. 4.

#### Kid-friendly 'Kidazzle'

Treat Entertainment, producer of PBS series *Kidazzle*, has been in discussions about distributing the FCC-friendly series to commercial stations. An ad-supported version of the show is already distributed internationally by King World and has found some takers in Singapore, Malaysia and New Zealand. The show will not have to search for documentation of its kid-friendliness. If the PBS pedigree weren't enough,

according to a Treat executive, when the BBC was pitched the show, it declined, saying *Kidazzle* was "far too educational" for its audience.

#### 'Arthel and Fred' additions

All American Television's new daily talk show *The Arthel and Fred Show* has added seven new staffers. Michael L. Weinberg was named supervising producer. Weinberg previously worked on *Late Night with Conan O'Brien* and *Later With Bob Costas*. Steve Grant, who last directed MTV's *Loveline*, was named the show's director Susan Gold and Laurie D. Muslow were named talent executives. Gold most recently operated her own talent firm, and Muslow was with daytime talker *Scoop with Sam and Dorothy*. Liz Tucillo and Craig Carlisle join as executives and writers. The two have written comedy as a team and produced a number of stage shows. Finally, Kevin Rupnick has been added as production designer. Rupnick has worked on soaps *All My Children* and *As the World Turns*. The show, hosted by Arthel Neville and Fred Roggin, debuts Sept. 8.—JS

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Nielsen rating/9 share nationally in the May sweeps. The show was moved to Los Angeles in February from its 13-year production facility in Nashville.

Although *Crook and Chase* had its trouble in the national ratings, it has fared well in a number of southern and midwest markets. It posted a 5.2/23 on WBIR-TV Knoxville, Tenn., and a 4.9/21 on KSDK(TV) St. Louis.

"It is a show that has had some good stories but hasn't done that well nationally," says Bill Carroll, vice president, director of programing, Katz Television Group. "They do a nice middle-of-the-road show, and unfortunately in today's market a middle-of-the-road show doesn't make it nationally."

Lorianne Crook and Charlie Chase have hosted the show for 14 years, and Owens vows the show will continue for many more years. ■

## CBS shuffles program lineups



Look for programing changes at CBS this month, from new time slots for its shows to the addition of new and familiar faces in prime time.

Beginning July 23 and continuing through the summer, *Murphy Brown* will air twice each week—in its new 8:30-9 p.m. fall slot on Wednesday and in its 9:30-10 p.m. slot on Monday. On Aug. 5, *JAG* will move from 9-10 p.m. Friday to its new 8-9 p.m. spot on Tuesday. On Aug. 7, *Promised Land* jumps from 8-9 p.m. Tuesday to its new 8-9 p.m. slot on Thursday, and *Diagnosis Murder* moves from 8-9 p.m. to 9-10 p.m. on Thursday.

The midseason news magazine *Coast to Coast* will return to the schedule on July 23 in the 9-10 p.m. slot and will continue to air July 30, Aug. 13, Aug. 27 and Sept. 3. Bernard Goldberg, Cynthia Bowers and Steve Hartman are among the correspondents returning to the series.

On Aug. 1, CBS will debut *Ordinary/Extraordinary*, a reality-based series hosted by John Schneider and Leanza Cornett that celebrates the human spirit. CBS picked up six episodes of the show from LMNO Productions. —LR



### Pick a number

This one from the "Which Nielsen Number Do You Pick?" book: Local data from the May sweeps have *The Late Show with David Letterman* outranking *The Tonight Show with Jay Leno* and *Politically Incorrect* with Bill Maher in adults 18-34. Ac-

cording to local data from 187 stations, *Letterman* garnered a 2.3/13, while *Leno*—according to data from 183 stations—earned a 2.2/13 in the young-adult demo. In *Letterman's* second half-hour opposite *Politically Incorrect*, the CBS show led in the demo with a 2.7/11 and Maher's show earned a 2.6/11, according to local data from 85 stations where the two go head-to-head. Yet in the national numbers, *Leno* still reigns in the demo with a 2.3/11, while *Letterman* trails with a 2.0/10.

### ABC unveils movies, made-fors and minis

ABC last week announced its slate of theatricals, made-fors and specials for the 1997-98 season. Theatricals include "Apollo 13," "Waterworld," "Dangerous Minds," "First Knight," "Love Affair," "My Family/Mi Familia" and "Quiz Show." The miniseries include *Medusa's Child*—based on the novel by John J. Nance—as well as *Oprah Winfrey Presents: The Wedding*, starring Halle Berry, and *Peter Benchley's Creature*. Among the made-fors are *The Advocate's Devil*, starring Ken Olin, and *Bad As I Wanna Be: The Dennis Rodman Story*. Specials include *Motown's 40th: A Retrospective*, *A Tribute to Aaron Spelling* and the annual Academy Awards.

### Creative appointment

Former Witt-Thomas president Gary Levine was tapped to replace Warner Bros.' David Janollari as executive vice president of creative affairs. As the number-two to

Warner Bros. TV President Tony Jonas, Levine will oversee all network drama and comedy series development. While at Witt-Thomas, Levine helped develop *Pearl* and *The John Larroquette Show*. The departing Janollari will form a production company with Bob Greenblatt, the former number-two in programing at Fox.

### Bergeron out at 'Breakfast'

In a mutual decision, Tom Bergeron has left Fox's slow-growth morning show, *Fox After Breakfast*. The show, which has averaged a .9 rating since its debut, has already bid farewell to co-host Laurie Hibberd as well as the original executive producers. Announcer Nancy Giles will take over hosting duties with "Road Warrior" correspondent Jeff McGregor until a replacement is found.

### WB sign-up

The WB has signed a four-year agreement with WBNX-TV Cleveland to carry the network's programing. WBNX-TV replaces WUAB(TV) there, which carried The WB as a secondary affiliate until a recent deal in which it will become exclusive to UPN beginning in January through 2004. The WB's start date with WBNX-TV has yet to be determined.

### Morning addition

Hall Gessner has been named executive producer of *CBS News Saturday Morning*, the new two-hour broadcast that will premiere in mid-September. The broadcast will be co-anchored by Susan Molinari, who will step down from her seat in the U.S. House of Representatives at the end of July. Gessner was a senior producer of *Coast to Coast*, the freshman CBS news magazine that premiered in January.

Separately, ABC confirmed that Lisa McRee will replace Joan Lunden as co-anchor of *Good Morning America* starting in September. McRee has co-anchored two newscasts (5 p.m. and 11 p.m.) on KABC-TV Los Angeles since 1994. Before that she was an original anchor of *World News Now*, ABC's overnight newscast. —LR

# Broadcasting & Cable PEOPLE'S CHOICE Ratings according to Nielsen June 23-29

KEY: RANKING/SHOW [PROGRAM RATING/SHARE] • TDP 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 41   | abc                                                    | CBS                                                               | NBC                                                          | Fox                                                            | U/PIN                         | WB                              |
|-----------|--------------------------------------------------------|-------------------------------------------------------------------|--------------------------------------------------------------|----------------------------------------------------------------|-------------------------------|---------------------------------|
|           | 6.7/12                                                 | 6.8/13                                                            | 7.5/14                                                       | 3.4/6                                                          | 2.3/5                         | 2.8/5                           |
| MONDAY    | 8:00 38. ABC World of Discovery 6.6/13                 | 38. Cosby 6.6/13                                                  | 49. Mad About You 6.2/12                                     | 89. Mad TV Prime 3.5/7                                         | 111. In the House 2.3/5       | 109. 7th Heaven 2.4/5           |
|           | 8:30                                                   | 38. Ev Loves Raymd 6.6/13                                         | 62. Fired Up 5.2/10                                          | 107. Ruby Wax Show 2.5/5                                       | 107. Mal & Eddie 2.5/5        |                                 |
|           | 9:00 35. ABC Monday Night Movie—Late for Dinner 6.8/12 | 29. Cybill 7.2/13                                                 | 50. Caroline in/City 6.1/11                                  | 89. Married...w/Chld 3.5/6                                     | 111. Sparks 2.3/4             | 113. Buffy/Vampire Slayer 2.1/4 |
|           | 9:30                                                   | 35. Murphy Brown 6.8/12                                           | 33. Suddenly Susan 6.9/12                                    | 80. Married...w/Chld 4.2/7                                     | 113. Goode Bhr 2.1/4          |                                 |
|           | 10:00 35. Chicago Hope 6.8/12                          |                                                                   | 7. Dateline NBC 10.4/19                                      |                                                                |                               |                                 |
| TUESDAY   | 10:30                                                  |                                                                   |                                                              |                                                                |                               |                                 |
|           | 7.1/13                                                 | 6.3/12                                                            | 9.3/17                                                       | 4.0/8                                                          | 2.3/4                         |                                 |
|           | 8:00 70. Roseanne 4.7/10                               | 44. Promised Land 6.3/12                                          | 30. Mad About You 7.1/14                                     |                                                                | 100. Moesha 2.9/6             |                                 |
|           | 8:30 69. Life's Work 4.8/9                             |                                                                   | 30. Smthng So Right 7.1/13                                   | 82. Fox Tuesday Night Movie—So I Married an Axe Murderer 4.0/8 | 113. Homeboys 2.1/4           |                                 |
|           | 9:00 10. Home Imprvmt 9.6/17                           | 44. CBS Tuesday Movie—The Oldest Confederate Widow, Part 2 6.3/11 | 14. Frasier 8.7/16                                           |                                                                | 113. Burning Zcne 2.1/4       |                                 |
| WEDNESDAY | 9:30 18. Spin City 8.1/14                              |                                                                   | 13. Caroline in/City 8.9/15                                  |                                                                |                               |                                 |
|           | 10:00 23. NYPD Blue 7.7/14                             |                                                                   | 3. Dateline NBC 12.1/22                                      |                                                                |                               |                                 |
|           | 10:30                                                  |                                                                   |                                                              |                                                                |                               |                                 |
|           | 8.3/15                                                 | 6.8/13                                                            | 5.8/11                                                       | 3.5/7                                                          | 2.8/5                         | 2.9/6                           |
|           | 8:00 55. Grace Undr Fire 5.7/12                        | 44. The Nanny 6.3/13                                              | 70. Jeff Foxworthy 4.7/10                                    | 85. Gallup: Extreme Magic 3.8/8                                | 101. The Sentinel 2.8/6       | 102. Sister, Sist 2.7/6         |
| THURSDAY  | 8:30 52. Coach 5.9/12                                  | 74. Pearl 4.6/9                                                   | 64. Boston Commons 5.0/10                                    |                                                                |                               | 102. Parent'Hood 2.7/5          |
|           | 9:00 14. Drew Carey 8.7/16                             |                                                                   | 61. Wings 5.3/10                                             |                                                                |                               | 99. Jamie Foxx 3.0/6            |
|           | 9:30 20. Ellen 7.8/14                                  | 24. CBS Wednesday Movie—Gunsmoke: The Long Ride 7.5/13            | 64. Chicago Sons 5.0/9                                       | 94. Pacific Palisades 3.2/6                                    | 102. Star Trek: Voyager 2.7/5 | 93. Wayans Br 3.3/6             |
|           | 10:00 6. PrimeTime Live 10.8/19                        |                                                                   | 27. Law & Order 7.3/13                                       |                                                                |                               |                                 |
|           | 10:30                                                  |                                                                   |                                                              |                                                                |                               |                                 |
| FRIDAY    | 5.0/10                                                 | 7.1/13                                                            | 11.3/21                                                      | 4.2/8                                                          |                               |                                 |
|           | 8:00 70. High Incident 4.7/10                          | 32. Diagnosis Murder 7.0/14                                       | 10. Friends 9.6/20                                           | 83. Martin 3.9/8                                               |                               |                                 |
|           | 8:30                                                   |                                                                   | 12. Men Bhvg Badly 9.2/18                                    | 80. Living Single 4.2/8                                        |                               |                                 |
|           | 9:00 68. Vital Signs 4.9/9                             | 43. Moloney 6.4/12                                                | 1. Seinfeld 13.7/25                                          | 78. New York Undercover 4.4/8                                  |                               |                                 |
|           | 9:30 60. Peter Jennings Reporting 5.4/10               | 20. 48 Hours 7.8/15                                               | 4. Suddenly Susan 11.9/22                                    |                                                                |                               |                                 |
| SATURDAY  | 10:00                                                  |                                                                   | 5. ER 11.6/22                                                |                                                                |                               |                                 |
|           | 10:30                                                  |                                                                   |                                                              |                                                                |                               |                                 |
|           | 8.7/19                                                 | 5.2/11                                                            | 6.6/14                                                       | 3.5/8                                                          |                               |                                 |
|           | 8:00 52. Step by Step 5.9/14                           | 75. Dave's World 4.5/11                                           | 41. Unsolved Mysteries 6.5/15                                | 91. Sliders 3.4/8                                              |                               |                                 |
|           | 8:30 44. Boy Meets World 6.3/14                        | 85. Dave's World 3.8/9                                            |                                                              | 87. Millennium 3.6/8                                           |                               |                                 |
| SUNDAY    | 9:00 24. Sabrina/Witch 7.5/16                          | 64. JAG 5.0/10                                                    | 18. Dateline NBC 8.3/17                                      |                                                                |                               |                                 |
|           | 9:30 24. Clueless 7.5/15                               | 41. Nash Bridges 6.5/13                                           | 64. Profiler 5.0/10                                          |                                                                |                               |                                 |
|           | 10:00 2. 20/20 12.6/26                                 |                                                                   |                                                              |                                                                |                               |                                 |
|           | 10:30                                                  |                                                                   |                                                              |                                                                |                               |                                 |
|           | 3.2/7                                                  | 5.9/13                                                            | 4.4/10                                                       | 5.3/12                                                         |                               |                                 |
| SUNDAY    | 8:00 87. Family Matters 3.6/9                          | 79. Dr. Quinn, Medicine Woman 4.3/10                              | 83. The Pretender 3.9/9                                      | 75. Cops 4.5/11                                                |                               |                                 |
|           | 8:30 94. Hangin' w/Mr. C 3.2/7                         |                                                                   |                                                              | 62. Cops 5.2/12                                                |                               |                                 |
|           | 9:00 96. Dangerous Minds 3.1/7                         | 59. Early Edition 5.5/12                                          | 70. NBC Saturday Night Movie—Gridlock 4.7/10                 | 55. America's Most Wanted: AFB 5.7/12                          |                               |                                 |
|           | 9:30 96. Spy Game 3.1/7                                | 19. Walker, Texas Ranger 7.9/17                                   |                                                              |                                                                |                               |                                 |
|           | 10:00                                                  |                                                                   |                                                              |                                                                |                               |                                 |
| SUNDAY    | 10:30                                                  |                                                                   |                                                              |                                                                |                               |                                 |
|           | 5.0/10                                                 | 8.6/17                                                            | 7.2/14                                                       | 5.9/12                                                         |                               | 2.1/4                           |
|           | 7:00 96. Second Noah 3.1/7                             | 8. 60 Minutes 10.2/23                                             | 50. Dateline NBC 6.1/14                                      | 91. Goosebumps 3.4/8                                           |                               | 118. Nick Freno 1.5/3           |
|           | 7:30                                                   |                                                                   |                                                              |                                                                |                               | 119. Parent'Hood 4/3            |
|           | 8:00 75. Am Fun Hm Vid 4.5/9                           | 9. Touched by an Angel 9.7/19                                     | 55. 3rd Rock fr/Sun 5.7/12                                   | 44. The Simpsons 6.3/13                                        |                               | 117. Steve Harvey 8/4           |
| SUNDAY    | 8:30                                                   |                                                                   | 55. NewsRadio 5.7/11                                         | 33. King of the Hill 6.9/13                                    |                               | 109. Steve Harvey 2.4/5         |
|           | 9:00 54. ABC Sunday Night Movie—The Doctor 5.9/11      | 27. CBS Sunday Movie—Children of the Dark 7.3/13                  | 16. NBC Sunday Night Movie—The Babysitter's Seduction 8.5/15 | 20. The X-Files 7.8/14                                         |                               | 106. Unhap Ev Af 2.6/5          |
|           | 9:30                                                   |                                                                   |                                                              |                                                                |                               | 102. Wayans Brs 2.7/5           |
|           | 10:00                                                  |                                                                   |                                                              |                                                                |                               |                                 |
|           | 10:30                                                  |                                                                   |                                                              |                                                                |                               |                                 |
| WEEK AVG  | 6.2/12                                                 | 6.8/13                                                            | 7.4/15                                                       | 4.4/9                                                          | 2.4/5                         | 2.4/5                           |
| STD AVG   | 8.8/15                                                 | 9.3/16                                                            | 10.3/17                                                      | 7.3/12                                                         | 3.1/5                         | 2.5/4                           |

## Changing Hands

The week's tabulation  
of station sales

### Proposed station trades

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

#### THIS WEEK:

TVs  $\square$  \$0  $\square$  0  
Combos  $\square$  \$4,425,000  $\square$  8  
FMs  $\square$  \$16,956,500  $\square$  6  
AMs  $\square$  \$2,477,500  $\square$  10  
Total  $\square$  \$23,867,005  $\square$  27

#### SO FAR IN 1997:

TVs  $\square$  \$3,731,488,000  $\square$  58  
Combos  $\square$  \$5,601,634,904  $\square$  176  
FMs  $\square$  \$1,464,262,798  $\square$  211  
AMs  $\square$  \$191,370,895  $\square$  111  
Total  $\square$  \$10,988,767,602  $\square$  559

#### SAME PERIOD IN 1996:

TVs  $\square$  \$3,640,043,896  $\square$  53  
Combos  $\square$  \$3,625,735,359  $\square$  200  
FMs  $\square$  \$1,348,239,253  $\square$  219  
AMs  $\square$  \$120,295,404  $\square$  113  
Total  $\square$  \$8,734,313,912  $\square$  585

Source: BROADCASTING & CABLE

### COMBOS

#### WKVT-AM-FM Brattleboro, Vt.

Price: \$950,000

Buyer: LB New Hampshire Inc., Hadlyme, Conn. (Richard Lightfoot, president); owns WKNE-AM-FM Keene, N.H.; has TBA with WWAY(FM) Wilmington, Vt.

Seller: Rowena Broadcasting of Brattleboro Inc., Brattleboro (James Plante, president); no other broadcast interests

Facilities: AM: 1490 khz, 1 kw; FM: 92.7 mhz, 6 kw, ant. 610 ft.

Formats: AM: news/talk; FM: AOR

#### KFEL(AM)-KNKN(FM) Pueblo, Colo.

Price: \$725,000

Buyer: Metropolitan Radio Group

## Westinghouse denies Microsoft/CBS report

Westinghouse took the unusual step of breaking its policy of not commenting on rumors about the company and strongly denied a story in last Tuesday's *New York Post* that Microsoft number crunchers were examining the books of Westinghouse subsidiary CBS in order to make a possible bid for the network. Microsoft also issued a denial. The *Post* story said that "four Microsoft executives are now poring over CBS's books."

Westinghouse's response: "There is no truth to the unattributed rumor reported in today's *New York Post* story speculating on a possible sale of CBS; nor is any party examining our financial books as reported by the *Post*." The statement went on to say that Westinghouse intended to build CBS into a media powerhouse, not sell it. Westinghouse said it was commenting in the light of heavy trading (30% higher than normal) for its stock, which shot up almost two points in early Tuesday morning trading, to \$25. By mid-afternoon, the stock had settled somewhat, to 23-15/16, up from 23-1/8 at the close of trading Monday.

Microsoft already is in business with NBC in joint-venture cable/online service MSNBC. That venture would have to be restructured if Microsoft bought CBS, sources say.

—SM

Inc., Flower Mound, Tex. (Gary L. Acker, president/owner); owns/is buying four FMs and 11 AMs  
Seller: Guardian Communications Inc., Cincinnati (Mark McNeil, president/70% owner; Great American Insurance Co., 50% nonvoting owner); owns KKIM(AM), KARS(AM)-KLVO (FM) and KDNR(FM) Albuquerque, N.M.; is selling WITH(AM) Baltimore, and WCCD(AM) Parma and WTSJ(AM) Cincinnati

Facilities: AM: 970 khz, 3.2 kw day, 184 w night; FM: 107.1 mhz, 50 kw, ant. 338 ft.

Formats: AM: Christian; FM: Latin music

Broker: Force Communications and Consultants LLC

#### WABI(AM)-WWBX(FM) Bangor, Me.

Price: \$700,000 (does not include AM transmitter site land, which is being purchased under separate agreement)

Buyer: Gopher Hill Communications Inc., Bangor (Charles Hutchins, own-

er); has no other broadcast interests

Seller: Bangor Radio Corp. (Peter Orne, owner); also owns WRKD(AM)-WMCM(FM) Rockland, Me.

Facilities: AM: 910 khz, 5 kw; FM: 97.1 mhz, 5 kw, ant. 771 ft.

Format: AM: Nostalgia; FM: Contemporary

Broker: New England Media Inc.

#### WERK-AM-FM Muncie, Ind.

Price: \$525,000

Buyer: Dream Weaver Broadcasting Inc., Elwood, Ind. (Wade L. Weaver, president/54% owner)

Seller: American Home Town Radio Corp., Fort Wayne, Ind. (Christian R. Caggiano, president); no other broadcast interests. Note: American was to sell stations to Delaware County Broadcasters Inc. for \$475,000

Facilities: AM: 990 khz, 250 w day, 2 w night; FM: 104.9 mhz, 3 kw, ant. 328 ft.

Formats: Both oldies

#### KREW-AM-FM Sunnyside/Yakima, Wash. (FM formerly KZTB)

Price: \$425,000

Buyer: Butterfield Broadcasting Corp., Seattle (Gregory J. Smith, president/33.3% owner); owns KCHT(AM) Selah and KXDD-FM Yakima, Wash. Smith owns 50% of KZTA-FM Naches, Wash.; 45% of KBKW(AM)-KAYO-FM Aberdeen, Wash.

Seller: Bennett Broadcasting Co., Sunnyside; no other broadcast interests

Facilities: AM: 1210 khz, 10 kw day, 1 kw night; FM: 96.7 mhz, 6 kw, ant. -1 ft.

Formats: AM: news; FM: AC

#### KTCH-AM-FM Wayne, Neb.

Price: \$400,000

Buyer: Central Radio Inc., Norfolk,

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Neb. (Gene A. Koehn, president/ 55% owner); owns KNEN(FM) Norfolk  
**Seller:** KTCH Inc., Fremont, Neb. (Don Doleos, principal)  
**Facilities:** AM: 1590 khz, 2.5 kw day, 33.4 w night; FM: 104.9 mhz, 3 kw, ant. 300 ft.  
**Formats:** Both country  
**Broker:** Chapin Enterprises Inc.  
**WLEM(AM)-WQKY(FM) Emporium, Pa.**  
**Price:** \$400,000  
**Buyer:** L-Com Inc., Coudersport, Pa. (owners David F. and Cathy L. Lent)  
**Seller:** Priority Communications Inc., DuBois, Pa. (Jay Philippone); owns WDSN(FM) Reynoldsville, Pa.  
**Facilities:** AM: 1250 khz, 2.5 kw day, 30 w night; FM: 98.9 mhz, 2 kw, ant. 548 ft.  
**Formats:** AM: country; FM: oldies  
**KVLI-AM-FM Lake Isabella, Calif.**  
**Price:** \$300,000  
**Buyer:** General partners Robert J. and Katherine M. Bohn, Kernville, Calif.; are buying KCNQ-FM Kernville  
**Seller:** KVLI Radio Inc., Lake Isabella (Jane M. Ridenour, president); no other broadcast interests  
**Facilities:** AM: 1140 khz, 1 kw day; FM: 104.5 mhz, 200 w, ant. 1,260 ft.  
**Formats:** Both easy listening  
**Broker:** Media Service Group (seller)

## RADIO: FM

**WZTR(FM) Milwaukee**  
**Price:** \$14.5 million  
**Buyer:** Clear Channel Radio Inc., San Antonio, Tex. (L. Lowrey Mays, president); owns, is purchasing or programs 170 radio stations, including WOKY(AM)-WMIL(FM) and WKKV-FM in Milwaukee market, and 19 TV stations.  
**Seller:** Shockley Communications Corp., Madison, Wis. (Terry and Sandy Shockley, principals); also owns six radio stations and four TV stations, all in Wisconsin, and ProVideo, a post-production facility in Madison.  
**Facilities:** 95.7 mhz, 34 kw, ant. 610 ft.  
**Format:** Oldies  
**Broker:** Kalil & Co.  
**KIXT-FM Grover City, Calif.**  
**Price:** \$900,000 (deal happens only if tower is relocated)  
**Buyer:** Photosphere Broadcasting LLC, Fresno, Calif. (Clifford N. Burnstein and Peter D. Mensch, co-presidents/co-owners). Burnstein and Mensch own KHIS(AM)-KSMJ(FM) Bakersfield, KSTT-FM Los Osos/Baywood Park, KDNO-FM and KXXX-FM Delano, KYNO(FM)-KJFX-FM Fresno, KRAB(FM) Greenacres, KSEA(FM) Greenfield, KSLY-FM San Luis Obispo, KXFM-FM Santa Maria and KFRR-FM Woodlake,

all Calif.; have applied to build FMs in Forest Acres, S.C., and Vancouver, Wash.  
**Seller:** R&L Broadcasters Inc., Grover Beach (Rod B. Funston, president); no other broadcast interests  
**Facilities:** 107.1 mhz, 4.2 kw, ant. 907 ft.  
**Format:** Country  
**Broker:** Exline Co.  
**KLKY(FM) Milton-Freewater, Ore./Richland-Pasco-Kennewick, Wash.**  
**Price:** \$620,500  
**Buyer:** Citadel Broadcasting Co.; owns KFLD(AM)-KORD-FM, KEYW-FM and KXRX(FM) Tri-Cities  
**Seller:** Alexandra Communications, Walla Walla, Wash. (Thomas and Cheryl Hodgins, general partners). Hodgins own KUJ-AM-FM Walla Walla; have applied to build FM in Newport, Ore.; have interest in company that has applied to build TV in Walla Walla.  
**Facilities:** 97.9 mhz, 50 kw, ant. 705 ft.  
**Format:** Contemporary country  
**WMNM-FM Fort Henry, N.Y.**  
**Price:** \$608,000  
**Buyer:** ExCalibur Media of New York Inc., (Joel Hartstone, chairman);

owns WSYB(AM)-WZRT(FM) Rutland, Vt.  
**Seller:** Pro-Radio Inc., Middlebury, Vt. (Mark T. and Mary T. Brady, principals). Bradys own WFAD(AM) Middlebury. Deal to sell station last May to Pathfinder Communications Inc. fell through.  
**Facilities:** 92.1 mhz, 18 kw, ant. 10 ft.  
**Format:** Oldies  
**Broker:** Kozacko Media Services  
**KELR-FM Chariton, Iowa**  
**Price:** \$200,000  
**Buyer:** KLEECO Radio Inc., Ottumwa, Iowa (Thomas A. Palen, president/owner). Palen owns KLEE(AM)-KOTM-FM Ottumwa.  
**Seller:** F. Meyer, Pella, Iowa; owns KXLQ(AM) Indianola, Iowa  
**Facilities:** 105.5 mhz, 3 kw, ant. 390 ft.  
**Format:** MOR  
**KGZO(FM) Shafter, Calif.**  
**Price:** \$128,000  
**Buyer:** Association for Community Education Inc., Camarillo, Calif. (Philip C. Guthrie, president/16.6% owner); owns KMRO(FM) Camarillo and KEYQ(AM) Fresno, Calif.  
**Seller:** High Adventure Ministries Inc., Simi Valley, Calif. (John Tayloe, principal); no other broadcast interests  
**Facilities:** 90.9 mhz, 13.5 kw, ant.

## Great Trails Broadcasting Corporation Alexander J. Williams, President and Chairman-Elect Paul M. Hughes, President-Elect

has agreed to acquire

**KSVI-TV**  
 Billings, Montana

for

**\$17,370,000**

from

**Big Horn Communications, Inc.**  
 Thomas Hendrickson, President

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



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266 ft.

**Format:** Christian

**RADIO: AM**

**KINF(AM) Denton/Dallas, Tex.**

**Price:** \$650,000 cash

**Buyer:** Mortenson Broadcasting Co., Lexington, Ky. (Jack M. Mortenson, president/owner); owns/is buying two FMs and 12 AMs

**Seller:** Heftel Broadcasting Corp., Dallas (McHenry T. Tichenor Jr., president)

**Facilities:** 1440 khz, 5 kw day, 500 w night

**Format:** Spanish/talk info

**WCSJ(AM) Morris, Ill.**

**Price:** \$425,000

**Buyer:** Grundy County Broadcasters Inc., Plano, Ill. (Larry and Pamela Nelson, 98% owners). Nelsons own WSPY(FM) Plano, WAIZ(FM) Seneca and WSQR(AM) Sycamore, Ill.

**Seller:** DMR Media Inc., Morris (Diane Root, principal); is selling WJDK(FM) Morris

**Facilities:** 1550 khz, 250 w day, 6 w night

**Format:** AC

**WCHL(AM) Chapel Hill, N.C.**

**Price:** \$400,000

**Buyer:** Donald W. Curtis, Raleigh,

N.C.; owns WQDR(FM) and WKIX(FM) Raleigh, four other FMs and four AMs

**Seller:** Village Broadcasting Co. Inc., Chapel Hill (James A. Heavner, principal); no other broadcast interests

**Facilities:** 1360 khz, 5 kw day, 1 kw night

**Format:** News/talk

**WRAJ(AM) Anna, Ill.**

**Price:** \$315,000 plus 3,000 hours programing time

**Buyer:** WIBH Inc., Anna (Ronald M. Ellis, president/24% owner); no other broadcast interests

**Seller:** Union Broadcasting Inc., Metropolis, Ill. (Benjamin L. Stratemeyer, principal); owns WRAJ-FM Anna. Stratemeyer owns WXAJ-FM Hillsboro, Ill.

**Facilities:** 1440 khz, 500 w day, 109 w night

**Format:** Country

**WCHE(AM) West Chester, Pa.**

**Price:** \$230,000

**Buyer:** Chester County Radio Inc., West Chester (David S. Shur, president/50% owner)

**Seller:** Tri-State Radio Inc., West Chester (Eugene W. Boyd Jr., president)

**Facilities:** 1520 khz, 250 w day

**Format:** News/talk

**KYLR(AM) Huntsville, Tex.**

**Price:** \$145,000

**Buyer:** Houston Christian Broadcasters Inc., Houston (Bruce Munsterman, president); owns KHCN-AM-FM Houston; has applied to build FMs in Jefferson, Kerrville, Lufkin and Madisonville, Tex.

**Seller:** James W. Standefer, Huntsville; no other broadcast interests

**Facilities:** 1400 khz, 250 w day, 1 kw night

**Format:** Oldies

**Broker:** John Saunders

**WKBR(AM) Manchester, N.H.**

**Price:** \$145,000

**Buyer:** Northeast Broadcasting Co. Inc., Bedford, N.H. (Jane N. Cole, president/40% owner); owns WXRW (FM) Haverhill, Mass., and WSHX(FM) Danville, WSKI(AM)-WNCS(FM) Montpelier and WRJT(FM) Royalton, all Vt.

**Seller:** George E. Ketrelakes, Manchester; no other broadcast interests

**Facilities:** 1250 khz, 5 kw

**Format:** Full service

**WFIC(AM) Collinsville, Va.**

**Price:** \$60,000

**Buyer:** BASE Communications Inc., Blacksburg, Va. (Edward A. Baker, president/45% owner). Baker owns WCBX(AM) Bassett, Va.

**Seller:** Scotts Radio Enterprises Inc., Collinsville (Lester L. Williams, principal); no other broadcast interests

**Facilities:** 1530 khz, 1 kw day, 250 w night

**Format:** Bluegrass

**KYOO(AM) Bolivar, Mo.**

**Price:** \$52,000 (assumption of note)

**Buyer:** KYOO Communications, Bolivar (Stephen and Ann Paris, co-owners); owns KYOO(FM) Halfway, Mo.

**Seller:** KYOO Broadcasting Co., Bolivar (Melvin and Gretchen Pulley, principals). Pulleys own KBFL(FM) Buffalo, Mo.; 49% of KCTG(FM) Ozark, Mo. Melvin Pulley owns KHST(FM) Lamar, Mo.

**Facilities:** 1200 khz, 1 kw day

**Format:** News, country

**WGEN(AM) Geneseo, Ill.**

**Price:** \$30,000

**Buyer:** Coleman Broadcasting Co., Galesburg, Ill. (Roger H. Coleman, president/60% owner); owns WHWK (FM) Galva, Ill.

**Seller:** Connoisseur Inc., Westport, Conn. (Jeffrey D. Warshaw, 75% general partner); owns WGEN-FM Geneseo. Connoisseur owns/is buying 20 FMs and 11 AMs.

**Facilities:** 1500 khz, 250 w day

**Format:** AC

—Compiled by Elizabeth A. Rathbun

# JACOR COMMUNICATIONS

has acquired

## KOGO-AM/KKLQ-FM KCBQ-AM/KIOZ-FM

San Diego, California

from

## PAR BROADCASTING

for

# \$72,000,000

The undersigned acted as exclusive broker  
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Third in a Four Part Series

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## Broadcasting

# Radio revenue continues to rise

*RAB data show national  
and local ad dollars up  
for 57 consecutive months*

## Radio

By Donna Petrozzello

**C**ombined national and local radio advertising revenue climbed 10% in May, marking 57 months of consistent revenue growth for the industry.

In a survey of 100 radio markets, the Radio Advertising Bureau reported that local ad revenue rose an average 8% during May and improved by an average 9% in January through May.

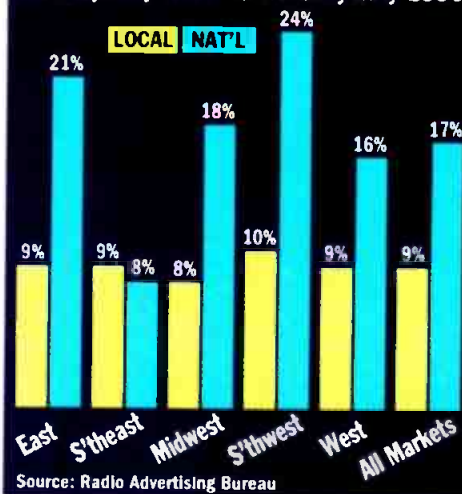
National revenue increased an average 14% during May and was up 17% January-May. Combined revenue was up 10% during the first five months of the year compared with the same period last year.

RAB President Gary Fries attributed the growth to "the ever-increasing number of advertisers who are discovering radio's power to deliver exceptional results."

The RAB's report was compiled from revenue data collected by the independent accounting firms of Miller Kaplan Arase & Co. and Hungerford Aldrin Nichols & Carter.

While January-May increases in local ad revenue ranged between 7%

### RADIO REVENUE INCREASE January-May 1997 vs. January-May 1996



and 10% across markets in the nation's five geographical regions, national revenue's growth range was larger—from 8% for stations in the Southeast to 24% for stations in the Southwest. In May, national revenue climbed 6% for stations in the Southeast, while stations in the West saw an average 21% gain.

Meanwhile, national and local revenue growth remained steady throughout May and during the first five months of the year for New York and Los Angeles stations.

In New York, a survey by the New York Market Radio Association showed combined radio revenue up 6.1%, to \$49.6 million, in May compared with last year. Between January and May, combined revenue in New York was up 11.2%, to \$199.7 million. And in May, New York stations' local revenue increased 6.4%, to \$42.1 million, while national revenue rose 4.1%, to \$7.4 million. In January-May, local revenue improved 11.7%, to \$167 million, while national revenue climbed 9.1%, to \$32.6 million.

In Los Angeles, combined revenue increased 13.1% during May, to \$48.7 million, compared with the same period last year, according to the Southern California Broadcasters Association (SCBA). Combined revenue for Los Angeles stations totaled \$200.4 million between January and May, an 8.9% increase over the same period last year. And in May, Los Angeles stations reported an average 7.8% increase in local revenue and a 33.6% increase in national revenue. For January-May, local revenue rose 3.4% and national revenue rose 27.3%, the SCBA reports. ■

### Joyner hits the road



ABC Radio Networks' latest promotional campaign for its syndicated urban-targeted *Tom Joyner Morning Show* features banner ads on four Greyhound buses that are traveling the country this summer. Joyner's show is heard in 82 markets. —DP

## Buy rates soar for bite bout

*PPV revenue in \$90 million–\$95 million range for Holyfield–Tyson II*

By John M. Higgins

**C**able operators are crying over Mike Tyson's behavior in the ring, but only because it will keep him off pay per view for too long.

It's not clear whether Tyson's box office appeal was permanently damaged when he chewed off a piece of heavyweight champion Evander Holyfield's ear. It's also not clear how much money Cablevision Systems Inc. may have lost on its maverick pay-per-round pricing plan for the three-round, two-bite bout.

But otherwise, operators and producer Showtime Entertainment Television were elated over sales of the fight.

SET estimated that the fight generated a record 1.8 million–1.9 million buys. At a general retail rate of \$49.95, that means retail PPV revenue of \$90 million–\$95 million, a bit shy of the \$100 million the company and fight promoters had hoped to fetch, but still huge.

With addressable homes estimated at 33 million, that puts the average buy rate at 5.4%–5.7%.

"We're extremely happy from the economics," said Mark Greenberg, SET's executive vice president of sports marketing. "No one's going to condone the behavior in the ring, but the numbers were great."

The previous record was last year's Holyfield–Tyson I, which drew 1.6 million buys. Many operators wouldn't publicly disclose results. However, companies and sources close to the reticent ones put TeleCommunications Inc.'s buy rate at 7%, about 25% more than the MSO



generated for the previous fight. Cox Communications did more than 6%. Time Warner a bit less. DBS service United States Satellite Broadcasting did about a 6.5%.

Given that the largest operators, which account for the vast majority of subscribers, reported beating SET's estimate, the numbers do not quite add up.

But even ignoring a half-point here and there, the question on PPV executives' minds was, How did Cablevision fare? After customer howls over past Tyson early-round knockouts of tomato cans like Peter McNeely, Cablevision began selling PPV fights for \$9.95 per round, with the maximum price around \$50.

Cablevision CEO James Dolan said that final tallies weren't yet available to determine if Cablevision made money. "If I did, it's not a lot," Dolan said. "If I lost, it's not a lot. What we will get out of it is a tremendous amount of goodwill."

Unlike other MSOs that pay a split to SET of whatever sales they generate, Cablevision has a special deal in which it pays \$14 million for four

fight no matter how many units are sold. The MSO can profit big by pushing sales hard—but only if the fights go five rounds. So the three-round biting match means that Cablevision collected just \$29.85 per buy—40% less than other operators.

At an average \$3.5 million per fight, Cablevision needs a 6% buy rate to cover the license fee. But marketing costs could push the threshold up to 7%. Whatever the outcome, Dolan said Cablevision will "definitely do this again."

Not all fight fans were happy. With just about everyone outraged over the fight's gruesome conclusion, operators reported some calls from subscribers demanding refunds. Lawyers in San Francisco and Dallas filed class-action suits seeking refunds for subscribers.

"Tough," said one MSO executive. "There was a fight. Maybe if someone's really upset we'll give it to them."

If operators do provide refunds they'll have to eat the license fee. "If the local cable operator makes a decision, they still have to pay us," SET's Greenberg said.

However, even boxing advocates wonder whether the sport is getting too tarnished by bizarre incidents, from Oliver McCall's surrender in the ring to Riddick Bowe's brief entry into the marines to Sugar Ray Leonard's brief comeback campaign.

"What's been happening is that the dark side is coming out more than the light," says Hugh Panero, president of PPV distributor Request TV. "The accumulation of all these things is beginning to hurt boxing, which didn't have a good reputation to begin with." ■

# Christie Hefner and the The Playboy (regulatory) Philosophy

*Christie Hefner, chairman and CEO of Playboy Enterprises since 1988, sits at the conference table of her Chicago office. On the desk behind her is a photo of a young Christie—perhaps age seven—with her father (and Playboy founder) Hugh Hefner. On the conference table is a plastic-encased copy of the magazine's premiere issue—the one with Marilyn Monroe—alongside a recent issue (Farrah Fawcett at 50). But despite the homages to the magazine, this company is not her father's Oldsmobile. The younger Hefner has been instrumental in expanding Playboy's TV presence with its domestic Playboy Channel and the addition of international versions and licensed programing running in 135 countries, not to mention a home video business and an online service that boasts 1.4 million "impressions" a day. She has been busy lately combating new scrambling/blocking rules that she says unfairly target cable in general and services like Playboy in particular. Hefner spoke with BROADCASTING & CABLE editors about the impact of those rules.*

**New cable rules went into effect in May that require cable operators to scramble both the audio and the video portions of so-called sexually explicit channels. Those unable or unwilling to scramble must confine their carriage of those channels to the 10 p.m.-6 a.m. "safe harbor." What kind of economic impact will this have on you?**

It isn't scrambling, per se, because everything's scrambled to begin with. It's additional blocking technology [to ensure] that there can't be garbled bits of audio or any audio bleed.

That said, it's difficult to know exactly what the economic consequences [will be]. We haven't yet had much, if any, experience with what the consumer does in an environment in which previously he could buy Playboy on a pay-per-view basis at 8 o'clock at night, and now he can't. Does he wait and buy it at 10? Does he record it at 10 and watch it the next night at 8? Or does he not make that buy? Does the person who subscribes to Playboy who was getting it 24 hours and now gets it only 10 hours decide it's still worth a subscription? And what do the cable companies do, depending on what the consumers do? Do they say, "Gee, we just don't think the revenues are going to be great enough to support carriage and so we're going to put the food channel on instead"? There is a lot of uncertainty.

We have estimated the first-year costs at approximately \$25 million to the cable industry and approximately \$5 million to us. But that is based on a lot of assumptions that you can't verify until there has been more market experience.

The real problem is that no matter what the absolute dollar amount, these things are certain: It's going to cost a lot of money—hopefully, not money out of the hands of the cable companies, who will be the bigger losers. It means that there's going to be something else that will have to give—prices, investment in upgrade, something. These are not people operating with high margins right now who can just absorb that.

Second, it makes no sense on a public policy basis because

504 [the rule that requires operators to scramble/block programing at a customer's request] offers the same technological solution to anybody who needs it and wants it and calls for it.

Third, the whole notion of pay television was not that you got edited movies but that you got unedited movies. It's a peculiar application of reasoning to say, "Well, we think there may be too many children around at 6 o'clock in the evening, so Playboy shouldn't be available as a pay service."

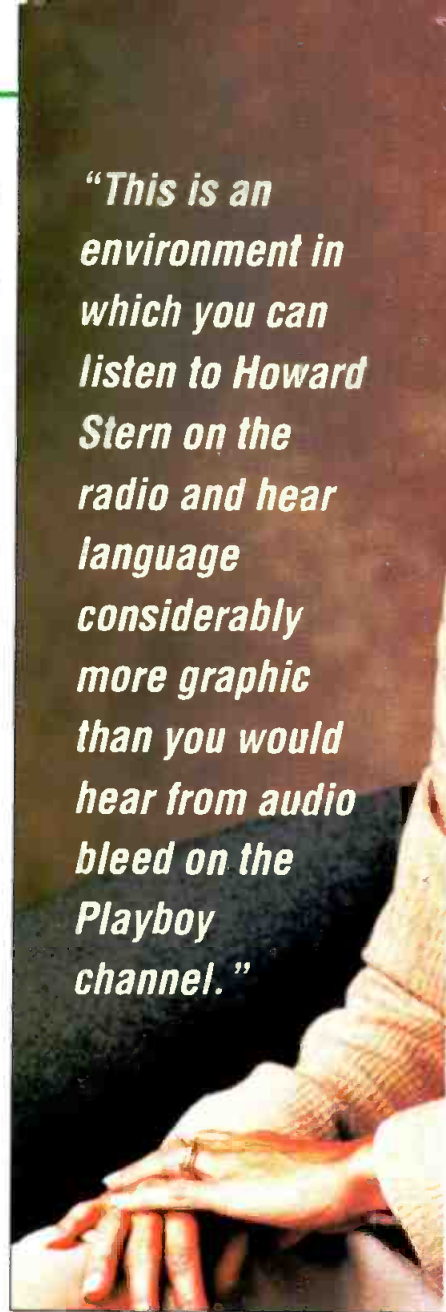
**How did you go about challenging the law?**

We got a temporary restraining order. We then went for a preliminary injunction. We didn't get the preliminary injunction, so we appealed to the Supreme Court. They denied cert [the court refused to hear the case] without saying why, which is their prerogative. But we think it may be because we have not exhausted our lower-court remedies. So now we are looking to get a permanent injunction.

**We put a man on the moon almost 30 years ago. What is so hard about making sure there's no bleeding? And what kind of cost would it entail to provide the trapping required to scramble audio?**

Billions of dollars. Two-thirds of television homes don't have children in them to begin with, so why would an operator spend lots of money to provide trapping in homes that don't have children? Most of the homes that have children don't need the trapping and don't want the trapping. So you're trying to add a cost with no benefit for the operator. And I think that it was a case of a bit of legislation sliding

*"This is an environment in which you can listen to Howard Stern on the radio and hear language considerably more graphic than you would hear from audio bleed on the Playboy channel."*





through with no hearings, no debate and no understanding on the part of the people who sponsored it and voted for it as to what the consequences would be.

When we found out that 505 had passed and we started calling cable companies and saying, "Did you know that a part of the telecom bill requires you to put this in every home or else to roll back the hours?" they said, "Oh, you're crazy; you gotta be kidding; that's in the telecom bill?"

And when we filed suit, one of the points we made was that the economic impact of this is staggering. It's part of the justification for government intervention that it be the least intrusive solution, particularly when it regards control of speech. This is neither the least intrusive in terms of the consumer nor the most logical in terms of encouraging competition and helping the marketplace.

Now, ultimately, the solution is that the cable world is going digital, and when it becomes digital

it's irrelevant. But in the meantime you have this anomaly where you let broadcast have no restrictions on it. So we're 24 hours on DIRECTV and we're 24 hours on PrimeStar, but in the same markets, if you want cable and it happens not to be digital—and we estimate that roughly 80 percent of the cable systems that carry us are not in compliance with 505 in terms of their technology—they have to limit the hours that Playboy's available.

So in one little amendment, Congress has managed to favor one technology over another in a fairly significant way, because we know from when we used to be 10 hours a night that we get 40 percent higher buys when we are 24 hours than [when we were] 10 hours. Now, we'll actually be fewer than 10 hours.

I think it's kind of the law of unintended consequences. It's a bill that was intended to foster competition, to create more choice for the consumer, that in fact in this provision does the opposite. And it's particularly ironic because the provision that precedes, 504, is the ideal solution. It says that if you're concerned about bleed on any channel or that you want to have additional blocking for [any channel], call your cable company and they'll come out and block it.

The fact that most of the systems have a problem that's strictly audio makes it in my mind all the more ironic,

because this is an environment in which you can listen to Howard Stern on the radio and hear language considerably more graphic than you would hear from audio bleed on the Playboy channel.

#### What are the prospects for changing the rules?

I think that people on the Hill, as they better understand what they've done, are potentially willing to undo it. I went to the Hill to explain why we were filing suit and was pleasantly surprised by the number of times people said, "Oh, well, that doesn't really make very much sense, does it?" Everybody now says there's going to be another bill in the fall to address all kinds of things in the original telecom bill that either didn't turn out the way Congress wanted or that they shouldn't have put there in the first place.

I think the best way to fix 505 is to delete 505 but append to 504 a commitment by the industry—programmers and operators—regularly to run a public education campaign that makes it clear to consumers that [the blocking] option exists. Because the one thing that the government said in its brief is "Well, consumers don't know that they could have this technology to block, and therefore it's not an alternative." First of all, they have no evidence consumers don't know, and cable companies will tell you that they get calls when people are unhappy about bleed and they go and fix it.

But to the extent that you can't prove a negative, the way to address that would be for the government to say, "You have to make the technology available," as it did in 504, "but also you have to make sure consumers know it's available." So you do that too. You do that in your guide. You do that on air. That would be a fairly easy thing to do and a responsible thing to do. So there's some possibility that, in effect, we could hang that ornament on the Christmas tree of a bigger bill and that [the problem] would get resolved legislatively.

#### Who are your allies in this fight?

Everybody that's either got an adult movie service [Spice Entertainment joined Playboy in its court challenge] on their system or plans to launch one at some point, because basically the cable industry is in competition with the direct-to-home industries for customers. And I can tell you from the e-mail we're getting that consumers don't understand how the government can use the standard of what's appropriate for children to tell them when they can have something in their homes as adults. And second, they're saying that if they can't get it through cable they'll get a dish.

#### Is it more likely that you are going to get more freedom or that others will be regulated to your level?

That's the risk. Which is why it's a slippery slope and why it's important to try to turn this back.

#### Is your strongest argument against 505 that, unlike broadcasting, people have to invite cable into the home?

We would look at precedents like Pacifica in applying them to pay television. But in fact, I would make the case that where the world is really moving is that the whole notion of regulating broadcast television the way we have historically is anachronistic. And that there aren't distinctions anymore. That there's no more logic in placing certain regulations on CBS than there is in placing them on USA Network. ■

## SBS snags Hungarian frequencies

Scandinavian Broadcasting System and its partners have won one of two Hungarian national terrestrial frequencies with a bid of \$50 million. Another consortium, led by European media giant CLT/Ufa, secured the second terrestrial frequency for \$41 million. Rival bidder Central European Media Enterprises had submitted higher bids for both licenses but apparently was denied because it already owns six commercial frequencies throughout Eastern Europe.



interest in rival Australian MMDS/satellite pay-TV operator Australis Media to Foxtel, which is a joint venture of News Corp. and telco Telstra.

## 'Friends' in high places

UK pay-TV group BSkyB has secured the first-window rights to the latest series of Warner Bros.' *ER* and *Friends*, including repeats of the first three seasons of each series. Sources say Channel 4 could no longer afford the annual \$30 million price tag for the exclusive rights to both series through 2000.

## BellSouth out from Down Under

BellSouth Corp. is pulling out of the Australian pay-TV scene. UK-based Cable & Wireless has agreed to pay the Baby Bell \$730 million for its 24.5% stake in Australian telco Optus Communications, which owns pay-TV group Optus Vision. In other Australian pay-TV news, Australian-based Publishing & Broadcasting Ltd. has agreed to sell about half of its 11% economic

## Merging platforms

CLT-Ufa and German conglomerate Kirch Group have agreed to merge their German pay-TV platforms. The pair have agreed to form a new 50-50 joint-venture company to operate a single platform under the Premiere name. Premiere is owned by Kirch Group, CLT-Ufa and France's Canal+. Kirch also owns 100% of rival DF1. Canal+ will sell its stake in Premiere.

—Nicole McCormick

## H E A D E N D I N G S

### CAI warns of financial woes

Ailing wireless cable operator CAI Wireless Inc. last week signaled that its financial problems are deep and that it may not be able to stay in business. The Albany, N.Y.-based company said in a Securities and Exchange Commission filing that continuing losses, difficulty in obtaining financing and looming financial obligations "raise substantial doubt about CAI continuing as a going concern." CAI's auditor Coopers & Lybrand, echoed that statement. The warning comes even after CAI secured \$30 million in loans from two finance companies a month ago. But that won't last past year-end, the company said. CAI's problems have been clear for months, but this disclosure contains the strongest language to date. The company has been scrambling to replace former backers Nynex and Bell Atlantic, which once saw CAI as a major weapon against cable operators throughout the Northeast, including Boston, New York and Washington. They have backed out and essentially taken a 60% loss on their \$100 million investment. One problem is continuing operating losses from a business that has never been profitable.

Hoping for cheaper and better digital equipment, CAI has stopped installing analog customers, so revenue is dropping. Subscribers have fallen 20%, from 82,900 in March 1996 to 66,500 about three weeks ago. In addition, the company faces \$8.5 million minimum in fees for microwave licenses and lease payments, plus approximately \$1.1 million in MMDS license auction payments and another \$8.2 million in equipment orders. More bad news: New PCS wireless telephone systems interfere with signals in CAI's Philadelphia system, so the company must replace 24,000 downconverters in subscribers' homes at a total cost of at least \$1.7 million.

### Adelphia investor cries foul

A major investor in Adelphia Communications Corp. says the company's plan to sell preferred stock to the family of chairman John Rigas is unfair to public shareholders. In a filing with the Securities and Exchange Commission, investor Myron Kaplan complained about the plan to sell \$100 million in perpetual convertible preferred stock to the Rigas family and FPL Group's Telesat Cablevision unit. Adelphia announced the

deal June 23. Kaplan recently raised his own stake in Adelphia, the country's seventh-largest cable operator, from 5.4% to 6.1% of Class A common shares.

### Mr. October starts in July

Baseball great Reggie Jackson has joined ESPN's Major League Baseball announcing crew. Jackson will provide analysis on several of the cable network's play-off telecasts, Wednesday night games and other broadcasts. Jackson's first assignment was scheduled to be last Friday on the Anaheim-Seattle game.

### Wireless sale

National Wireless Holdings has completed the sale of subsidiary South Florida Television Inc. to BellSouth Corp. for 1,048,321 shares of BellSouth common stock, or approximately \$48 million. South Florida Television holds the rights to provide wireless cable TV service in Miami. Terrence S. Cassidy, president of National Wireless, says: "With this sale of our South Florida Television subsidiary, we have significantly strengthened our balance sheet, which now will have approximately \$60 million in cash and marketable



# Be an **INDUSTRY** **O**ver Achiever

The recent FCC mandate requiring all areas of broadcasting – network, cable, syndication and PBS – to air three hours of educational television has accelerated the demand for “FCC-friendly” children’s programming. In light of this legislation, *Broadcasting & Cable* tunes into the increasingly important arena of Educational Programming in an in-depth special report on September 22.

The curriculum of this issue includes a look at “Cable in the Classroom,” with a report on why this project is getting high marks from teachers. We’ll also report on the key cable companies offering educational programs.

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## HEADENDINGS

securities and three other operating subsidiaries."

### Gridiron legends

Classic Sports Network has signed an agreement with various collegiate rightsholders and CBS Sports to carry a 17-game package of legendary college football games. *Phi Beta Classics* is slated to premiere in August, coinciding with the start of the college football season. Some featured games will be the Cotton Bowl of 1979 (Notre Dame versus Texas), Boston College versus Miami in 1984 and Oklahoma versus Miami in 1986.

### Signal-theft consultant

Jim Allen, director of National Cable Television Association's office of cable signal theft, has resigned to become an independent consultant on cable signal theft and law enforcement issues. Allen was director of the NCTA office for 10 years. Before that he directed antipiracy and security efforts for Storer Communications and United Cable.

### Out of Africa

BET Movies was scheduled to debut "Kongi's Harvest," the first film in its Pan-African Film Festival, last Saturday. The festival, which runs through August on the cable network, will feature the U.S. premiere of several rare black films from inside and outside Africa, including the 1993 social drama "Neria," the biggest box office hit in the history of Zimbabwe, and "Guimba the Tyrant" (1995), winner of African cinema's most prestigious award.

### TNT on film

Turner Network Television has gathered a slew of entertainment journalism personalities to host, report and produce for its new 30-minute news program about the film industry. *Rough Cut* will have its first outing Thursday, Aug. 7, at 10:30 p.m. ET on TNT. Along with the new show, TNT has launched a film-related Internet magazine: [www.roughcut.com](http://www.roughcut.com).

# 50

## PEOPLE'S CHOICE Top Cable Shows

Following are the top 50 basic cable programs for the week of June 23-29, ranked by rating. Cable rating is coverage area rating within each basic cable network's universe; U.S. rating is of 97 million TV households.

| Program                          | Network | Time (ET)  | HHs.<br>(000) | Rating<br>Cable | U.S. | Cable<br>Share |
|----------------------------------|---------|------------|---------------|-----------------|------|----------------|
| 1. World Championship Wrestling  | TNT     | Mon 9:00p  | 2,739         | 3.9             | 2.8  | 6.8            |
| 1. Movie: "My Stepson, My Lover" | USA     | Wed 8:59p  | 2,736         | 3.9             | 2.8  | 6.6            |
| 3. Rugrats                       | NICK    | Tue 7:30p  | 2,407         | 3.4             | 2.5  | 6.7            |
| 4. Rugrats                       | NICK    | Sat 10:00a | 2,328         | 3.3             | 2.4  | 12.1           |
| 4. Rugrats                       | NICK    | Sun 10:00a | 2,316         | 3.3             | 2.4  | 10.7           |
| 4. Rugrats                       | NICK    | Thu 7:30p  | 2,298         | 3.3             | 2.4  | 6.5            |
| 4. M. Sendak's Little Bear       | NICK    | Fri 9:00a  | 2,287         | 3.3             | 2.4  | 13.2           |
| 8. Blues Clues                   | NICK    | Fri 9:30a  | 2,199         | 3.1             | 2.3  | 12.5           |
| 8. Hey Arnold                    | NICK    | Sun 11:00a | 2,194         | 3.1             | 2.3  | 10.2           |
| 8. Rugrats                       | NICK    | Wed 7:30p  | 2,178         | 3.1             | 2.2  | 6.2            |
| 8. Blues Clues                   | NICK    | Tues 9:30a | 2,173         | 3.1             | 2.2  | 12.5           |
| 8. Angry Beavers                 | NICK    | Sun 10:30a | 2,166         | 3.1             | 2.2  | 10.0           |
| 13. NBA Draft                    | TNT     | Wed 7:30p  | 2,162         | 3.0             | 2.2  | 5.7            |
| 13. M. Sendak's Little Bear      | NICK    | Wed 9:00a  | 2,112         | 3.0             | 2.2  | 12.3           |
| 13. Angry Beavers                | NICK    | Sat 10:30a | 2,077         | 3.0             | 2.1  | 10.9           |
| 16. Doug                         | NICK    | Tue 7:00p  | 2,064         | 2.9             | 2.1  | 6.0            |
| 16. M. Sendak's Little Bear      | NICK    | Tue 9:00a  | 2,061         | 2.9             | 2.1  | 12.1           |
| 16. Blues Clues                  | NICK    | Mon 12:30p | 2,045         | 2.9             | 2.1  | 9.1            |
| 16. Doug                         | NICK    | Thu 7:00p  | 2,027         | 2.9             | 2.1  | 5.9            |
| 16. Blues Clues                  | NICK    | Tue 12:30p | 2,027         | 2.9             | 2.1  | 9.4            |
| 16. Rugrats                      | NICK    | Mon 7:30p  | 2,022         | 2.9             | 2.1  | 5.6            |
| 22. Hey Arnold                   | NICK    | Sat 11:00a | 1,989         | 2.8             | 2.1  | 10.4           |
| 22. Blues Clues                  | NICK    | Mon 9:30a  | 1,987         | 2.8             | 2.0  | 11.7           |
| 22. Rugrats                      | NICK    | Fri 8:30a  | 1,955         | 2.8             | 2.0  | 11.4           |
| 22. Doug                         | NICK    | Mon 7:00p  | 1,940         | 2.8             | 2.0  | 5.6            |
| 22. Blues Clues                  | NICK    | Wed 9:30a  | 1,939         | 2.8             | 2.0  | 11.4           |
| 22. M. Sendak's Little Bear      | NICK    | Mon 9:00a  | 1,938         | 2.8             | 2.0  | 11.2           |
| 22. Blues Clues                  | NICK    | Thu 9:30a  | 1,937         | 2.8             | 2.0  | 11.0           |
| 22. AAAHH!!! Real Monsters       | NICK    | Sun 11:30a | 1,932         | 2.8             | 2.0  | 8.9            |
| 30. Doug                         | NICK    | Wed 7:00p  | 1,924         | 2.7             | 2.0  | 5.7            |
| 30. M. Sendak's Little Bear      | NICK    | Thu 9:00a  | 1,920         | 2.7             | 2.0  | 11.3           |
| 30. Hey Arnold                   | NICK    | Wed 8:00p  | 1,907         | 2.7             | 2.0  | 5.3            |
| 30. Are You Afraid of the Dark?  | NICK    | Tue 5:00p  | 1,896         | 2.7             | 2.0  | 7.0            |
| 30. Rugrats                      | NICK    | Fri 7:30p  | 1,894         | 2.7             | 2.0  | 6.3            |
| 30. M. Sendak's Little Bear      | NICK    | Thu 12:00p | 1,875         | 2.7             | 1.9  | 9.1            |
| 30. Rupert                       | NICK    | Fri 10:00a | 1,866         | 2.7             | 1.9  | 10.3           |
| 30. Rupert                       | NICK    | Tue 10:00a | 1,865         | 2.7             | 1.9  | 10.6           |
| 30. Are You Afraid of the Dark?  | NICK    | Wed 5:00p  | 1,863         | 2.7             | 1.9  | 6.9            |
| 39. World Championship Wrestling | TNT     | Mon 7:55p  | 1,871         | 2.6             | 1.9  | 5.1            |
| 39. J. Henson's Muppet Babies    | NICK    | Tue 10:30a | 1,859         | 2.6             | 1.9  | 10.4           |
| 39. Movie: "Beaches"             | USA     | Sat 5:00p  | 1,855         | 2.6             | 1.9  | 7.0            |
| 39. Blues Clues                  | NICK    | Wed 12:30p | 1,844         | 2.6             | 1.9  | 8.4            |
| 39. My Brother and Me            | NICK    | Sun 12:30p | 1,840         | 2.6             | 1.9  | 8.3            |
| 39. Tiny Toon Adventures         | NICK    | Thu 6:30p  | 1,835         | 2.6             | 1.9  | 5.7            |
| 39. M. Sendak's Little Bear      | NICK    | Wed 12:00p | 1,831         | 2.6             | 1.9  | 8.9            |
| 39. Blues Clues                  | NICK    | Thu 12:30p | 1,828         | 2.6             | 1.9  | 8.4            |
| 39. Secret World of Alex Mack    | NICK    | Tue 8:00p  | 1,820         | 2.6             | 1.9  | 4.9            |
| 39. Murder, She Wrote            | USA     | Tue 8:00p  | 1,816         | 2.6             | 1.9  | 4.8            |
| 39. Secret World of Alex Mack    | NICK    | Thu 8:00p  | 1,815         | 2.6             | 1.9  | 5.0            |
| 39. Rocko's Modern Life          | NICK    | Sun 12:00p | 1,809         | 2.6             | 1.9  | 8.2            |
| 39. Papa Beaver Storytime        | NICK    | Tue 1:30p  | 1,800         | 2.6             | 1.9  | 8.1            |
| 39. M. Sendak's Little Bear      | NICK    | Fri 12:00p | 1,798         | 2.6             | 1.9  | 9.1            |

Sources: Nielsen Media Research, Turner Research

# Technology

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# Odetics wins patent appeal against StorageTek

*But loser threatens to 'appeal the appeal'*

By Glen Dickson

**A**utomation supplier Odetics has won an appeal against Storage Technology Corp. in a patent infringement suit involving its robotic tape cassette handling systems.

The suit dates back to June 1995, when Anaheim, Calif.-based Odetics filed suit that Louisville, Colo.-based StorageTek was infringing on its patent for library pass-through ports (U.S. Patent No. 4,779,151) in StorageTek's

automated tape library system products. In February 1996, a jury in Federal District Court for the Eastern District of Virginia ruled that StorageTek hadn't infringed on Odetics' intellectual property based on a claim construction determined by the court before the trial.

Odetics appealed that decision in the U.S. Court of Appeals for the Federal Circuit, which now has vacated the lower court's claim construction and the findings of noninfringement against StorageTek and has remanded

the case for consideration of infringement under a new claim construction.

"The appeals court said the claim construction was incorrect," says Odetics spokeswoman Juli Merkovsky. She says that the Odetics technology in question is used both in Odetics broadcast cart machines and in its digital linear tape library products and that StorageTek is infringing on the Odetics patent in digital storage products such as the StorageTek ACS4400, Powder-Horn and WolfCreek.

StorageTek spokeswoman Judith Hargrove won't directly comment on the appeal, as she says her company hasn't seen the court documents yet. She says that StorageTek believes it owns the technology and plans to "appeal the appeal." She does concede that the case could drag on: "This one is going to have a life until we prove the technology belongs to StorageTek." ■

# GI develops DTV transcoder

*Unit lets cable systems carry digital broadcast signals; will be available in '98*

By Glen Dickson

**G**eneral Instrument is developing a headend product that will allow cable operators to remodulate broadcast DTV signals for carriage on their systems.

The unit, called the TCD-1000, is an 8-VSB (Vestigial Side Band) to QAM (Quadrature Amplitude Modulation) transcoder that demodulates 8-VSB digital broadcast signals so they can be converted to the QAM modulation (64 or 256) scheme used in digital cable

plants. GI says the transcoder will be compatible with its NextLevel MPEG-2 digital cable equipment and should be available by year-end 1998.

By using the transcoder, cable operators could either interleave broadcast standard-definition (SDTV) signals into their existing digital NTSC lineup or use 256 QAM modulation to carry two HDTV signals within one 6 mhz channel.

"Customers are starting to ask more



**General Instrument**

questions about HDTV and how to handle

it," says David Fritch, GI's senior manager of marketing and strategy for digital network systems. Fritch points out that as a Grand Alliance member, GI has been working on the technical challenges of cable carrying DTV signals for some time. The company licensed the 8-VSB modulation technology from Zenith several years ago.

Fritch won't give projected prices for the TCD-1000, a modular unit designed to integrate with existing QAM equipment in the headend that does not include a QAM modulator itself. But this spring, David Robinson, GI's vice president/GM of digital network systems, estimated that such a product would cost less than \$5,000 (B&C, May 19).

"We're looking at a number of ways how it will be packaged into headend equipment," Fritch says. "It's a little premature to quote price."

Of course, headend equipment is only one side of the cable DTV equation. The thorny issue is in the home, where cable operators are unsure how their digital set-tops will interface with the new DTV sets. Although GI's digital set-tops can decode and display either 4:3

## SeaChange in Syracuse, Austin

SeaChange International has installed its SPOT digital ad insertion systems in Time Warner's cable systems in Syracuse, N.Y., and Austin, Tex. The combined deals are worth roughly \$1 million. The Video Server 100-based MPEG-2 systems support five zones and 54 channels in Syracuse and two zones and 32 channels in Austin, serving 300,000 and 220,000 subscribers respectively.



—GD

or 16:9 SDTV pictures on an NTSC set, GI set-top users will need to rely on a digital TV set or converter box to decode and display HDTV pictures.

"Operators' real goal is to take all these differently formatted signals and make it one seamless package that's easily navigated by remote," he says.

Cable operators and equipment suppliers are working on the digital set-top/DTV set interface problem with

consumer electronics manufacturers. GI is exploring whether operators can upgrade set-tops to deal with HDTV via remote "firmware" downloads, or whether a plug-in adaptor may be needed, says Fritch. Dealing with the problem at the set-top makes sense, he adds, as operators will be supplying signals to customers with both new DTV sets and old NTSC sets.

Carrying HDTV has become more

of a concern among operators since HBO announced plans to launch an HDTV service in 1998, says Fritch. "Cable operators are trying to get their hands around it. They're looking at their infrastructure, and must carry is still a big unanswered question at this point. But with HBO committed, it's not just a broadcasting issue—it's 'How do I accommodate all these signals?'" ■

## Cutting Edge

By Glen Dickson

**Kaleidoscope Television (KTV)** has purchased a Quantel Hal and Editbox for its post-production needs. The San Antonio, Tex.-based 24-hour cable channel will use the Hal video design system to create opens, interstitials, closes and bumpers. The Editbox 3010 online nonlinear editor will be used to edit KTV's unique open-captioned programming, both for promos and for 30-minute shows. "We air 168 hours of television per week, 75 percent of which is original programming," says Ron Dixon, KTV executive vice president for programming and operations. "With such heavy demands, we needed systems we could count on."

**Comark Digital Services (CDS)** has signed a contract to design and build two digital television facilities for Sinclair Broadcast Group in Birmingham, Ala., and Milwaukee. Both facilities will be multichannel, with the Birmingham operation feeding WTTQ(TV), WABM(TV) and WDBB(TV) Tuscaloosa and the Milwaukee facility

feeding WTV(TV) and WCGV-TV. CDS will design and build the digital production, post-production and master control operations at the two sites and will work with Sinclair to convert the stations from analog to digital broadcasting. Sinclair had an earlier agreement for Comark to provide digital transmitters for its 29 stations.

When **ESPN International** signed Adidas to sponsor its transmission of the 1997 X Games in Latin America (which aired on a one-week delay), it included "virtual signage," or live video insertion technology, as part of the package. The virtual signage technology, provided by Princeton Video Image (PVI), allowed Adidas to place its logo on the screen as if in the field of play. The PVI technology, called L-VIS, has been used by ESPN in the past to insert the Gateway 2000 logo in WAC college football games. L-VIS was also recently employed by the San Francisco Giants and San Diego Padres for SportsChannel Pacific's and Cox Cable 4's coverage of their interleague Major League Baseball game, allowing the teams

to target local advertising to their home audiences.

**Fujinon** has introduced a new 2/3-inch zoom lens for ENG hand-held cameras, the A20X8EVM/ERD. The small lightweight lens combines Fujinon's Aspheric Technology with a new inner focusing system and has a reduced minimum object distance of 0.8 meters. The lens also has Fujinon's V-Grip, which allows camera operators to adjust grip position in five steps to balance loads ranging from lightweight camera/lens packages to camcorders.

**Discreet Logic** has acquired Denim Software, a Los Angeles-based desktop visual effects software developer, for \$11.3 million—\$9.8 million in cash and \$1.5 million in assumed liabilities. With the Denim Software acquisition, effects system provider Discreet hopes to target new market segments with Macintosh and Windows NT-based paint and compositing software. The company expects to incur a onetime charge of \$9 million—\$10 million, or 32-36 cents per share, for in-process R&D pur-

chased and expensed in its fourth fiscal quarter ended June 30.

**Philips BTS** has developed a new slow-motion camera system in conjunction with EVS Broadcast Equipment of Belgium. The system, which



Fujinon's new 2/3-inch zoom lens has a focal length of 8-160 mm without extender, and 16-320 mm with its 2X extender deployed.

combines Philips' high-speed LDK23 camera with EVS' Super Live Slow Motion control unit offers instant slow-motion action replays with smooth video from up to four cameras with on-air camera switching. Features include search-while-recording, clip management, split screen, mini-paint, target track, sound on slow motion and frame interpolation. The new system will be released in time for coverage of the World Cup soccer championships in France in 1998.

# Broadcasting & Cable's **Telemedia**

THE CONVERGENCE OF TELEVISION, RADIO AND NEW MEDIA

## Website Audio

By Richard Tedesco

**B**aseball is making a big comeback on the Internet. Major League Baseball plans to put audio coverage of two or three games a day on its Website.

But the Westwood One/CBS radio group is resisting this revival; CBS stations in two markets are declining to permit carriage in cyberspace of games they broadcast.

The 26 big-league ball clubs have established guidelines for handling content for PCs. As anticipated before recent June team meetings ("Telemedia," May 26), each Major League team now has the option to make the audio from its games available on its own site or the site of its flagship radio station. The games also can be accessed from AudioNet ([www.audionet.com](http://www.audionet.com)), which is sharing ad revenue.

With an increasing number of MLB contests migrating to regional cable TV networks, the Internet offers the alternative of a free outlet to supplement radio broadcasts in home markets.

The Baltimore Orioles, Houston Astros, Texas Rangers, Seattle Mariners, Chicago White Sox, San Francisco Giants and Kansas City Royals are among the teams regularly Webcasting games.

Linking with AudioNet, which uses Progressive Networks' RealAudio, solves the technical and financial problems of the Webcasts. "We wouldn't do it ourselves," says Steve McNeill, Texas Rangers vice president of information and technology.

Meanwhile, the Philadelphia Phillies and Oakland Athletics are being kept from the Internet by CBS stations WPHT(AM) Philadelphia and KFRC(AM) San Francisco. The teams, in the last year of their respective contracts with the stations, intend to renegotiate their deals specifically to include Internet broadcast rights.

The Phillies will restructure their deal with WPHT, according to spokeswoman Joanne Levy-Lamoreaux, to retain the



radio broadcast rights and buy game time on the station. "It is their production," Levy-Lamoreaux says of the current situation. "Their rights are up this year. And we're going to take our rights in house."

The Athletics' deal with KFRC gives the station Eng-

lish-language broadcast rights within the team's territory, according to Ken Pries, Oakland Athletics senior director of broadcasting. He says the team will simply wait until next year to take its games to the 'Net.

Westwood One/CBS isn't

## AOL put CBS SportsLine in lineup



CBS SportsLine will become American Online's Sports Channel anchor tenant in a strategic deal for both media companies.

The deal gives AOL a second strong multimedia content provider (ABC Sports is the first), for its sports site and makes CBS SportsLine readily accessible to AOL's 8 million subscribers. As part of the pact, portions of CBS Sports coverage of such marquee events as the winter Olympics and the NCAA Basketball Tournaments will be accessible through SportsLine on AOL.

The deal calls for an unspecified payment to AOL, which will also take a share of the merchandising revenue that CBS SportsLine draws from AOL subs. AOL also benefits from on-air and other forms of CBS cross-promotion of CBS SportsLine.

AOL has struck a similar deal with ABC Sports to produce a site on AOL Sports Channel. That deal gives AOL exclusive online access to ABC Sports coverage.—RT

just playing hardball about baseball audiocasts. It's maintaining the hard line that none of its stations' programming—including baseball—can be carried live on the 'Net. "It is a Westwood One and CBS policy that programming they distribute is not to be broadcast on the Internet at this time," says Ted Kelly, Westwood One/CBS Radio spokesman. "Everything we do for our affiliates promotes listening to radio."

From its perspective, the Kansas City Royals games that KMBZ(AM) puts online through AudioNet does just that. "We may be reaching an audience within Kansas City we might not have been able to reach previously," says KMBZ Program Director John Butler, who believes the Webcasts build goodwill too.

That was a prime motivation for the Baltimore Orioles when they started Webcasting games early this season. The Orioles ignored the ban imposed before MLB formulated Internet rules and never stopped Webcasting.

Marketing is the primary benefit for the Orioles, as it is for other clubs. "First and foremost, it's something that the fans outside of our territory can go into and hear our games," says Mike Lehr, the Orioles executive director of broadcasting. "It's definitely a marketing tool for our presence."

That's why Major League Baseball plans to feature two or three games-of-the-day from teams in different regions by the All-Star break or soon after. Technical details must be resolved, including whose technology will be used for the audiocasts. But timing is of the essence, according to Michael Bernstein, MLB vice president of business development and new ventures, who says talks are ongoing to engage a third party to carry a comprehensive menu of games on a single site. "We want to get it up as soon as we possibly can," Bernstein says. **TM**

## Telemedia Briefs

### MSN gets some Great Stuff

Some prominent American writers and illustrators will be contributing to a new interactive literature-and-arts entertainment channel on Microsoft Network when "Great Stuff" debuts on the service this week.

The latest midseason entry on MSN's entertainment channel presents PC users with an opportunity to help compose the great American novel—along with its art and commentary counterparts. Four noted practitioners of each particular form will provide a paragraph, or a drawing, apiece every week to be added to an ongoing composition. MSN subscribers can vote on their selections from among the contributions and watch the resulting work unfold.

Monologist Spalding Gray leads the list of commentators, which include Arianna Huffington, Sandra Tsing Loh and Mark Crispin Miller. The novelists involved in the project are Christopher Buckley, Mark Leyner, Maggie Estep and Michael Chabon. The artists are Isvan Banyai, Juliette Borda, Paul Davis and Scott Menchin.

"We're planning on appealing to a literate adult audience," says Renee Russak, MSN senior producer. MSN will seek to drive the new "show" with cross-promotion on its reading and writing community sites.



### WNBA scores online

The WNBA is off to a flying start online, through ESPN's SportsZone game-of-the-week Webcast series.

Carriage of the July 3 audiocast of the Phoenix Mercury/Houston Comets game using RealAudio was the second regular WNBA Thursday audiocast. PC users will be able to access the games in SportsZone's non-subscription area. The software is available on the site.

ESPN and Starwave Corp. sensed a "huge demand" for the audiocasts, says Geoff Reiss, Starwave senior vice president of sports publishing. Previously, NBA audiocasts peaked when 22,000 PC users heard the sixth game of the NBA Finals series between the Chicago Bulls and Utah Jazz.

SportsZone also provides a link to the fully featured WNBA Website ([www.wnba.com](http://www.wnba.com)), which the NBA launched last month. Response to the site has been strong, with 35,000 hits recorded the day after the WNBA's first week of games, according to Jamie Rosenberg, NBA director of interactive programming.

The Website carries video and audio game highlights, along with news, features, running scores, game recaps and other updates. Live chat sessions are held online, and fans can also send messages to player and coach mailboxes. Information about each of the eight teams in the league includes seating and ticket data.

### MGM brings magical mystery to MSN

Inspired by a nearly 30-year-old controversy involving the Beatles, MGM Interactive is producing a cyber-serial dubbed *Paul Is Dead* for Microsoft Network.

Planned for debut on MSN later this year, *Paul Is Dead* will be a daily updated mystery about the possible murder of the lead singer of a rock band called Miasma. Apart from that brief description, mum's the word about the new series—apart from the fact that it will incorporate some video streaming and musical content, according to Ken Locker, executive producer of online programming for MGM Interactive. Each full *Paul Is Dead* episode will play out over the course of a week.

The Beatles were enmeshed in a controversy in the late '60s in which some observers alleged that Paul McCartney was dead. That was a product of multimedia manipulation, largely based on "clues" that Beatles fanatics insisted were embedded in the music and album cover art—factors likely to figure in MGM's online production.

The Miasma mystery is one of a dozen properties MGM Interactive has in development, according to Locker, who says two more may begin appearing on MSN before year's end. MGM is in discussions with potential media partners on the others, with plans to put up as many as a dozen Internet productions per year. "The Internet doesn't present the same barrier to presentation as television does," Locker says.

*Paul Is Dead* was created for MGM by a company called LaFong, with John Sanborn and Michael Kaplan directing and writing.—RT

**Microsoft**

# Classifieds

See last page of classifieds for rates and other information

## RADIO

### HELP WANTED MANAGEMENT

**COO for growing private Colorado and California radio company.** Strong sales background, cost control orientation and small/medium market group and station management experience required. Local operating responsibilities and travel necessary. Compensation commensurate with experience and qualifications. Contact, in confidence, Charles Moss, Moss Entertainment Corp., 225 N. Mill St., Aspen, CO 81611. Fax 970-925-7503.

**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.

**Office Manager** for established adult station in desirable North Carolina mountain resort. In charge, creative person, production voice a big plus. Computer knowledge a must. Excellent salary and benefits. Send resume to: Charisma Radio Corp., PO Box 1889, Highlands, NC 28741. EOE.

### HELP WANTED SALES

**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, Sales Trainer Positions.** Local Sales Manager: We operate the top AC station, KTHT, in Fresno and are seeking candidates who have a minimum of two years experience and proven track record. Sales Trainer: This position will be responsible for training, recruiting and creating sales materials for our 9 radio stations in both Reno and Fresno. Prior experience in sales management or general management is required. Women and Minorities are encouraged to apply. EOE. Fax your resume to: Americom Broadcasting, Attention: Tom Quinn at 310-201-9174.

### HELP WANTED TECHNICAL

**Engineer to join current staff maintaining 3 non-directional AM and 2 FM stations in Central Florida with Hall Communications.** Minimum 5 years experience desired. FCC General Class License or SBE Certification a plus. Requires fluent background in the repair and maintenance of: Studios, AM and FM transmitters, STL's, digital, audio, PC's, satellite links. Work at remotes included. Send resume to: Edd Monskie, PO Box 4368, Lancaster, PA 17604-4368. Can be faxed to 717-653-0122. Hall Communications is an EOE and women and minorities are encouraged to apply.

**Engineer Virgin Islands:** Harris 10 kw FM transmitters, combiners, satellites; RF; and computer literate. Send CVI, salary needs, etc: Chairman, PO Box 333, Miami, FL 33280.

### HELP WANTED ANNOUNCER

**Mature announcer interest in small market.** Congenial working conditions, low stress, live full service operation. Send resume and tape to WTTT, 185 S. Washington St., Tiffin OH 44883. EOE.

### SITUATIONS WANTED MANAGEMENT

**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.

**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

**Seeking GM/GSM position** in small to medium market. Experienced, top biller, turn arounds. Top salesman. Teddy 212-421-7699 or 212-888-7347.

### SITUATIONS WANTED ANNOUNCER

**Semi-retired 45-year veteran broadcaster** seeks part or full time position in any warmer climate. Best at humanistic talk, travel, news, oldies, classical. Money not important. 810-682-7798.

## TELEVISION

### HELP WANTED MANAGEMENT

**Director of Communications.** MacNeil/Lehrer Productions seeking Director of Communications, a senior member of the MLP management team with a wide range of responsibilities focused primarily, but not exclusively, on press and public relations, marketing, and promotion. This person will provide daily oversight of *The NewsHour's* public relations efforts, including reporter contacts, as well as guide ad campaigns, on-air promos, and promotional events for *The NewsHour* and other MLP projects. Editorial responsibilities include monitoring all relevant communications; serving as Exec. Editor of quarterly PBS station newsletter; and writing/editing all publicity and communications materials as required. Management of small staff. Position is based in Shirlington, VA, and reports to the President, MLP. Candidates should have proven editorial and writing skills and the ability to work well with others. Prior experience in journalism and broadcasting highly desirable. Experience with Public Broadcasting community and knowledge of audience, marketing, and programming research is desired but not required. Salary commensurate with experience. Qualified applicants send resume and cover letter to Pam Wyatt, MLP, 2700 S. Quincy St., Ste. 250, Arlington, VA 22206. EOE.

## EXECUTIVE DIRECTOR

### BDA International,

the world's foremost association of design executives for electronic media, seeks a qualified and seasoned professional with a strong knowledge of the broadcast design industry and industry players for the position of Executive Director. Responsibilities will include long range, strategic planning, oversight of the association's financial performance; BDA conference activities including speaker coordination, marketing and public relations strategies; hiring and supervising staff; and coordinating all mutual efforts with other trade associations. This individual must have the ability to foster and lead industry relationships in design, new media and education as well as ability to motivate a team and provide leadership for a growing organization. Strong management skills, initiative and excellent verbal and written communication skills are essential. Association/non-profit experience extremely helpful, design background imperative. This position is based in Los Angeles. Please send resume to:

Wendy Lambert  
Palace Production Center  
29 North Main  
S. Norwalk, CT 06854

**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.

**Account Executive.** WCPX-TV, CBS, Orlando is looking for an experienced TV sales professional. Qualified candidates should be proactive, possess strong presentation skills, basic computer skills, knowledge of NSI ratings, TV Scan, qualitative-based research and Qualitap, with 3+years of TV sales experience preferred. A proven track record with adv. agencies and developing new business is a must. Send resumes to Nancy Davis, Local Sales Manager, WCPX-TV, 4466 John Young Parkway, Orlando, FL 32804 or fax them to 407-521-1208. No phone calls please. M/F. EEO.

**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: Rene LaSpina, President and GM, WNEP-TV, 16 Montague Mountain Road, Moosic, PA 18507. Fax 717-347-0359. EOE.

**"Leading" Opportunity.** Our pack needs a new leader! We're a FOX affiliate that's got the competition running scared. When we howl, business owners listen! You'll keep us in line, push us ahead and shake us up. We're committed to local direct, but we need a real fighter for national and regional. We play hard, we work harder. If you're a LSM looking to move up, or a GSM looking for greater dollar opportunity, and, if you know how to manage inventory and can guarantee you'll help make the most of our time; we may be your next logical move. *Sell us on you!* Mail, fax or email letter and resume to: KARD FOX 14, 102 Thomas Road, Suite 400, West Monroe, LA 71291. Fax: 318-322-0926. Email address: fox14@kard.com The pack is waiting. EOE.

**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.

**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.

**Local Account Executive - KWEX-TV, #1** Univision O&O in San Antonio, Texas, is looking for an Account Executive who knows how to win. High energy a must. The ideal candidate will have excellent communications skills, superior organizational skills, computer skills, and have a proven track record with emphasis in New Business development and Existing Business growth. Knowledge of NSI Rating Service; strong research and negotiating skills a must. Spanish language fluency preferred, but not required. If you are highly motivated and have a sincere drive to help our clients grow, fax or mail your resume and references for immediate consideration to: Local Sales Manager, 411 E. Durango, San Antonio, TX 78204. No phone calls please. EOE.

**General Sales Manager - Midwest NBC** seeking GSM to oversee sales and traffic operations. Must be adept at inventory management, project logistics and planning, qualitative research, and emphasize relationship selling. I'm looking for an innovator, who has a successful track record in new business development. National sales experience, and the ability to empower our local sales team. Equal Opportunity Employer. July 25 deadline. Apply to Box 01174.

**Vice President/General Sales Manager.** KRIV TV, the FOX O&O in Houston, Texas seeks a creative, experienced, dynamic revenue driven General Sales Manager. Must have extensive background and experience both at the local and national levels. Candidate should possess computer and research experience; sales promotional and marketing expertise (value added promotions); be well versed in the sale of sports and news programming, i.e. the NFL, Major League Baseball and NHL. Minimum 3-5 years experience in sales management. National sales, local sales, traffic, research and sales promotion will be your responsibility. KRIV is heavily committed to news, in the A.M., noon and Prime Time. We are one of the top FOX stations in the country and would expect the VP/GSM to make us even better. Send resume and salary requirements to: Jerry Marcus, V.P. General Manager, FOX TV Channel 26, PO Box 22810, Houston, Texas 77227. EOE.

**General Sales Manager.** WKOW-TV, the ABC affiliate in Madison, WI is seeking a creative, ambitious leader with extensive media sales experience for our winning team. Our new GSM must be able to motivate, communicate, and negotiate. Sharp management skills, computer research experience, and success with innovative promotions are preferred. We'll give you and energetic staff and beautiful city in which to live. What can you give us? Send resume and cover letter before 7/31/97 to: WKOW-TV, Dept. RM, P.O. Box 100, Madison, WI 53701. WKOW is part of Shockley Communications Corporation. SCC is an Equal Opportunity Employer.

**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.

**WHOI-TV, Peoria, Illinois** needs an assertive, creative professional media salesperson. Direct, local and regional agency list. Prefer broadcast experience, strong computer and presentation skills. Send resume and references to: Local Sales Manager, WHOI-TV, 500 N. Stewart Street, Creve Coeur, IL 61610. Women and minorities encouraged to apply. EEO.

**TV Traffic Manager.** Denver ABC affiliate seeks experienced person with working experience on Enterprise system, electronic contracting, IBM systems and AS400. Excellent supervisory/leadership skills mandatory. Send resume with salary requirements to: Sales Manager, KMGH-TV, 123 Speer Blvd., Denver, CO 80203. Fax: 303-839-8070. Pre-employment drug test required. No phone calls, please. EOE.

**Come jump on the FOX and UPN bandwagon** in Music City, USA! We have two television stations with the best programming, research, management, and we have brand new Nielsen meters beginning July 10th! What we need is the next superstar AE that wants to make \$100K plus! Someone who knows that relationships, knowledge, service, street savvy and just making lots of face to face calls is the way to win! If this describes you, hop a plane, call a cab or just rush your resume to...Micheal J. Pumo-GSM, WZTV/WUXP, 631 Mainstream Drive, Nashville, TN 37228.

**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.

**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.

**General Sales Manager:** Make your talent and experience pay off big! Group owner seeks exceptional general sales manager for FOX affiliate. Must have national and local sales management experience. Looking for a leader who can build a superior sales team and perform beyond the averages. Come join the family of the best broadcasters in the country. Send resume to Box 01172 EOE.

## HELP WANTED MARKETING



**Market the world's  
leading news organization**

**Vice President of Marketing** needed for sales division engaged in marketing CNN network affiliations to local broadcast stations. Seeking a strategic leader with 3-5 years of management experience in television marketing and/or creative services. Exceptional staff development skills, a strong sense of design, writing an presentation skills required. This position manages the agency relationship and leads a seven member team responsible for the following:

- Brand identity management
- Launching new product and service initiatives
- Trade advertising and direct mail campaigns
- Creation of sales collateral materials (print, video, multimedia and desktop publishing)
- Trade show exhibition and trade association relations
- Special events and client parties
- Public relations, vis-a-vis media trade press
- Writing and distribution of all types of client communications, newsletters, broadcast faxes and other client letters
- Database administration
- Nielsen related research, market surveys, service usage reports
- Premium production
- Web site management

Please reply in writing to:

**Susan Grant  
President  
CNN NewsSource Sales  
One CNN Center  
12 North  
Atlanta, GA 30303**

EOE  
M/F/V/D



## We're Looking for Bright Ideas to Light Up Our Growing World.

Walt Disney Attractions Field Marketing & Promotions/PR/Events

Do you have a strong track record for making big things happen in major markets? If so, this may be the Disney career opportunity you have been waiting for. Walt Disney Attractions is looking for a select group of top field marketing and promotion professionals to join the Walt Disney World Marketing team in one of several exciting new roles.

### Field Marketing Project Manager (XAD1BC745)

This position will manage core promotions and supervise development of all promotional creative needed to facilitate project implementation by Field Marketing. It requires a creative promotion professional with a minimum of 7 years experience in local market TV, Radio, PR and event promotion. Must be a detail-oriented strategic thinker with strong planning skills and proven ability to lead and manage integrated promotional projects. Must have excellent writing and editing abilities with proven creative production expertise in video and print. Bachelors degree preferred in Marketing, Advertising, Communications or related field. Position is based at Walt Disney World.

### Field Marketing Director: N.E. Region (XAD2BC745)

This New York-based position will lead the field marketing team responsible for delivering Walt Disney World promotions, PR and event marketing activities throughout the Northeast Region. Requires a strategic thinker with minimum 8 years leadership experience in all aspects of field marketing including specific expertise in major market media promotions, events, program management, and third-party partner development. This is a hands-on role requiring strong planning, negotiation, team leadership and project management skills. Current working knowledge of the New York market including local media contact base are a must. Bachelors degree required preferably in Marketing, Communications or related field. Northeast regional experience preferred.

### Field Marketing Manager: N.E. Region (XAD3BC745)

New York-based position responsible for managing and executing Walt Disney World PR and promotion activities in the New York ADI. Requires minimum 6 years broad-based marketing experience with specific expertise in special events, PR, media promotions and management of third party promotions. Innovative thinker with strong strategic, negotiation, presentation and project management skills. Established New York media track record and partner contact base. Bachelors degree required preferably in Public Relations, Marketing, Communications or related field.

Please send your confidential cover letter and resume to:  
**Disney Worldwide Services, Inc. Professional Recruitment**  
(insert position code here)

P.O. Box 10,090 • Lake Buena Vista, Florida 32830 or fax on white paper to: 407-828-1571

**WALT DISNEY Attractions.**

EOE • Drawing Creativity from Diversity

**Marketing Director.** News 12 Networks delivers 24-hour regional news to Long Island, Connecticut and Westchester County. We have an excellent hands-on opportunity for a Marketing Director who can create promotion plans with impact and supervise marketing efforts in these three areas. Knowledge of television production is important. Send resume and letter with a sample of your marketing abilities to: Steve Weinberg, News 12 Long Island, One Media Crossways, Woodbury, NY 11797. No phone calls, please. We are an equal opportunity employer.

### HELP WANTED TECHNICAL

#### WE PLACE ENGINEERS USA & WORLDWIDE



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

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

To place your classified ad in  
**Broadcasting & Cable call**

**Antoinette Fasulo**

**(212) 337-7073**

**or Sandra Frey**

**(212) 337-6941**



**Broadcast Maintenance Engineer.** WUPA-TV UPN69 has an immediate opening for a Broadcast Maintenance Engineer. Position is responsible for the maintenance and repair of television broadcast equipment. A minimum of 3-5 years experience in broadcast or related field plus a degree in electronics or engineering is required. Computer experience is a plus. Digital audio and video experience is helpful. Please send resume and salary requirements: WUPA-TV UPN69, Personnel Office, Box B&C-BME, 2700 NE Expressway, A-700, Atlanta, GA 30345. No phone calls please. EOE.

**Studio Maintenance Engineer.** KTVX, the Salt Lake City ABC affiliate is seeking a motivated, reliable, hard working individual to be part of our engineering team. Must have a minimum of two years experience in electronic maintenance. SBE Certificate preferred. Please send resume and salary requirements to: Jim McDermaid, KTVX, 1760 Fremont Drive, Salt Lake City, UT 84104. No phone calls please. EOE.

**TCI-NDTC, NY** is seeking qualified applicants for the following positions. *Maintenance Technician.* Minimum Qualifications: Assoc. degree in electronics or equivalent. Five years experience in repair and maintenance of broadcast equipment. Must be flexible. Desired Qualifications: Knowledge of analog and digital equipment, SONY VTRs, Alamar automation. Transmission experience a plus. *Master Control Operators.* Minimum Qualifications: HS Diploma with 1 year MC experience. Must have excellent interpersonal and communication skills. Flexibility a must. Desired Qualifications: Assoc. degree in a related field. Experience w/Alamar, Odetics, Chyron, Beta VTR, Virtual Recorders. Drug and background check will be required for employment. Successful applicants needing special accommodation for interview should inform manager at time of contact. Send resume with salary requirements to: TCI-NDTC, 17 Battery Place, Suite 232, NY, NY 10004. Attn: HR. No phone calls. Deadline: July 15, 1997. EOE.

**Director of Operations and Engineering.** Coordinate, plan for and lead Maintenance, Operations, IS, Building Services and Security departments. Experienced as small market Chief or large market Number Two. BS/BA and eight years television experience, two years as management required. SBE Certification helpful. Proven track record as project manager, staff developer and administrator of television technical operations. Strong verbal and written communications and consensus building necessary. Understanding of News operations and technology. Requires strong computer skills, familiarity with budget administration and demonstrable knowledge of emerging technologies. Submit cover letter with salary requirements and resume to: Human Resources, KTBC-TV, 119 E. 10th Street, Austin, TX 78701. Ref: Dir. of Op/Eng. No phone calls. EEO Employer.

**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.

**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.

**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.

**Media Engineer II.** Full time (40 hours per week), effective August 1, 1997. Responsible for installing, modifying, supervising, maintaining and repairing audio, video, computer and electronic classroom equipment and facilities for the academic communications program. Assists with the writing of grant and equipment specifications. Send application letter and resume by July 18, 1997 to Dr. Jan Samoriski, Department of Humanities, University of Michigan-Dearborn, 4901 Evergreen Road, Dearborn, MI 48128-1491. Transcripts desirable. All applications will be acknowledged. The University of Michigan-Dearborn strongly encourages applications from minorities and women. The University of Michigan-Dearborn is an equal opportunity/affirmative action employer.

**UHF-TV Station needs Chief Engineer.** Must be a hands on, can do pro. Exp. with townsend transmitter a plus. Excellent comp. package. EEO Employer. Send to: GM, 3000 W. Story Road, Irving, TX 75038.

**Information Systems/LAN Administrator.** Administrate, install and maintain Mini and PC systems, equipment, users and programs. Knowledge of Novell and other network systems, fluency in all Windows iterations and applications. Familiarity with DEC VAX and AS4000 systems. Hands on fault diagnosis, integration and repair of PCs. Internet Web Page experience. Strong communication skills, ability to set and manage priorities. BS/BA in appropriate field. Submit cover letter with salary requirements and resume to: Human Resources, KTBC-TV, 119 E. 10th Street, Austin, TX 78701. Ref: IS/LAN. No phone calls. EEO Employer.

**Engineer.** WNDU-TV has a position available for an experienced staff technician to perform technical maintenance functions, operate satellite uplinks and perform other repair duties. Knowledge of TV, microwave and radio transmitters preferred. Includes shift work, especially nights and weekends, some travel. Valid Chaffers drivers license required. Must be a high school graduate with two year vocational-technical training in broadcasting or electronics. Send resume to: The WNDU Stations, Position #00179, Attention: Human Resources, PO Box 1616, South Bend, IN 46634. EOE.

**Maintenance Technician.** Top 50 CBS affiliate is seeking a full-time Maintenance Technician. Primary responsibilities include maintenance and repair of video tape machines, cameras, microwave equipment, and satellite earth stations as well as other broadcast studio and terminal equipment. 3 years experience in broadcast systems maintenance, FCC license and or SBE certification a plus. The ability to work a varied and flexible schedule is necessary. Must have or be able to obtain a valid driver's license and have a clean driving record. Good reading, writing and verbal skills. He/she should have no physical limitations preventing them from lifting as much as 70 pounds and from performing the repetitive motions necessary to accomplish the duties listed above. Reliable transportation is a must. Please send a resume to David Jones, Director of Engineering and Operations, WFMY-TV, PO Box TV-2, Greensboro, NC 27420. No phone calls please. EOE.

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

## HELP WANTED NEWS

**Weathercaster.** KCRA-TV in Sacramento is looking for a full time weathercaster. With Northern California seeing its share of floods, snowstorms and forest fires, we need a serious weathercaster to help cover it all. AMS seal or meteorology degree is preferred. KCRA's arsenal of weather weapons include Storm Tracker and Neighborhood Doppler. We're one of only two stations on the West Coast to have our own doppler radar. Knowledge of WSI 9000 systems a plus. Position to be filled by early August. Resume and non returnable 3/4" or VHS tape to: KCRA-TV, Ed Chapuis, News Director, 3 Television Cr., Sacramento, CA 95814. No calls please. Drug/Alcohol test required. EOE/M/F/ADA.

**News Producer.** Young, intensely local ABC station in the 38th market needs a take-charge producer for Monday through Friday 6:00 pm and 11:00 pm newscasts. If you're producing a daily evening newscast in a small or medium market and want more creative control, this is an incredible opportunity. Help share the growing and beautiful Battle Creek-Kalamazoo-Grand Rapids community. Please send resume and tape of at least two shows to: Ken Schreiner, News Director, WOTV41, PO Box 1616, Battle Creek, MI 49016. WOOD TV8 is an Equal Opportunity Employer.

**News Director:** Opportunity for take charge leader to guide an up and coming NBC affiliate to the top. Must have a vision for creating a news winner and the ability to communicate that vision to a young aggressive staff. Strong people and teamwork skills a necessity. Experience as an assistant news director or executive or executive producer in a top 100 affiliate required. This is not a desk job, you must be a hands on team player! Resume and letter explaining news philosophy to: Personnel, WKJG-NBC33 TV, 2633 West State Blvd., Fort Wayne, IN 46808. No phone calls for any reason! EOE.

Increase your exposure with Mediacasting's audio/video classifieds. Your tape will be heard/seen by thousands of broadcast professionals via the Internet. Affordably priced! Call 414-926-9620 or [www.mediastaging.com](http://www.mediastaging.com).

**Reporter, Conus Florida Bureau.** Function as Tallahassee, Florida based reporter for the Conus Communications News Cooperative. At least three years reporting experience, live ENG/SNG experience a must. Specific knowledge of Florida State government and politics helpful. Must have a track record as motivated, creative enterprising self-starter. Ability to function as your own assignment editor, work long hours and handle deadline pressures. Submit resumes and non-returnable tapes to: Human Resources, Conus Job #132-97, 3415 University Avenue, St. Paul, MN 55114. No telephone calls please. An Equal Opportunity employer.

**TV News Health Producer.** KWTW is seeking an aggressive person to produce stellar report about breaking health news. 1 year exp., college degree preferred. Send resume and non-returnable tape to Billye Gavitt, KWTW, PO Box 14159, Oklahoma City, OK 73113. EOE/M/F.

**WSBT is looking for creative, motivated people to join our news team in the following positions:** *Producer* - Two years experience producing including multiple live shots, preproduction and graphics preferred. Must be an enterprising, good writer with solid news judgement. *Reporter* - Minimum of two years experience with strong live work. On-line, investigative and computer assisted reporting helpful. *Videographer* - Minimum of one year experience including lives. NPPA membership and knowledge preferred. Send resume, beta VHS tape and cover letter to Human Resources, WSBT-TV, 300 W. Jefferson Blvd., South Bend, IN 46601. EOE.

**Anchor (2) -** Do you have the look? The voice? Do you read with feeling? Can you write with flair and precision? I need one polished pro to anchor weeknights at 6 & 10, and another for weekend anchor/weekday reporter duty. Prefer 3-5 years experience for the weekday job, with regular anchor work. Attractive appearance a must, but no Prompter Zombies! I need a solid journalist who'll be a newsroom leader. Seeking similar qualities for weekend position, but will consider less experienced candidates. Send 3/4" or VHS tape to News Director, KCAU-TV, 625 Douglas St., Sioux City, IA 51101. EOE.

**News Director - KYW-TV3, CBS,** is looking for an experienced news director with strong leadership skills to develop and implement news product strategies, manage staff, oversee department budget, and to work with other departments to optimize promotion and sales opportunities. Send resumes and tapes to: Human Resources Department, KYW-TV3, 101 South Independence Mall East, Philadelphia, Pennsylvania 19106. EOE, M/F, ADA.

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**Antoinette Fasulo**

**(212) 337-7073**

**or Sandra Frey**

**(212) 337-6941**

**News Director:** Palm Springs ABC affiliate looking for a News Director who will embrace our concepts of Total Quality Management and take us to the next level of excellence. Don't let the market size fool you. KESQ-TV is an innovative and aggressive station with advanced technology, and a vision for the future. We currently air 17 1/2 hours of news a week and have just recently acquired an AM/FM radio station combo which will have news content as well. Previous News management experience is preferred. Send cover letter, resume, and statement of News philosophy to Bill Evans, GM, KESQ-TV, 42-650 Melanie Place, Palm Desert, CA 92211. Equal Opportunity Employer. Women and minorities encouraged to apply.

**Wanted: Superstar Newswriter.** WJBK-TV, the O&O serving Detroit, has an immediate full-time opening for an experienced newswriter. We're looking for sound news judgement and a commitment to great storytelling, fairness and accuracy. The ability to work independently under deadline is a must, producing experience is a plus. FOX 2 offers excellent pay and a full range of benefits at our suburban location. *This is not an entry-level position.* Fax resume and writing samples to: Bill Becker, Executive Copy Editor, at 248-557-1199. EOE.

**Assignment Desk Editor.** Aggressive Number One in midwest market seeks assignment editor to handle logistics in covering daily news and special events. Journalism degree and at least 2 years of assignment desk experience preferred. Person must be able to supervise reporters and photographers...and coordinate SNG/ENG coverage. Ability to act quickly, calmly and rationally in crisis situations a must. Send brief letter and resume to Box 01173 EOE.

**Assignment Editor:** Looking for exp., aggressive & creative candidate to spot breaking news stories, research & develop story ideas, coord. news & feature coverage for nat'l broadcast business & financial news program. Strong know. of nat'l & internat'l business, finance & economic issues. Maintains contact w/news sources; sched. interviews, news camera crews, remote location & studio taping, b-roll shoots, editing sessions & other activities necessary for story coverage. 2 yrs. reporting prod. or assignment desk exp. Understanding of TV news prod. Ability & exp. to work w/reporters, photographers, editors & newscast producers in structure, prod. & copy editing of newscast stories. Broadcast exp. pref., but major newspaper or wire service exp. considered. Send resume to: H.R., WPBT/2, PO Box 2, Miami, FL 33261-0002. EOE, M/F/D/V.

**KWTV Oklahoma City** is taking applications for Assistant News Director. Contact Joyce Reed, News Director 405-841-9957 or mail resume to Joyce Reed, KWTV, PO Box 14159, Oklahoma City, OK 73113. EOE/M/F.

**Meteorologist:** Dominant Southeast mid-size market network affiliate in the middle of "hurricane country" is looking for a meteorologist who is accurate, aggressive and personable. Candidates must have the AMS seal and be very familiar and at ease with the latest technology. We want applicants who understand the importance of community involvement and want to find a permanent home. We're looking to our future and we need someone with minimum three to five years experience who has the skills and patience necessary to eventually become our chief. This is a unique opportunity for the right person. Please send resume and tape to Box 01175. EOE.

**News Topical Promotion Producer.** WVEC-TV Inc., a subsidiary of A.H. Belo Corporation, seeks a creative, aggressive, *fast* news promotion producer who can write and edit compelling topicals that sell our daily newscasts. Looking for a self-motivated producer with a proven track record of creativity under pressure, who knows how to move viewers. Bachelor's degree in advertising, marketing or related field with one to three years producing news/news topical promotion, preferably at a network affiliate with hands-on editing experience. Please send resume and *non-returnable* VHS tape to Human Resources, WVEC-TV, 613 Woodis Avenue, Norfolk, VA 23510. No phone calls. EOE.

**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 Cavanaugh, Vice President/News, WTSP-TV, 11450 Gandy Boulevard, St. Petersburg, FL 33733.

## HELP WANTED PROMOTION

**Promotions Writer/Editor.** Seeking self-starting creative type who can dream-up a concept and take it through to air. Must have writing experience and working knowledge of Grass Valley switchers, non-linear editing, Chyron MAX, DVE, and stereo audio. Must have "hands on" experience in all phases of production from concept through post-production. Excellent problem solving, decision-making, and communications skills. Must be a detail-oriented individual capable of performing a wide range of technical functions. Must be computer literate with strong keyboarding skills and able to write, produce, all projects as assigned. Must adhere to high quality technical standards and work well individually or as part of a team. Send resume and letter of interest to: Promotions Writer/Editor, WRGT-TV, PO Box 4545, Dayton, OH 45417. EOE, M/F.

**Promotions Editor.** Seeking full-time 2nd shift editor of daily promotional material. *Must* be experienced in editing including non-linear, chyron MAX, DVE, stereo audio, Grass Valley switchers. Must adhere to high quality technical standards, and be able to work well individually or as part of a team. Responsibilities also include directing news updates. Send resume and letter of interest to: Promotions Editor, WRGT-TV, PO Box 4545, Dayton, OH 45417. EOE, M/F.

**Promotion Manager for WFXG-TV.** Communications or marketing degree desired. Must be creative with excellent communications skills. Duties include developing and implementing all media advertising and on-air audience promotion. Video production skills a plus. Send resume to PO Box 204540, Augusta, GA 30917 or apply in person at 3933 Washington Road, Martinez. EOE.

## ART DIRECTOR

ABC7 Los Angeles is looking for a hands-on designer/manager for the station's graphics department. Position responsibilities include design for news, promotion, programming and station image. Excellent design skills and knowledge of latest equipment including Quantel HAL, PictureBox, Chyron Infinit and MAC necessary. Previous management experience at a television station a definite plus.

## PROMOTION WRITER/PRODUCER

We're seeking an experienced and dedicated Promotion Writer/Producer. This job requires a talented pro with experience in news topical, movie, episodic and station image promotion. You must be a strong writer, an imaginative producer, visually creative with a great graphic sense and excellent post-production skills.

We offer competitive benefits and loads of opportunities in the #2 market. If you can handle lots of pressure, and tight deadlines, we have great opportunities! Please send your resume and a non-returnable videotape (beta or VHS preferred) to: **Diane Medina, Dept. BC, ABC7, 4151 Prospect Avenue, Los Angeles, CA 90027.** EOE. No phone calls, please.



**Creative Services Director** WICU/NBC12 & WFXP/FOX 66. Creative, energetic, multi-task person to direct both promotion & production activities. Develop & execute promotional & creative strategy. Emphasis on news and co-branding. Oversee commercial production. Sales promotion, community relations & events, media partnerships all key roles. Background in writing/producing. Send resume, cover letter and tape to Director of Marketing, 3514 State Street, Erie, PA 16508. SJL of Pennsylvania, Inc. is an equal opportunity employer.

**On-Air Promo Producer.** WUHF, Rochester New York's Fox Affiliate, is looking for a highly creative on-air promo producer. Must have strong copywriting, editing and shooting skills with a minimum of two years broadcast experience. Send resume and non-returnable tape to: Fox 31 Promotions, 360 East Avenue, Rochester, NY 14604. No phone calls please. EOE.

**Senior Promotion Producer - WFSB**, the #1 affiliate in the Hartford/New Haven market is seeking a strong writer and producer who loves news and promotions. Seeking someone with proven marketing success who is passionate about the job, produces spots that shine and works well under tight deadlines. Bring your creativity and your desire to have fun. Minimum two years prior television promotion experience. Send your killer reel and resume to Tim Coffey, Promotion Manager, 3 Constitution Plaza, Hartford, CT 06103-1821. EOE.

**On-Air Promotion Manager.** A.H. Belo owned WVEC-TV is on the lookout for a motivated team-building, news loving individual who knows how to use their head as well as state-of-the-art weaponry to create breakthrough TV promotion. Will be responsible for building a team of awesome producers, creating compelling on-air news and station promotion, coordinating station sponsored events and implementing outside media needs. Previous management/supervisory experience a plus. If you're one who can work the forest and the trees, send a resume and non-returnable VHS tape to: Human Resources, WVEC-TV, 613 Woodis Avenue, Norfolk, Virginia 23510. EOE.

## HELP WANTED PRODUCTION

**TV Producer.** New Hampshire Public Television. Major public TV network seeks an organized, creative and experienced producer. Responsibilities include maintaining a budget, generating story ideas, scheduling shoots, editing scripts, formatting rundowns, producing packages and attending edit/mix sessions. Candidate will work closely with weekly magazine show. Qualifications: Bachelor's degree in a related field and three years experience in producing or equivalent. Candidates need strong editing and scriptwriting skills in addition to the ability to manage large projects. Experience with long-form stories, field production and post-production required. Knowledge of non-linear editing and shooting is helpful. Position requires computer literacy and valid driver's license. Salary commensurate with experience. NHPTV is located on NH's Seacoast, 60 miles north of Boston. Resume review starts July 15, 1997. Send resume, including professional references and salary requirements to: Producer Search committee, NHPTV, P.O. Box 1100, Durham, NH 03824-1100. No phone calls please. UNH is an AA/EEO Employer.

**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.

**News Producer:** Top 50 ABC affiliate market leader with strong commitment to news, seeks producer with 3 years of experience. Must be a self starter with excellent writing skills and have innovative approaches to producing the news. Must exercise good news judgement and have the ability to adapt quickly to changes during live broadcast. College degree preferred. Send tape, resume and cover letter explaining news philosophy to: Cindy Vaughn, HR #915, WHAS11, 520 W. Chestnut, Louisville, KY 40202. EOE.

**Production and Operations Manager.** Emerson College, one of the nation's leading communication schools, seeks an experienced administrator to supervise a staff of four managers and oversee all production and post-production facilities and equipment as well as operating support for academic programs, co-curricular programs, and original productions. Provide scheduling and control the use of a substantial inventory of analog and digital equipment for video, film audio and new media facilities including cameras, editing stations, recording studios, mix-to-pix and re-record suites, and studios. Bachelor's degree in a related field and a comprehensive knowledge of studios, editing and other production aspects in video, audio and film. Must be computer literate in operations management software systems and computer graphics; knowledgeable in systems management and possess strong planning, customer service and problem-solving skills. Please send cover letter and resume to: Emerson College, Office of Human Resources, 100 Beacon Street, Boston, MA 02116. Emerson College is an Equal Opportunity/Affirmative Action Employer.

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

**Broadcast Personnel.** Technical Directors (GVG 300 Switcher with Kaleidoscope), Audio (mixing for live studio and news broadcasts), Studio Camerapersons (studio productions and news broadcasts), Chyron Operators (Infinit), Still Store Operators, Tape Operators (Beta), Maintenance (plant systems experience - distribution and patching), Lighting Director Engineer. Employment would commence spring/summer 1997. Out of town applicants accepted for these positions will be reimbursed for airfare, hotel, and per diem expenses. Send resumes to: MMS, Suite 345, 847A Second Avenue, New York, NY 10017 or fax 212-338-0360. This employment would occur in the event of a work stoppage and would be of a temporary nature to replace striking personnel. This is not an ad for permanent employment. An Equal Opportunity Employer.

**Floor Director.** KTVX, the Salt Lake City ABC affiliate is seeking a motivated, reliable, hard working individual to be part of our production team. Must have a minimum of two years experience in studio operations/Floor directing. Lighting skills would be very helpful. Please send resume and salary requirements to Dennis Shiner, KTVX, 1760 Fremont Drive, Salt Lake City, UT 84104. No phone calls please. EOE.

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

## HELP WANTED PROGRAMMING

**Local Program Executive Producer.** Who says Local Programming Departments are dead? Not only is our 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 productions out of the Steelers, Prime Time Specials, Parades, Marathons, Telethons, Medical Programs and 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 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, 4100 City Avenue, Philadelphia, PA 19131. EOE.

## HELP WANTED FINANCIAL & ACCOUNTING

**Assistant to Senior Equity Analyst:** New York Investment Bank seeks individual with strong financial, accounting, computer and communication skills to assist in coverage of broadcasting and entertainment companies. Fax resume and cover letter to 212-272-9765, Attention RK.

**Business Manager.** WTOG, Tampa'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 broadcasting 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 Mike Conway, GM, WTOG @ 813-577-1806 and Susan French, Controller, Paramount Stations Group @ 213-862-0121.

**Billing Manager.** Major TV Production/Post Production company seeks senior billing manager. Must have knowledge of graphics production and studio billing. Strong organizational skills needed. Oversee staff of 3. CFO, Suite 125, 847A Second Avenue, NY, NY 10017.

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**SITUATIONS WANTED NEWS**

**Female Reporter/Fill-In Anchor** ready for daily anchoring duties. Prefer southeast. Leave message at 805-733-0917.

**CABLE**

**HELP WANTED ADMINISTRATION**

**Director of Employee Communications.** Responsible for the development and execution of employee communications strategies, programs, and processes to ensure timely, accurate and consistent information flow to employees; maximize employee understanding and support of Company goals. Provides employee communication counsel to communication directors and managers in the field. Develops and implements employee communications vehicles including letters, articles, and video telecommunications. Position requires the ability to determine key business priorities within a fast-paced entrepreneurial culture. A drug test is required of the successful applicant. Requirements: Bachelor's Degree in Communications, PR, or related field; 5 years Communications or Public Relations experience - Employee Relations of HR experience a plus; 3-5 years in the cable television industry; excellent crisis management skills required. Ability to contribute and work in a team environment. Send resumes or fax to: TCI, PO Box 5630, Room 910, Englewood, CO 80111. Fax: 303-488-3272. EOE.

**HELP WANTED MANAGEMENT**

**Cable Television Coordinator.** Management position available with Meridian Township Government Access Cable Television HOM-TV. BA in Telecommunications, Journalism, or closely related field with three (3) years experience in TV or radio production required. Salary \$33,914 per annum. Send cover letter with resume or apply to Personnel Office, 5151 Marsh Road, Okemos, MI 48864. EOE. Any questions, please call (517)349-1200 ext.308.

**HELP WANTED SALES**

**Advertising  
Local Sales Manager**

Media Partners, the cable advertising division of Adelphia, is seeking a highly motivated leader to oversee the local ad sales efforts of a 50,000+ subscriber operation serving Central and Southern Vermont. Based in Rutland, the successful candidate will supervise the activities of 5-6 Account Executives and sales support. Responsible for budget fulfillment, hiring and continuous training of staff. Superior communication/organizational skills and the uncanny ability to get results is a must! Bachelor's degree or equivalent, plus 3-5 years' media sales experience required. Sales management background, industry knowledge, and proficient PC skills preferred.

**Adelphia offers a superb benefits package that includes competitive salaries, comprehensive health and life insurance, and 401k plan. Send cover letter, resume, and salary requirements to: Regional HR Manager, Adelphia Cable, 106 Kimball Ave., Burlington, VT 05403. Successful applicants will be required to pass a drug/alcohol test, physical examination and criminal record check. Adelphia is an equal opportunity employer.**

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**HELP WANTED TECHNICAL**

ESPN takes pride in a well-deserved reputation as a major player in total sports coverage and broadcast programming. If your goal is to join an award-winning team, the following opportunity is available at our Bristol, CT location:

**STUDIO TECHNICIANS**

Strong operating skills in Control Operations, production switching, production audio, videotape operations ENG editing and commercial playback automation systems. Experience with Grass Valley and SONY products preferred. Knowledge of Waveform monitors and Vectorscopes a plus.

Interested applicants should send salary requirements and scannable resumes to: **Human Resources, Ad# 142, ESPN Inc., ESPN Plaza, Bristol, CT 06010-7454, or Email to: jonesj@espn.com (unencrypted and nonmimed).** No Phone calls please.

*Equal Opportunity Employer M/F/D/V.*



**Chief Engineer** needed for statewide cable network to manage our engineering and production department. Successful candidate should have 3-5 years management experience in an operations environment and possess excellent communications and organizational skills. Experience with project management and development of budgets required. Background in telecommunications/cable TV industry is highly desirable. Please send resume and salary requirements to: Cable Television Network. Attn: Human Resources Department, 124 West State Street, Trenton, NJ 08608. Fax: 609-392-8682. An Equal Opportunity Employer.

**HELP WANTED PRODUCTION**

**Producers - Cable Network Series.** NY-based tv production company seeks distinguished free-lance producers for historical, cultural, and travel series. If you have 6+ years experience producing non-fiction for cable networks, we want to meet you. Must be an "ace" at all aspects of production. NY-based a big plus! Fax: 212-661-0153.

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### EDUCATIONAL SERVICES

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# For the Record

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"For the Record" compiles applications filed with and actions taken by the FCC. Applications and actions are listed by state; the date the application was filed or the action was taken, when available, appears in *italic*.

Abbreviations: AOL—assignment of license; ant.—antenna; ch.—channel; CP—construction permit; D.I.P.—debtor in possession; ERP—effective radiated power; khz—kilohertz; km—kilometers; kw—kilowatts; m.—meters; mhz—megahertz; mi.—miles; TL—transmitter location; TOC—transfer of control; w.—watts. One meter equals 3.28 feet.

## NEW STATIONS

### Filed

**Alexandria, La.** (BPH-970523MA)—GMA Broadcasting Corp. (Richard H. Heibel, president/owner, 12 Glenmoor Pl., Hilton Head, S.C. 29926) for FM at 106.9 mhz, 6 kw, ant. 100 m., Dasptt St. S of 7th St. *May 23*

**Alexandria, La.** (BPH-970528MG)—Eugene M. and Bobbie Coates, 18228 Birnham Wood Ave., Baton Rouge, La. 70810) for FM at 106.9 mhz, 6 kw, ant. 100 m., 5 km SSW of intersection of Willow Glen River Rd. and N.Y. Ave. *June 16*

**Alexandria and Ball, La.** (BPH-970528MH, F)—Mark Jones (1847 Sterkx Rd., Alexandria, La. 71301) for FM at 106.9 mhz, 6 kw, ant. 100 m., 6080 Old Baton Rouge Hwy, Alexandria; and 105.5 mhz, 6 kw, ant. 100 m., Camp Mary Lee, 3 km ENE of Pollock, La. *May 28*

**Alexandria, La.** (BPH-970528MI)—Champion of Alexandria Inc. (PO Box 399, Richmond, Va. 23218) for FM at 106.9 mhz, 6 kw, ant. 100 m., Tulane Ave. *May 28*

**Alexandria and Ball, La.** (BPH-970529MG)—George S. Flinn Jr. (188 S. Bellevue, Suite 222, Memphis, Tenn. 38104) for FMs at 106.9 mhz, 6 kw, ant. 100 m., Burma Rd., 4 km E of Hwy 165, Ball, La., and 105.5 mhz, 3 kw, ant. 100 m., Springhill Loop, Pollock, La. *May 29*

**Alexandria, La.** (BPH-970529MH)—Cary D.

Camp (PO Box 103, Shreveport, La. 71161) for FM at 106.9 mhz, 6 kw, ant. 100 m., 3705 Rigolette Rd. Rapides, Pineville, La. *May 29*

**Alexandria, La.** (BPH-970529MI)—DCJ Partners Inc. (D.C. Jones, president/owner, 500 Candle Glow Dr., New Iberia, La. 70560) for FM at 106.9 mhz, 3.5 kw, ant. 131 m., 4 km E of intersection of rtes. 49 and 165 near Wardville, La. *May 29*

**Alexandria and Ball, La.** (BPH-970529MK, L)—Rice Capital Broadcasting Co. Inc. (Barry D. Thompson Sr., president, PO Box 1469, Crowley, La. 70527) for FMs at 106.9 mhz, 6 kw, ant. 100 m., 1.07 km SW of Hwy 167; and 105.5 mhz, 6 kw, ant. 100 m., .36 km from Stay, La. *May 30, June 16*

**Ball, La.** (BPH-970529MJ)—Shelley R. Cavaness (5 Rue Alfred Stephens, cq Paris, France 75007) for FM at 105.5 mhz, 1.5 kw, ant. 100 m., 2,800 ft. NE of intersection of Burma Rd. and Rte. 165. *May 29*

**Rogers Heights, Mich.** (BPED-970515MI)—Great Lakes Broadcast Academy Inc. (James J. McCluskey, director/CEO, PO Box 334, Stanwood, Mich. 49346) for FM at 91.9 mhz, 21 kw, ant. -4 m., Old US 131 10 km S of Big Rapids, Mich. *May 15*

**Rogers Heights, Mich.** (BPED-970603-MD)—Great Lakes Broadcast Academy Inc. (James J. McCluskey, director/60% owner, PO Box 334, Stanwood, Mich. 49346) for FM at 87.9 mhz, 6 kw, ant. -4 m., Old US 131 10 km S of Big Rapids, Mich. *June 3*

**Dixon, Mo.** (BPH-970527MC)—American Broadcast Financial Corp. (Patrick L. Lope-man, president/owner, 4359 S. Howell Ave., Suite 106, Milwaukee, Wis. 53207) for FM at 92.1 mhz, 6 kw, ant. 100 m., on Hwy N 2.5 km SSE of Hancock, Mo. *May 14*

**Rollo, Mo.** (BPED-970609MH)—Lake Area Educational Broadcasting Foundation (James McDermott, president, PO Box 800, Camden-ton, Mo. 65020) for FM at 90.9 mhz, 3 kw, ant.

71.6 m., .8 km E of junction of US 63 and Phelps Co. Rd. 5020. *June 9*

**McCook, Neb.** (BPH-970523MB)—McCook Media Association (Terry G. Peters and David M. Stout, co-owners, W66N545 cq Madison Ave., Cedarburg, Wis. 53012) for FM at 98.5 mhz, 100 kw, ant. 299 m. *May 23*

**Cape May Courthouse, N.J.** (BPED-970522MC)—Maranatha Ministries/Joy Communications Inc. (Kenneth Manrie, member/trustee, PO Box 490, Green Creek, N.J. 08219) for noncommercial FM at 88.1 mhz, .55 kw, ant. 65 m., .37 km WSW of intersection of Dennisville and Goshen-Swainton Rd., Middle Township, N.J. *May 22*

**Williamsville, N.Y.** (BPED-970516MA)—Mary V. Harris Foundation (Linda de Romanet, president, 516 S. 4th St., Las Vegas, Nev. 89101) for noncommercial FM at 90.7 mhz, .34 kw, ant. 50 m. *May 16*

**Rushville, Ohio**—ArcAngel Broadcasting Foundation (Richard Finke, chairman, Board of Trustees, PO Box 302, Lancaster, Ohio 43130) for FM at 88.5 mhz, 1 kw, ant. 42 m., E side of Hwy 664, 1 mi. N of Rushville. *May 6*

**Brownsville, Tenn.** (BPED-970603MB)—Haywood County Board of Education (Patricia Gruenewald, chairperson, 900 E. Main, Brownsville, Tenn. 38012) for FM at 88.3 mhz, .1 kw, ant. 20 m., 1175 E. College St. *June 3*

**Big Spring and Victoria, Tex.** (BPED-970612MF, 09MF)—Paulino Bernal Evangelism (Paulino Bernal, president, PO Box 252, McAllen, Tex. 78505) for noncommercial FMs at 89.3 mhz, 3 kw, ant. 100 m., N of US 87, 7.8 km SE of Big Spring, and 91.5 mhz, 4.1 kw, ant. 122 m., 40 Bass Lane. *June 12, 9*

**Marble Falls, Tex.** (BPED-970527MB)—American Broadcasting Educational Foundation (Barton Prideaux, president/20% owner, 8103 Brodie Lane, Suite 3, Austin, Tex. 78745) for FM at 88.5 mhz, .6 kw, ant. 26.6 m., 3.06 km from intersection of FM 1431 and Hwy 281, Marble Falls, Tex. *May 27*

**Zapata, Tex.** (BPH-970521MC)—La Nueva Cadena Radio Luz Inc. (Israel Tellez, president/33.3% owner, 2702 Pine at Louisiana, Laredo, Tex. 78043) for FM at 93.5 mhz, 6 kw, ant. 100 m., .9 km SW of Hwy 83 on NW side of Zapata. *May 21*

**Frederiksted, V.I.** (BPH-970513MF)—David A. Rawley Jr. (210 Church Ave., High Point, N.C.) for FM at 101.7 mhz, 25 kw, ant. 13 m., 701 m. from intersection of Hwys 70 and 161, Saint Croix, V.I. *May 13*

**Frederiksted, V.I.** (BPH-970514MB)—Knight V.I. Radio Corp. (Randolph H. Knight, president/33.3% owner, PO Box 8209, St. Thomas, V.I. 00801) for FM at 101.7 mhz, 25 kw, ant. 25 m., 1.5 km S of Frederiksted. *May 14*

**Frederiksted, V.I.** (BPH-970514MD)—Hulester Russell (4 Grove Pl., Frederiksted, St. Croix, U.S.V.I. 00851) for FM at 101.7 mhz, 25 kw, ant. 53 m., salvage yard at Centerline Rd., Hogensborg, St. Croix. *May 14*

## BY THE NUMBERS

### BROADCAST STATIONS

| Service                   | Total         |
|---------------------------|---------------|
| Commercial AM             | 4,814         |
| Commercial FM             | 5,468         |
| Educational FM            | 1,874         |
| <b>Total Radio</b>        | <b>12,156</b> |
| VHF LPTV                  | 546           |
| UHF LPTV                  | 1,405         |
| <b>Total LPTV</b>         | <b>1,951</b>  |
| FM translators & boosters | 2,785         |
| VHF translators           | 2,278         |
| UHF translators           | 2,701         |
| <b>Total Translators</b>  | <b>7,764</b>  |

| Service            | Total        |
|--------------------|--------------|
| Commercial VHF TV  | 558          |
| Commercial UHF TV  | 635          |
| Educational VHF TV | 124          |
| Educational UHF TV | 241          |
| <b>Total TV</b>    | <b>1,558</b> |

### CABLE

|                    |            |
|--------------------|------------|
| Total systems      | 11,600     |
| Basic subscribers  | 64,800,000 |
| Homes passed       | 93,790,000 |
| Basic penetration* | 68.3%      |

\*Based on TV household universe of 97 million  
Sources: FCC, Nielsen, Paul Kagan Associates  
**GRAPHIC BY BROADCASTING & CABLE**

## For the Record

**Frederiksted, V.I.** (BPH-970515MB)—Jose J. Arzuaga and Juan G. Padin (PO Box 980, Quebradillas, P.R. 00678) for FM at 101.7 mhz. 25 kw. ant. 22.98 m. *May 15*

**Frederiksted, V.I.** (BPH-970515MC)—Hugh Pemberton (79A Castle Coakley, Christiansted, V.I. 00820) for FM at 101.7 mhz. 25 kw. ant. 90 m., 2 Williams Hill. 2.5 km E of Frederiksted. *May 15*

**Goochland, Va.** (970604MG)—George S. Finn Jr. for FM at 100.5 mhz. *June 20*

**Goochland, Va.** (BPH-970605MC)—John D. Strelitz (1320 Chewink Court, Virginia Beach, Va. 23451) for FM at 100.5 mhz. 6 kw. ant. 100 m., behind 1001 Rock Castle Rd. *June 5*

**Goochland, Va.** (BPH-970605MD)—Quality Radio Partners (Claire Russell Shaffner, general partner, 520 Smokey Rd., Aylett, Va. 23009) for FM at 100.5 mhz. 6 kw. ant. 100 m., 2175 Sandy Hook Rd. *June 5*

**Goochland, Va.** (970606MC)—FM 100 Inc. for FM at 100.5 mhz. *June 16*

**Goochland, Va.** (BPH-970606MD)—Todd Robinson (17717 Nathans Dr., Tampa, Fla. 33647) for FM at 100.5 mhz. 6 kw. ant. 100 m., at Rte. 6. 5 km W of intersection of Rtes. 522 and 6. *June 6*

### FACILITIES CHANGES

#### Dismissed

**Ames, Iowa** (BPH-930816IE)—Ames Broadcasting Co. for kcco(FM). change ERP, ant., freq., class. *June 10*

#### Returned

**Folsom, Calif.** (BMP-960807AA)—Royce International Broadcasting Co. for KIOQ(AM); change night power, TL, ant. *June 11*

**Carrollton, Ga.** (BP-970225AC)—West Georgia Broadcasting Inc. for wwve(AM); change community of license, TL, power, ant. *June 16*

**Cartersville, Ga.** (BPED-970303MC)—Emmanuel Broadcasting Network Inc. for wccv(FM); change class. *June 16*

**Terre Haute, Ind.** (BMPED-960823MD)—American Family Association for WAPC(FM); change TL. *June 16*

**Shippensburg, Pa.** (BPED-970422MB)—Shippensburg University of Pennsylvania for WSYC-FM; change TL, ant., ERP, class. *June 12*

#### Filed/Accepted for filing

**Evergreen, Ala.** (BP-970602AA)—Wolff Broadcasting Corp. for wijk(AM); change ant. *June 13*

**Montgomery, Ala.** (BPH-970530IA)—Deep South Broadcasting Co. for WBAM-FM; change channel to 255C1. *June 13*

**Hot Springs, Ark.** (970604MF)—Central Arkansas Christian Broadcasting Inc. for KSBC(FM); change ERP, TL, class. *June 16*

**Sutter Creek, Calif.** (BPH-970528ID)—Idaho Broadcasting Consortium Inc. for KSAC(FM); change TL, ERP, ant. *June 13*

**Tallahassee, Fla.** (BMPH-970530IB)—Cata-mount-I Communications Inc. for WAIB(FM);

change TL, ERP, ant. *June 13*

**St. Joseph, Ill.** (970604MD)—Cornerstone Community Radio Inc. for WGNJ(FM); change ERP, ant., TL, class. *June 16*

**Springfield, Ill.** (970604ME)—Cornerstone Community Radio Inc. for WLGM(FM); change ERP, class. *June 16*

**Columbia Falls, Mont.** (BMPH-970514IF)—Radio 2000 Inc. for KKMT(FM); change ant., ERP, TL. *June 10*

**Hastings, Neb.** (BMPED-970603IA)—Hastings College for KFXX(FM); change ERP. *June 13*

**Lincoln, Neb.** (970527MA)—Nebraska Educational Telecommunications Comm. for KUCV(FM); change ERP, frequency. *June 5*

**Binghamton, N.Y.** (970528AB)—Titus Broadcasting Systems Inc. for WINR(AM); change day power. *June 5*

**Remsen, N.Y.** (BPH-970515IB)—Dame Media Inc. for WRFM(FM); change ant., TL, ERP. *June 10*

**Blowing Rock, N.C.** (970603AA)—High Country Visitors Information NE for wxit(AM); change power, frequency. *June 12*

**Toledo, Ohio** (970423IC)—Fritz Broadcasting Inc. for WKKO(FM); change TL. *June 10*

**Toledo, Ohio** (BPH-970523IH)—AGPAL Broadcasting Inc. for KZUS-FM; change ERP, ant., class. *June 5*

**Toledo, Ohio** (BPH-970423IC)—Fritz Broad-

casting Inc. for WKKO(FM); change TL. *June 16*

**Bartlesville, Okla.** (BPH-970506IE)—KCD Enterprises Inc. for KYFM(FM); change ant., TL, ERP. *June 12*

**Sand Springs Okla.** (BPH-970605IA)—Music Sound Radio Inc. for KTFX(FM); upgrade from 272A to 273C3. *June 23*

**Eugene, Ore.** (BPH-970522IE)—McKenzie River Broadcasting Corp. for KMGE(FM); change ERP, class. *June 6*

**Spangler, Pa.** (BPH-970611IA)—He's Alive Inc. for WPCL(FM); change main studio location. *June 23*

**Franklin, Tenn.** (970529AA)—Franklin Radio Associates Inc. for WAKM(AM); change day power. *June 6*

**Red Bank, Tenn.** (970603IE)—Brewer Broadcasting of Chattanooga Inc. for WJTT(FM); change ant., TL, ERP. *June 23*

**Creedmore, Tex.** (BP-970611AD)—Yellow Rose Communications Inc. for KNEZ(AM); change power. *June 20*

**Helotes, Tex.** (BPH-970523IE)—October Communications Group Inc. for KONO-FM; change ERP, ant., TL, class. *June 6*

**Houston** (970527IE)—Pacifica Foundation for KPFT(FM); change ERP. *June 11*

**Riverside, Calif.**—Amaturo Group of California Ltd. for KXEZ(FM); change to KELT. *June 9*

**San Francisco**—Bonneville Holding Co. for KPXX-FM; change to KOYT(FM). *June 2*

—Compiled by Elizabeth A. Rathbun

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# Datebook

## THIS WEEK

- 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

- July 14-16**—"Optimizing the Functionality and Cost of Set-Top Box," conference presented by *Institute for International Research*. Hyatt Regency, San Francisco. Contact: (800) 999-3123.
- July 15**—Deadline for entries for the duPont-Columbia Awards for excellence in television and radio news. Contact: Denise Lester. (212) 854-5047.
- July 16-17**—*Wisconsin Broadcasters Association* 46th annual summer convention. The Abbey Resort, Lake Geneva, Wis. Contact: Michelle Lukens. (608) 255-2600.
- July 16-20**—*National Association of Black Journalists* annual conference. Hyatt Regency Chicago, Chicago. Contact: Veronique Dos. (301) 405-8500.
- July 18-19**—Christian radio news directors conference, co-sponsored by *WCDR-FM Cedarville, Ohio*, and *SCRIBE Media*. Cedarville College, Cedarville, Ohio. Contact: Chad Bresson. (513) 766-5595.
- July 20-23**—*CTAM* 1997 National Marketing Conference. Marriott Orlando World Center, Orlando, Fla. Contact: (703) 549-4200.
- July 24**—"Consumer Reporters: The Scambusters," journalism luncheon presented by the *New York Press Club*. Tatou Restaurant, New York City. Contact: (212) 247-6900.
- July 24-25**—*Southwest National Religious Broadcasters* convention. Dallas/Fort Worth Marriott, Dallas. Contact: (405) 789-1140.
- July 25-27**—*Michigan Association of Broadcasters* annual meeting and management retreat. Shanty Creek Resort, Bellaire, Mich. Contact: Emily Horvath. (800) 968-7622.
- July 26-28**—*California Broadcasters Association* 50th annual convention. Doubletree Hotel, Monterey, Calif. Contact: (916) 444-2237.
- July 27-30**—Summit '97, 12th annual *Interactive Services Association* conference and expo. Sheraton Washington Hotel, Washington. Contact: (847) 384-7756.
- July 29**—*National Association of Broadcasters* Service to Children's Television Awards. Cannon House Office Bldg., Washington. Contact: Victoria Cullen. (202) 429-5368.
- July 30**—*National Association of Broadcasters* Service to Children's Television Symposium. Park Hyatt Hotel, Washington. Contact: Victoria Cullen. (202) 429-5368.
- July 30-Aug. 2**—*Association for Education in Journalism & Mass Communication/Association of Schools of Journalism & Mass Communication* 80th annual convention. Hyatt Regency Chicago, Chicago. Contact: (803) 777-2005.

## AUGUST

- Aug. 1-3**—40th annual *Pennsylvania Cable and*

*Telecommunications Association* convention. Hershey Lodge and Convention Center, Hershey, Pa. Contact: Beth Boyer. (717) 234-2190.

**Aug. 3-5**—*North Carolina Cable Telecommunications Association South Carolina Cable Association* annual convention. Grove Park Inn, Asheville, N.C. Contact: (919) 834-7113.

**Aug. 4**—Deadline for entries to the 40th *New York Festivals* International TV Programming & Promotion Awards competition. Contact: (914) 238-4481.

**Aug. 11-13**—*National Cable Television Cooperative* 13th annual members' meeting. Vail Cascade Hotel and Club, Vail, Colo. Contact: Caprice Caster. (913) 599-5900.

**Aug. 12-14**—*Alabama Cable Telecommunications Association* annual convention. Marriott Grand Hotel, Point Clear, Ala. Contact: Jennifer Robinson. (334) 271-2281.

**Aug. 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 conference on telco-cable opportunities in residential video and telecommunications markets, presented by *Telecommunications Reports International Inc.* J.W. Marriott Hotel, Washington. Contact: (800) 822-6338.

**Sept. 7-9**—2nd annual high-integrity hybrid fiber-coax network technical workshop, presented by the *Society of Cable Telecommunications Engineers*. The Wigwam Resort, Phoenix. Contact: Anna Riker. (610) 363-6888.

**Sept. 9**—"OSHA Safety," regional training seminar presented by the *Society of Cable Telecommunications Engineers*. Ramada Hotel, Albuquerque. Contact: Ralph Haimowitz. (610) 363-6888.

**Sept. 10-12**—"Technology for Technicians II," regional training seminar presented by the *Society of Cable Telecommunications 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. 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 Osmani. (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. 24-25**—MIPCOM Junior, youth programming market and screenings, presented by the *Reed Midem Organization*. Cannes, France. Contact: (203) 840-5384.

**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-Réseaux, satellite, cable and digital TV exhibition presented by *Reed OIP*. Parc des Expositions Hall, Paris. Contact: Alain Cognard. (33) 01 41 90 47 56.

**Sept. 25-27**—*Society of Broadcast Engineers* national meeting and 25th annual Central New York SBE regional convention. Four Points Hotel and Conference Center, Syracuse, N.Y. Contact: John Poray. (317) 253-1640.

**Sept. 25-27**—*Oregon Association of Broadcasters* 57th annual Fall Conference. Portland Airport Shilo Suites, Portland, Ore. Contact: Bill Johnstone. (541) 343-2101.

**Sept. 25-27**—*Variety ShowBiz Expo* New York exhibition and conference. Jacob K. Javits Convention Center, New York City. Contact: (800) 840-5688.

**Sept. 26-28**—*Maine Association of Broadcasters* 50th annual convention. Sebasco Lodge, Phippsburg, Me. Contact: Suzanne Goucher. (207) 623-3870.

**Sept. 26-30**—MIPCOM '97, international film and program market for TV, video, cable and satellite, presented by the *Reed Midem Organization*. Cannes, France. Contact: (203) 840-5384.

## NOVEMBER

**Nov. 10**—*BROADCASTING & CABLE* 1997 Hall of Fame Dinner. Marriott Marquis Hotel, New York City. Contact: Circle Special Events. (212) 213-5266.

**Nov. 21-24**—*Society of Motion Picture and Television Engineers* 139th technical conference. Marriott Marquis Hotel, New York City. Contact: (914) 761-1100.

## DECEMBER

**Dec. 9-12**—The Western Show, presented by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif. Contact: (510) 428-2225.

**Major Meeting dates in red**

—Compiled by Kenneth Ray  
(ken.ray@b&c.cahners.com)

## From shoe shines to prime time

**D**uring the late 1950s and early '60s, when legendary producer Fred Friendly was covering critical issues with Edward R. Murrow, his son Andy took care of more mundane things for top network executives—like shining their shoes.

Andy Friendly, now 45 and King World's executive vice president for programming and production, shined his father's shoes and those of other CBS producers and executives for what was then the going rate of 10 cents a pair.

In between shining shoes and what he describes as "fooling around," Friendly was exposed to the television business in a way that few his age could have been.

He grew out of his shoe shine box and followed his father into television, moving through the ranks. Friendly describes his father as a pioneer, someone who made a tremendous impact in the United States and around the world. "I have great respect for what my father did," Friendly says. "I don't aspire to be a legend like he is."

During his 24 years in television, Andy Friendly has been credited with bringing cable network CNBC into its own and originating syndicated Hollywood magazine show *Entertainment Tonight*. He now oversees the King brothers' syndication dynasty, which includes *Oprah* and game shows *Jeopardy!* and *Wheel of Fortune*.

After graduating from the University of Southern California Film School in 1973, Friendly landed in New York at WNBC(TV) as a summer replacement researcher earning \$165 a week.

He was quickly promoted to news writer. He first tackled weather, then sports and finally straight news. In the early 1970s, one of WNBC's lead anchors was Tom Snyder. Snyder liked what he saw in Friendly and offered him a position at former NBC program *Tomorrow*. At 24, Friendly was a network segment producer.

In 1981 he moved to Paramount Television, where he came up with the idea for a daily entertainment news show. The idea turned into *Entertainment Tonight*, which is in its second decade of syndication. Friendly would later run his own production company for six years during the 1980s, a period he fondly remembers as "production Hell."

"It was exciting, but very frustrating at the same time," he says. "I was used to being more of a hands-on, everyday kind of guy. It was very hard for me to be waiting around to produce television."



*"It took a year or two for management to buy into my idea that there was a giant opportunity in talk. No one except Larry King was doing it for more than an hour a night."*

### Andy Friendly

**Executive VP, programming and production, King World Productions, Los Angeles; b. Nov. 6, 1952; BA, University of Southern California, 1973; producer/writer/reporter WNBC(TV) New York, 1973-75; writer/producer, NBC's *Tomorrow* and network specials, 1975-80; independent producer 1981-84; president, Andy Friendly Productions, 1984-90; network executive producer and VP, prime time programs and development, CNBC, 1990-95; current position since 1995; m. Pat Crowley, April 5, 1986; stepchildren: Jon, Anne**

Whether he enjoyed it or not, Friendly was more than successful, producing a variety of shows that included a series for King World in 1985, *The Rock & Roll Evening News*.

The day-to-day grind beckoned and Friendly quickly returned, this time joining NBC's fledgling cable network CNBC a year after its launch. In 1990 he was named CNBC's head of prime time programming and development.

"It was a wide-open canvas, almost a playground in television for me," he says.

Friendly went to CNBC with a plan to bring the business-oriented cable network onto the scene. His idea for prime time programming was simple and relatively inexpensive. It filled a niche he believed was totally untapped. Friendly wanted to run talk shows, not just any talk shows—but intelligent ones—every night and all night.

"It took a year or two for management to buy into my idea that there was a giant opportunity in talk," he says. "No one except Larry King was doing it for more than an hour a night. It was a hole you could drive a truck through."

NBC management soon bought into Friendly's plan. He quickly brought in Geraldo Rivera, Mary Matalin and old friend Tom Snyder, gave each a nightly talk show and watched the network take off. CNBC went from 10 million subscribers to more than 60 million during his tenure. The network's prime time ratings went from .2 and .3 to 1.2 and 1.3.

"People like Bob Wright and Tom Rogers were really committed to cable. They saw that it was something NBC needed to be a part of," Friendly says. "And talk also fit into CNBC's mission statement as an information-driven network."

With CNBC up and running, Friendly needed a new challenge. King World, the nation's top syndicator, offered him an opportunity to oversee *Oprah* and other shows and to produce well-financed future projects. In October 1995 Friendly signed with King World, where he has in the works a new version of *Hollywood Squares*, Roseanne's new talk show and a host of other projects.

"It will be 25 years in the business next year, and to tell you the truth I feel like an athlete who is in his prime," Friendly says. "I'm probably as turned on to the business now as I've ever been. I can't see myself doing anything else."

—JS

## BROADCAST TV

Appointments at WBFF(TV) Baltimore: **Scott Livingston**, chief photographer, named assistant news director: **John Barr**, reporter, WHTM-TV Harrisburg, Pa., joins in same capacity: **Greg Stardard**, reporter/weekday anchor, WAVY-TV Portsmouth/Norfolk, Va., joins as reporter: **Craig Demchak**, reporter, named weekday anchor: **Antonia Kollmann**, 10 p.m. weekend producer, adds executive producer, 6:30 p.m. newscast, to her responsibilities.



Collins

**Leon Collins**, executive director, broadcasting, KUHT(TV) Houston, joins WFUM(TV) Flint, Mich., as director, telecommunications.

**Thomas MacArthur**, GM, WRSP-TV Springfield, Ill., joins WXXV-TV

Gulfport, Miss., in same capacity.

Appointments at WLVT-TV Allentown, Pa.: **David Donio**, director, development and community relations, named VP: **Denise Cavallini** joins as major gifts coordinator and director, public relations.

## PROGRAMING



Vitanovec

**John Vitanovec**, VP/GM, WLVI-TV Cambridge/Boston, Mass., named VP/director, operations, Tribune Broadcasting Co., Chicago.

Appointments at Public Broadcasting Service's

learning ventures division, Alexandria, Va.: **Cindy Johanson**, managing editor, online services, named VP. PBS Online: **Don Jalbert**, director, sales, PBS Video, named VP. PBS Learning Media: **Don Hamby**, director, program acquisitions, PBS Video and PBS Home Video, named senior director, program acquisitions, producer and station services: **Richard Price**, director, circulation and strategic planning, named senior director.

## Jimmy Stewart, an appreciation



Forget that he made only a couple of forgettable TV shows and a few memorable TV appearances (remember him reciting poetry on *The Tonight Show* or singing "Ragtime Cowboy Joe" to an overwhelmed Carol Burnett?). James Stewart, who died last week at the age of 89, may have made his career in the movies, but television is the reason his screen persona resonates across at least four generations, with more to come. "It's a Wonderful Life" was a box office disappointment, but revived on television it became a classic and the most identifiable role of Stewart's career. Now, with classic movie channels on cable, it is even easier for yet another generation to become familiar with the lanky Stewart, embodiment of the principled everyman and by all accounts as fine a person off the screen as on. —JE

## RADIO

**Chris Collins**, host, SportsChannel Pacific, San Francisco, joins KBKS(FM) Seattle as morning show host.

Appointments at Katz Radio, New York: **Eric Hellum**, VP, stations, named VP, station operations: **Dominick Milano**, VP/manager, named VP, stations: **Jay O'Connor**, sales manager, Atlanta, joins New York office as director, sales.

**Lauren Chiaramonte**, sales manager, Sentry Radio, Boston, joins Los Angeles office as VP/regional manager, West.

Appointments at New Wave Broadcasting, Saddle River, N.J.: **Will Douglass**, GM, Sarasota, Fla., stations, named corporate VP, programming: **Brad Dubow**, GM, El Paso stations, named senior VP, sales and marketing for all New Wave stations.

**John Cravens**, president/GM, WHYT(FM) Detroit, joins WMVP(AM) Chicago as VP/GM.

## CABLE

**Susan Feinberg**, account director, A&E, Los Angeles, named director, affiliate sales, Western region.

Appointments at The Box, Miami Beach, Fla.: **Warren Reeves**, director, broadcast operations, named VP, broadcast: **Liz Kiley** named VP, radio affiliations and special programming.

**Davida Shear**, VP, affiliate relations and marketing, Popcorn Channel, New York, joins Rifkin & Associates, Denver, as VP, operations, initially overseeing R&A's affiliated Cablevision system serving Miami Beach, Fla.

**Marc Brown**, director, on-air promotions, Playboy TV, Beverly Hills, Calif., named VP.

**Matt Farber**, VP, programming/new business, and VP, music programming, MTV, New York, named senior VP, program enterprises and GM, M2.

**Irving Kalick**, executive VP, affiliate sales and marketing, QVC, West Chester, Pa., named executive VP, marketing, business development and program distribution.

## TELEMEDIA

**Peyton Key**, senior marketing manager, Seagram Beverage Co., joins The Hub, New York, as director, marketing.

## DEATH

**Edward J. Scherer**, 68, retired director/producer, died of cancer June 22 in Washington. Scherer joined WMAL(TV) Washington in 1952 as a director. He was in charge of pool coverage of the McCarthy hearings for all networks. This was a new experience for the relatively new medium—television—and Scherer received the Headliner's Club Award for his work on the hearings. While at WMAL, he also directed *At Issue*, a panel show. Scherer later worked for WGBH-TV Boston and produced *Exploring*, a children's show. In later years he worked as an independent producer and in 1993 retired from his post as president of Scherer Sutherland Associates. He is survived by his wife, Ann, and three children.

—Compiled by Denise Smith  
e-mail: d.smith@b&c.cahners.com

**Evergreen Media Corp. and Chancellor Broadcasting Co. closed on their joint \$1.075 billion acquisition of 10 radio stations** formerly owned by Viacom Inc. after winning FCC approval on June 27. Those stations are WLTW(FM) and WAXQ(FM), both New York; WMZO-FM, WJZW(FM), WZHF(AM) and WBZS(AM), all Washington; KYSR(FM) and KJBB(FM), both Los Angeles; WLIT-FM Chicago, and WDRQ(FM) Detroit.

**Warner Bros. International Television signed a long-term deal with Sogecable in Spain** that sources say is worth nearly \$1 billion. The deal includes pay television, pay per view and near-video-on-demand for feature films that will be carried on Sogecable's digital satellite platform Canal Satellite Digital and premium pay service Canal+ Spain. The agreement starts with films released in the U.S. in 1995. It also calls for carriage of Cartoon Network, TNT and CNN International on Sogecable's basic tiers in Spain.

## 'In the House' in the top three

*In the House*, the UPN sitcom featuring LL Cool J, has sold in the top three markets for a 1999 syndicated launch. Warner Bros. Domestic Television Distribution has cleared the show on UPN O&Os WWOR-TV New York, KCOP(TV) Los Angeles and KPTV(TV) Portland, Ore. Other clearances include WPWR-TV Chicago, KTXA(TV) Dallas, KSTW(TV) Seattle and WFLX(TV) West Palm Beach, Fla.

Sources say the show will likely follow the same path of other Warner Bros. shows and go to cable network TBS in its third or fourth year in syndication. Warner Bros. had no comment and TBS officials said they had no plans to buy the show.

Warner Bros. officials did not disclose financial terms of the deal, but sources say *In the House* will likely bring in more than \$500,000 total in cash license fees per episode.

The show is produced by Quincy Jones/David Salzman Entertainment in association with NBC Studios. —JS

## Changing jobs at CBS News

CBS News has reshuffled some key producers, making Al Berman executive producer of *CBS This Morning*. He replaces Jim Murphy, who moves to prime time as senior broadcast producer of *48 Hours*. Berman was executive producer of *Off Tenth*, a recently canceled daily program on CBS Eye on People. Murphy replaces Rand Morrison, who moves to the senior broadcast producer slot at the new Bryant Gumbel prime time magazine. Morrison will work with Michael Rubin, who last month was named top producer for Gumbel's show, which debuts this fall. Nancy Duffy has also joined the Gumbel show, as senior editorial producer; she was senior producer of *Coast to Coast*.

Meanwhile, CBS is expected to announce in the next couple of weeks who will co-anchor the new *CBS Saturday Morning* newscast with Susan Molinari. Sources say the network is focused on internal candidates, including CBS correspondents Russ Mitchell, Anthony Mason and Richard Schlesinger. CBS just named Hal Gessner executive producer of *CBS Saturday Morning*, which makes its debut as a two-hour broadcast in mid-September. Gessner was senior producer at *Coast to Coast*. —SM

The FCC last week said **broadcasters interested in supplementing petitions on the FCC's DTV rules can do so through Aug. 22**. The commission took the action after issuing its "Bulletin 69," a long-awaited document that provides guidance for predicting the coverage of digital TV channels.

**Crown Communications Inc. has asked the FCC to deny Paxson Communications' bid to acquire WBIS(TV)** New York from

ITT—Dow Jones Television. Crown says that common ownership of the station and Paxson's WHAI-TV Bridgeport, Conn., would violate the FCC's duopoly rule.

**Fox Kids is changing its Saturday and weekday schedule.** Starting today (July 7), *Big Bad Beetleborgs*—which was set to move so that *Stickin' Around* could debut in its 4 p.m. time slot—stays put, while *Round the Twist* premieres at 4:30 p.m. *Stickin' Around* will surface later this month. And Saturdays? *C-Bear & Jamal*—originally targeted for preemption by *Big Bad Beetleborgs*—stays at 8 a.m. The weekday schedule—7:30-8:30 a.m.: *Bobby's World*; 3 p.m.: *The Adventures of Batman & Robin*; 3:30: *Eek!Stravaganza*; 4: *Big Bad Beetleborgs*; 4:30: *Round the Twist*. Saturday—8 a.m.: *C-Bear & Jamal*; 8:30: *Power Rangers Turbo*; 9: *Spider-Man*; 9:30: *Casper*; 10: *Goosebumps*; 10:30: *Eerie, Indiana*; 11: *Life with Louie*; 11:30: *X-Men*. Although Fox Kids is arguably the most aggressive among the broadcast networks, Maureen Smith, senior vice

president of scheduling and planning, promises fewer changes come fall.

**Broadcasters are seeing significant audience erosion even in homes without cable**, a study by the Cabletelevision Advertising Bureau asserts. The CAB analysis of Nielsen TV data tracked prime time viewership in non-cable homes over six years. The study found that the Big Four networks' ratings have slid from 45.9 in 1992 to 38.1, with the biggest falloff coming since 1994. Audience shares have dropped from 87.8 to 74. CAB President Joe Ostrow contends that the loss of "a captive audience" which can't defect to cable suggests that "viewers are being turned off by the quality of programing." However, David Poltrack, CBS executive VP of research, dismisses the study, saying CAB ignored start-up networks WB and UPN and categorized 4 million satellite homes as "non-cable." Poltrack adds that the top 10 cable networks' share of cable homes dropped from 63% to 57%.

**NBC used digital satellite newsgathering equipment from News**

**Digital Systems (NDS)** to transmit its live coverage of the Hong Kong "handover" ceremony last Monday, which aired on both NBC and MSNBC. For the Tom Brokaw-anchored broadcast, NBC used an NDS portable DSNG codec to compress its feed, which then was uplinked from a portable flyaway unit to the PanAmSat-2 satellite, downlinked and decoded in California and transmitted over fiber to NBC News headquarters in New York.

**The NATPE Educational Foundation has awarded Jason Schmall of Miami University first place in its 1997 Student PSA Contest.** Schmall's entry, "Fruit Are People Too," promotes an end to racism. Schmall will receive \$1,000, as will Miami U's mass communication department.

**Online coverage of the 1997 Tour de France will be thorough.** ABC Sports on America Online is supplementing the TV network's coverage of the annual 2,500-mile bicycle race with a new "slide-show" technology, linking visuals and images online. In addition, Lycos-Bertelsmann and World Media Live jointly have launched a VeloCity site ([www.world-medialive.com/velo](http://www.world-medialive.com/velo)) where fans can track the minute-by-minute progress of the race.

**WRTV(tv) Indianapolis will air its 11 p.m. news commercial-free each Thursday night** for the month of July. The newscasts are being solely sponsored by a local supermarket chain, which will get bill-

## Westwood redesigns its lineup of networks

Westwood One Inc. plans to realign three of its networks to allow advertisers to target women 25-54, adults 25-54 and men 18-34.

Starting this fall, Westwood One will create the NBC Radio Network, comprising affiliates that had been part of Westwood's Adult Contemporary Network and its Country Network, both of which will fold. NBC Radio Network will target adults 25-54 and women 25-54, says Ron Werth, Westwood One senior research vice president. However, NBC Radio News product still will be available to affiliates of all six Westwood One networks, Werth says.

Westwood One also is shuffling stations that had been included in its Young Adult and Source networks into the new NeXtnetwork and a revamped Source Network. The redesigned Source, which will focus on men 18-34, will include some stations that had been part of the Young Adult Network. NeXt will target ages 18-34 and will absorb those stations that had been part of the previous incarnation of Source.

Werth says the changes were made to "fine-tune our ability to help the advertiser do a better job finding the consumers they are looking for." The redesign reduces Westwood One's networks from seven to six. The CBS Radio Network and CBS Spectrum network, for which Westwood One is handling affiliate marketing and relations, will remain intact.

—DP

boards before and after and sponsorship of a weekly community calendar.

**Golf Channel now reaches more than 10 million homes.** Golf Channel is continuing to expand, with announcement of its affiliation with SNET americast in Connecticut. Golf Channel's 24 hour golf schedule includes coverage of tournaments, tours of famous courses, golf news and golf talk programming.

**Tele-Communications Inc. is expanding its digital platform,** adding ESPNEWS along with other ESPN channels. ESPNEWS also is on TCI's expanded basic service in 135,000 homes.

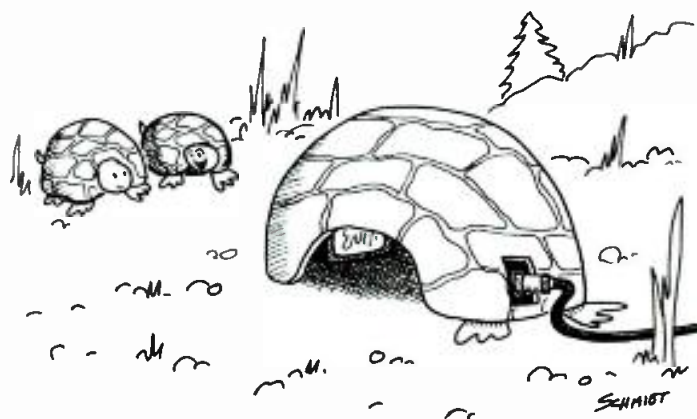
Computer animation company **Mainframe Entertainment Inc., Alliance Communications and Hasbro Toys will produce second season of animated series Beast Wars.** Thirteen half-hour episodes are being pro-

duced. Show is aimed at children 6-11.

Tele-Communications International Inc. said its Japanese programming subsidiary, **Jupiter Programming Co. Ltd., has acquired rights to professional Sumo wrestling tour.** Jupiter will broadcast tournaments via satellite and cable on new sports channel, expected to launch by end of year. Jupiter is 50-50 joint ven-

ture between Tele-Communications International Inc. and Sumitomo Corp.

**Turner Classic Movies cable network commemorated the deaths last week of Robert Mitchum and Jimmy Stewart.** The cable net ran a seven-movie Mitchum marathon Saturday. A Stewart triple-feature was aired Sunday and will be repeated on July 12-13.



Drawn for BROADCASTING & CABLE by Jack Schmidt

"Let's stop in—he just got cable!"

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Incorporating The Fifth Estate TELEVISION Broadcasting

## One stood tall

We had begun to think it would never happen—that we would never again hear a broadcaster, engaged in mortal combat with the United States government, speak up for his First Amendment rights. It happened last week when Bob Wright, the chief executive of NBC, told New York broadcasters:

“Frankly, I’m disappointed that our industry seems to have lost the sense of where to draw the line. It’s our job to provide program content. It’s the job of Congress to pass legislation. For broadcasters to be negotiating with Congress over content—what kind, or when it is aired—should be completely out of the question.”

NBC has been the one network resisting the government’s demand to add content ratings to the age ratings already “voluntarily” in place. The National Association of Broadcasters and all the other TV networks have been more interested in dealing than in fighting. This page is pessimistic enough to think that, at the end of the day, the industry will cave, and television and the country will be stuck with a ratings system ad infinitum. We disagree with Wright on only one point. He says the debate has only just begun. We think it’s almost over.

## Perspective

This week’s list of the top 25 media companies—as we see them—is noteworthy in a number of respects, but perhaps most for the size of the companies. Compared with the Fortune 500, they’re small potatoes: not one of our top 25 reaches into Fortune’s top 50 (which ranges from General Motors’ \$168 billion to Home Depot’s \$19.5 billion). And only five of our top 25—Disney, Viacom, Time Warner, Westinghouse and General Electric—make it into the Fortune 500 at all.

## While they’re at it

We are no fans of the public interest commission currently being assembled by the Vice President, although we are glad to see that Leslie Moonves is positioned to provide some needed broadcaster perspective. At root, the commission looks to be another Washington quid pro quo, with broadcaster complicity extracted in trade for peace.

It needn’t be unidirectional, of course. It could cut both ways. While the administration is undoubtedly looking to add more obligations—free time for political candidates is high on its wish list—the commission should be equally quick to recommend removing obligations it concludes to be misguided or not in the public’s best interest. For instance, the commission could conclude, as did the framers of the Constitution, that the public’s interest is best served by a press free of government content regulation. Broadcasters have historically served the public by programming to the dictates of their audience, by being active corporate members of the community (from AIDS awareness campaigns to zoo nights for underprivileged kids), by being a constant news-line to their communities and even a lifeline in times of local or national emergencies. The barnacles of recent times—kids quotas, ratings, V-chips—need scraping away.

## Planting an acorn

National Association of Broadcasters board member Bill O’Shaughnessy has proposed that a First Amendment/Public Interest Task Force be established—reestablished, actually—to serve as a focus for those subjects within the association. We concur. Given the right leadership, it could help broadcasters get back in the game of pursuing First Amendment freedom and coming to consensus on their obligations as public trustees. The sooner the better, we’d say.

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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.

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