

JULY 14

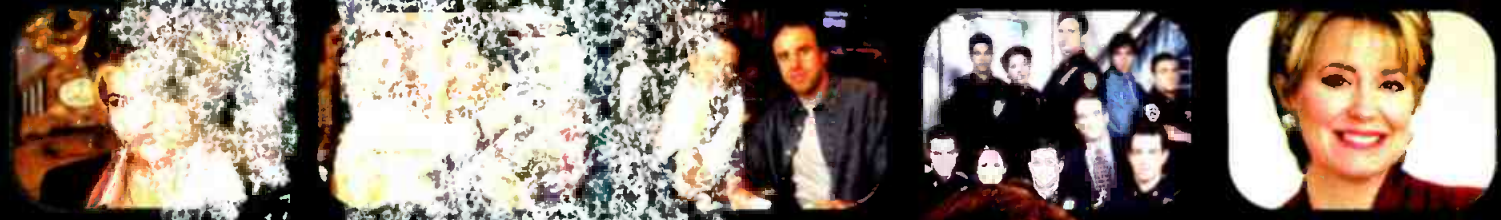
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# Broadcasting & Cable

The Newsweek of Television and Radio

Vol. 127

## THE FALL SEASONS



# HIGH HOPES



# ...& LOW



Warner Bros./NBC's *Veronica's Closet*, with Kirstie Alley, forecast as '97-'98's highest rated new show

## BROADCAST RATINGS

Industry Caves In To Congress and Citizen Groups; NBC Stands Alone

**Cable Wary  
As Gates Eyes  
Cut on Digital**

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 BC075184 AUG98 REGD 1883  
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TOP OF THE WEEK / 4  
 BROADCASTING / 37  
 CABLE / 46  
 TECHNOLOGY / 52  
 Telemedia  
 PAGE 55

# ROSE

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Washington, DC	WRC-TV
Phoenix	KPHO-TV
San Diego	KNSD-TV

***Sold!***

Providence	WJAR-TV
Birmingham	WVTM-TV
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# 7

...OF  
THE TOP  
**10!**

...MORE  
GREAT  
STATIONS!

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# PREMIERING FALL '98!

New York                      WNBC-TV

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Los Angeles                KNBC-TV

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Chicago                      WMAQ-TV

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Philadelphia                WCAU-TV

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*Just!*

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Detroit                        WXYZ-TV

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Kansas City                KSHB-TV

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Nashville                    WSMV-TV

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Columbus, OH              WCMH-TV

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# ROSE

**UPDATE**

**#3**

**JULY IS  
HEATING  
UP!**

# Fast Track

Must Reading from

## Broadcasting & Cable

July 14, 1997

### TOP OF THE WEEK / 4

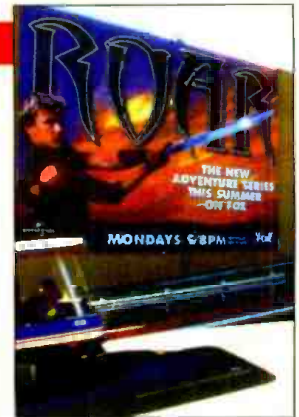
**Broadcast ratings—again** Beginning in October, television programs will start with more and larger rating symbols. Vice President Gore said "Today, America's parents have won back their living room." Others—including holdout NBC—disagree. / 4

**Setback for PrimeTime 24** A federal magistrate recommended a preliminary injunction against PrimeTime 24, finding the network signal retransmitter in likely violation of the Satellite Home Viewer Act by marketing to ineligible households. / 11

**Fox, Disney bid on Classic Sports Network** The Classic Sports Network has become a front in the war between News Corp. and The Disney Co. Both appear to be bidding for the sports nostalgia network. / 16

**Tie goes to the liquor industry** FCC Chairman Reed Hundt's push for a commission inquiry into hard-liquor advertising went down the drain last week. The four commissioners split over the plan to gather information about broadcast advertising of distilled spirits. / 22

**Ornstein on obligation** Norm Ornstein, co-chair of the White House's advisory committee on broadcasters' public interest obligations, talks with BROADCASTING & CABLE about free broadcast time for political candidates, spectrum auctions and his co-chair Les Moonves. / 24



Fox's summer program 'Roar' is getting promoted at its theme parks. / 17

### COVER STORY

**Fall season's high hopes... and low**

NBC looks to be the decisive winner again, thanks to *ER* and *Veronica's Closet*, yet ABC will win most nights of the week. So says BROADCASTING & CABLE's sixth annual survey of advertising agency experts handicapping the new prime time network TV season. / 30 Cover design by David R. Borucki



### BROADCASTING / 37

**ABC seeks long-term deals** ABC is asking show creators to pre-approve a perpetual license with the network in order to quash any chances to peddle hit shows elsewhere down the road. / 37



Maury Povich's new show is cleared in 20 of the top 25 markets. / 37

**Hip-hop, Spanish and talk radio formats hold strong**

In New York, hip-hop/rap WQHT (FM) topped the market, while Spanish contemporary music remained strong in Los Angeles and news/talk ranked first in Chicago, according to Arbitron's spring 1997 radio listener survey, released last week. / 45

### CABLE / 46

**Cable wary as Gates eyes cut on digital**

Microsoft Corp. Chairman Bill Gates meets some resistance as he continues his push into television, attempting to convince MSOs to incorporate versions of his operating systems into digital set-tops being rolled into consumer homes. / 46

**CTAM pushing digital cable** The struggle to sell subscribers on digital cable will dominate cable's annual gathering of marketing executives at next week's CTAM convention in Orlando, Fla. / 50

### TECHNOLOGY / 52

**Discovery pledges to go HDTV in 1998**

Discovery Communications plans to launch an HDTV programming service and to join HBO in distributing high-definition pictures in 1998, said Discovery CEO John Hendricks in a speech to the Washington Metropolitan Cable Club last week. / 52



Hundred-mile-an-hour winds knocked out MediaOne's microwave tower in early July, but the station is back in operation. / 52

### Telemedia / 55

**AOL cyberspace location brings premium rents**

America Online has made nearly \$200 million in the past four months in deals with merchants seeking to enter its marketplace. AOL's most recent tenants include online bookseller Amazon.com and 1-800-Flowers. / 55

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# Ratings get revamped

Networks, except for NBC, agree to add content labels

By Paige Albiniak  
WASHINGTON

The TV ratings deal is done, again, and reactions from advocates and opponents range from E for elated to H for hopping mad to S for stubborn.

After more than four months of negotiations with children's advocates, TV executives, sans NBC, last Thursday released a plan for revising the seven-month-old and much maligned ratings system.

TV shows will continue to sport the now-familiar age-based ratings—Y, Y7, G, PG, 14, and MA. But starting Oct. 1, they will also carry content warnings—S for sexual content, V for violence, L for strong language, D for suggestive dialogue and FV for "fantasy violence" in programs for children 7 and older.

The icons will be larger than the current ones and, as before, will run for 15 seconds at the start of each show. The system will allow parents to use V-chip technology to keep their children from watching shows with certain ratings (see story, page 10).

With an S for steadfast, NBC is refusing to air the content-based ratings, contending that they are a further intrusion on its free-speech rights. Other broadcasters and cable networks are not thrilled with the new system, but agreed to adopt it to avoid congressional trouble.

Advocacy groups got the content ratings they wanted. Having wanted even more detailed descriptions of content, they still feel shortchanged.

The American Psychiatric Association dissented from the deal at the last minute, citing "inadequate guarantees that it will operate in the public interest."

Center for Media Education President, Dr. Kathryn Montgomery, says that "although the modified system is a compromise, we believe that the addi-



tion of content information will significantly improve the current age-based system, making it a more effective tool for families."

Vice President Gore seemed happy at a White House announcement of the deal last Thursday. "Today, America's parents have won back their living room," Gore said. He and President Clinton helped to broker the original TV ratings deal last year.

And parents should be ecstatic, said Representative Edward Markey (D-Mass.), originator of the V-chip legislation. "This new ratings system will get the highest Nielsen ratings ever in the parental happiness area."

The three principal industry negotiators were less than enthusiastic and chose not to appear at the White House.

"This is not something we celebrated as a great victory," says Motion Picture Association head and lead negotiator Jack Valenti. "This is something we did because we had to do it."

"It is our hope that parents take advantage of the modified system and find it useful in raising their children," says NAB President Eddie Fritts.

"With the changes we've agreed to make, parents will now have additional information about the specific content of television programs so they can better monitor the television viewing of their

## THE NEW DEAL

The ratings system set to go into effect on Oct. 1 builds on the existing system. It calls for affixing specific content ratings—FV, V, S, L or D—to some of the familiar age-based ratings. Here's how it works:

### Programs created solely for children:

**TV-Y All Children** This program is designed to be appropriate for all children. Whether animated or live-action, the themes and elements in this program are specifically designed for a very young audience, including children from ages 2-6. This program is not expected to frighten younger children.

### TV-Y7 Directed to Older Children

This program is designed to be appropriate for children who have acquired the developmental skills needed to distinguish between make-believe and reality. Programs in which fantasy violence may be more intense or more combative than in other programs in this category will be designated TV-Y7-FV.

### Programs designed for the entire audience:

**TV-G General Audience** Most parents would find this program suitable for all ages. It contains little or no violence, no strong language and little or no sexual dialogue or situations.

### TV-PG Parental Guidance Suggested

This program contains material that parents may find unsuitable for younger children. The theme itself may call for parental guidance and/or the program contains one or more of the following: moderate violence (V), some sexual situations (S), infrequent coarse language (L) or some suggestive dialogue (D).

### TV-14 Parents Strongly Cautioned

This program contains some material that many parents would find unsuitable for children under 14 years of age. This program contains one or more of the following: intense violence (V), intense sexual situations (S), strong coarse language (L) or intensely suggestive dialogue (D).

### TV-MA Mature Audience Only

This program is specifically designed to be viewed by adults and therefore may be unsuitable for children under 17. This program contains one or more of the following: graphic violence (V), explicit sexual activity (S) or crude indecent language (L).

7.5 MILLION  
WOMEN REACHED IN PREMIERE WEEK!



WAY  
TO  
OPERATE!

Congratulations to the producers, writers,  
cast and crew of **port charles**  
for increasing the time period delivery 46%  
among women 18 - 49.

**abc**  
**daytime**

The figure of 7.5 million is based upon NTL cume reach for W18+ during the premiere week of *Port Charles* (6/2/97 - 6/6/97). The 46% increase among W18-49 represents premiere week average delivery for *Port Charles* (6/2/97 - 6/6/97) vs. average delivery for *The City* (3/3/97 - 3/30/97).

children," says Decker Anstrom, president of the National Cable Television Association. "That's what parents told us they want; and that's what we have delivered."

NBC took a stronger stance: "The ultimate aim of the current system's critics is to dictate programming content. NBC is disappointed that the industry capitulated to political and special-interest pressure and did not look more seriously at the implications of the flawed process in which they engaged. Therefore, NBC will not be a part of the new agreement."

NBC's refusal to sign the deal could spell trouble for other networks. Without NBC's acquiescence, legislation still might be passed to force the network to add content-based ratings. Lawmakers say that all pending legislation penalizes only broadcasters who have not implemented a content-based ratings system, so only NBC would be affected if Congress passed such a law.

Representatives sent broadcasters letters offering them three years of assurances that no content legislation would be passed in the House. V-chip proponents Edward Markey (D-Mass.), Dan Burton (R-Ind.), Jim Moran (D-Va.) and John Spratt (D-S.C.) sent one letter; House Telecommunications Subcom-



"We have battled for many years to see this day come," says Rep. Edward Markey (l), participating in a White House announcement of the new ratings deal. "Today we have a V for victory—and also a V for violence—but a V for victory for parents in our country." Behind Markey are Vice President Al Gore (c) and Sen. John McCain.

mittee Chairman Billy Tauzin (R-La.) sent another.

Although Markey is happy with the new deal, he certainly is not happy with NBC. Markey last week sent a letter to Jack Welch, president of General Electric, NBC's owner. Markey urged Welch "to take a second look" at NBC's holdout position.

"If NBC insists on ignoring the system worked out with parents in favor of the system supported only by industry, your commitment to the public interest is likely to be seriously questioned," Markey wrote.

Senate Commerce Committee Chairman John McCain (R-Ariz.) last week offered broadcasters a letter of his own,

which included signatures of Senate Majority Leader Trent Lott (R-Miss.), Senate Judiciary Committee Chairman Orrin Hatch (R-Utah) and Judiciary ranking member Patrick Leahy (D-Vt.).

A group of senators who get the "hopping mad" icon—Ernest Hollings (D-S.C.), Joseph Lieberman (D-Conn.), Kent Conrad (D-N.D.), Sam Brownback (R-Kansas) and John Ashcroft (R-Mo.)—refused to support offering legislative assurances. Hollings still plans to offer legislation that restricts violent programming to late hours. Without NBC, the ratings system will not work with the V-chip,

says Maury Lane, Hollings's communications director.

Although TV content legislation that gets to the floor tends to pass, the House has offered assurances to broadcasters both from V-chip proponents and opponents. With the congressional assurances, broadcasters have won at least a temporary stay on government action on the issue. The first sign that action will stop is the FCC's postponement of a hearing on TV ratings that had been rescheduled for today.

Despite the networks' acquiescence, some broadcasters are concerned that the ratings system may result in consumer boycotts of programming with intense content. But at least one network presi-

AP Photo/Brian K. Diggs

## V-CHIP CHRONOLOGY

**Aug. 5, 1995**—With legislative legerdemain, Rep. Ed Markey (D-Mass.) succeeds in attaching a V-chip provision to House telecommunications reform legislation. Provision mandates V-chips in TV sets and encourages broadcasters and cable networks to implement complementary ratings system.

**Feb. 7, 1996**—President Clinton signs Telecommunications Act of 1996. He says V-chip will "give parents a new ability to make choices about



Clinton touts V-chip

what their children see."

**Feb. 29, 1996**—Fearing legislation that would restrict violent programming, TV executives drop threats to challenge V-chip law in court and promise ratings system at White House summit.

**Dec. 19, 1996**—After

months of negotiations, TV industry unveils age-based system. But Markey and other ratings proponents say they will continue to press for more elaborate system that carries specific warnings of objectionable sexual and violent content.

**Dec. 22, 1996**—With WB taking lead, TV industry begins airing ratings icons at start of each show. By end of January, most broadcast and cable networks are on board.

**Feb. 27, 1997**—Battered by ratings crit-

ics at a Senate hearing, Motion Picture Association of America President Jack Valenti and NAB President Eddie Fritts indicate they will consider content ratings. Within a week, they are talking to children's advocacy

group about revamping ratings.

**July 10, 1997**—After several starts and stops, TV industry unveils content-based ratings to mixed reviews. Recalcitrant NBC maintains it will not implement new ratings.—HAI



MPAA's Valenti (l) and NAB's Fritts (r) greet senators at Feb. 27, 1997, hearings on ratings.





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EVER, TALK IS  
UNIVERSAL.**

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OF  
FOR

# AND WE'VE GOT MAURY TO PROVE IT.

**ADDED IN 60%  
OVER THE U.S.  
SEPTEMBER 1998**

In a world where over 90% of all new shows fail in their first season, Universal once again delivers a proven winner. Joining our outstanding success stories, *Sally* and the *Jerry Springer Show*, Maury Povich brings added dimension to the team with his six years of rock-solid performance, making Universal the new powerhouse of issue-oriented talk. So why take a chance on a newcomer when you can have proven success all under one roof?

Maury Povich. Now available from Universal Television.

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dent says nothing should change. "This doesn't change the rules with respect to advertising or our approach with regard to programming and we refuse to aid or abet the political effort," says ABC President Bob Iger. "Given all that, this is the right thing to do so parents can have information as to the shows their kids can watch."

But advertisers themselves downplay broadcasters' concerns because they already rigorously screen programs on which they might advertise. "The likelihood the ratings are going to change advertising patterns is not big," adds Dan Jaffe, executive vice president of the Association of National Advertisers.

Much more worried about the effect of the new ratings is the creative community. They are concerned that shows with intense content will never make it past the initial pitch. The creative community is angry enough to take the system to court, representatives say, although they do not intend to do that now.

"We're inclined to believe there is an intimidation factor here," says Brad Radnitz, president of the Writers Guild of America West. "These [new icons] will become determining factors in the content of new programming that is brought to networks." ■

## Don't rush out to buy a V-chip set

**WASHINGTON**—TV sets won't be ready to block the violence for at least 18 months, and probably longer.

Set makers long have said they would need a year or two to incorporate the V-chip circuitry into their sets once ratings and technical standards were settled. And so far neither issue is settled enough to start building the chips into sets, manufacturers say.

"We couldn't have any confidence in it," says Werner Wedam of Sharp Laboratories. "It's a very tenuous situation."

Wedam and others say they will need an FCC stamp of approval on the ratings before they can start designing circuits that will decode the ratings labels. They warn that once they start building the circuits into TV sets, future changes in the ratings scheme will not be accommodated by the sets.

"Once this is set, it's set," says Gary Shapiro, president of the Consumer Electronics Manufacturers Association. "You can't change it."

Shapiro's group is leading an industry effort to develop technical standards for the blocking technology. The FCC will need to review those standards as well. Officials at the commission are preparing a rulemaking proceeding on the technical specifications, but so far have not launched the effort.

Others at the FCC also speculate that technical specifications eventually will be needed for digital TV sets as well as analog.

Shapiro is confused by a portion of last week's deal that calls for the ratings icons to appear on screen at the press of a button. That technical feature has not been part of the industry's standard-setting effort so far and is not likely to be included in the effort, Shapiro says. "It's a confusing state of affairs," he says of the ratings plan.

While the TV industry waits for FCC action, set-top blocking boxes could show up. On the heels of last week's industry agreement, Soundview Technologies Inc. said it will offer a \$60 device to decode the new ratings. The company says it will be able to offer its set-top device three or four months after the ratings are adopted. —CM

# Setback for PrimeTime 24

*Federal magistrate recommends action against network retransmitter*

By Dan Trigoboff  
and Chris McConnell

**WASHINGTON**

**A** federal magistrate has recommended a preliminary injunction against PrimeTime 24, finding the network signal retransmitter in likely violation of the Satellite Home Viewer Act by marketing to ineligible households.

At issue is exactly what constitutes a "white area"—considered unserved by local signals that can be received by rooftop antenna. PrimeTime 24 has been under fire from many broadcasters who contend that the network retransmitter provides signals to customers who can receive an acceptable off-air signal. Broadcasters want a strict interpretation of what the law refers to as a "Grade B intensity signal" and have challenged homes they contend can receive Grade B signals. PrimeTime 24 says it goes to

homes with signals that are unacceptable.

Miami-based Magistrate Judge Lina Johnson noted that Grade B, as defined by the FCC, is an objective and measurable standard.

"PrimeTime 24 contends that it should continue to be able to offer network service to anyone willing to state that his or her over-the-air picture quality is unacceptable," she wrote in a report released last week. "The Court cannot accept this contention." She also wrote that "Congress expressly placed on PrimeTime 24 the burden of proving that each of its customers is 'an unserved household.'"

Johnson also rejected PrimeTime 24's argument that since Congress and the Copyright Office are reviewing satellite and compulsory licenses, the court should "stay its hand." "It is not for this court to speculate about what changes Congress may (or may not)

make in the future," she wrote.

National Association of Broadcasters President Eddie Fritts says he was "pleased" by the magistrate's recommendation. "We are hopeful that the District Judge in Miami will promptly adopt this recommendation and issue the injunction."

PrimeTime 24 Chairman Sid Amira was "disappointed" and plans to continue the dispute. Amira notes that the recommendation carries no legal weight. PrimeTime 24 plans to ask for a new hearing within 10 days, and "we don't expect any kind of ruling on this hearing for another month. This is just the first skirmish in the preliminary injunction hearings." PrimeTime 24 also launched its own lawsuit in late May, alleging antitrust violations by all major networks, their affiliates and the NAB. That suit seeks an injunction against the broadcasters who are challenging

PrimeTime 24 subscribers. Alleging collusion, PrimeTime 24 said the broadcasters mounted "sham" and "unsupported challenges."

The Miami lawsuit is one of several satellite/broadcast battles under way in the courts and in Washington. While PrimeTime 24 has filed a countersuit against the networks and the NAB, networks have lawsuits pending against PrimeTime 24 in three cities.

While fighting PrimeTime in the courts, broadcasters have been negotiating with satellite carriers to establish a new system for defining which cus-

tomers can and cannot legally receive distant network signals.

An agreement in principle signed in April by Primestar Partners, Netlink and EchoStar calls for using a combination of topographic maps, broadcast signal maps and ZIP codes to determine which customers can sign up for the satellite signals. Negotiators are still ironing out details.

Officials in the Copyright Office, meanwhile, are preparing a report to Congress on cable and satellite compulsory licenses. The licenses give satellite and cable operators the right to

retransmit broadcast signals without first negotiating royalty fees with the program copyright owners.

The Copyright Office is scheduled to offer its recommendations for changes to the current compulsory license system on Aug. 1.

And this week representatives of program distributors and copyright holders will be making their final arguments in an arbitration proceeding to set a new schedule of copyright fees. Arbitrators are scheduled to issue their final determination on the new fees by Aug. 29. ■

# Late-night talkers ready to go

Wayans show, 'Vibe' target young multicultural audience

By Joe Schlosser

## HOLLYWOOD

Shows starring the likes of Martha Stewart, Terry Bradshaw and even a new Captain Kangaroo headlined Synditel '97 (during which TV syndicators present programs to the press. But the talk in syndication now is centered on the upcoming late-night talk show wars.

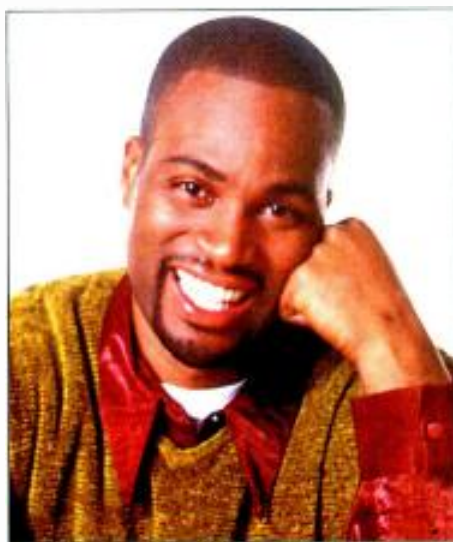
Starting Aug. 4, two new late-night talk shows from heavyweight syndicators Columbia TriStar and Buena Vista Television will enter the competition to target the young, multicultural audience abandoned three years ago with the demise of Arsenio Hall's show.

Columbia TriStar's entry is *Vibe*, described by co-executive producer Quincy Jones as "hip TV for a hip generation." Host is Chris Spencer, a little-known stand-up comedian.

Buena Vista's offering, *The Keenen Ivory Wayans Show*, features the former star of *In Living Color*, who has also starred in a number of theatrical releases.

Officials of both shows say there is a large audience waiting to be drawn back to late night, and advertisers and stations seem to agree. Both *Wayans* and *Vibe* are cleared in more than 90% of the country; advertisers say both shows likely will attract the desired demographics.

"Part of the problem is that everyone has been repeating what is already on," Wayans says. "We don't intend to reinvent late night, but rather bring it up to date, just as [David] Letterman did when he came on. Now Letterman has



'Vibe' with Chris Spencer will compete with 'Keenen Ivory Wayans Show' as syndicated late night talkers.

become conventional, and I think there is an opportunity for a different act."

Both *Vibe* and *Wayans* have pluses and minuses. *Vibe* has Quincy Jones behind it. His reputation and contacts in the music industry are unmatched, analysts say. Also, Columbia TriStar, along with Jones and fellow executive producer David Salzman, got a jump on Buena Vista.

*Vibe* was unveiled by Columbia TriStar at NATPE in January, with producers and talent all but set for the launch. That same month Buena Vista was selling a weekly late-night show with former National Basketball Association player John Salley as host. Buena Vista dropped Salley for Wayans shortly after the convention, bringing in English production compa-

ny Planet 24 and co-executive producer Charlie Parsons to get the show ready for a late-summer launch.

"I guess the question is how much time do you need to put something together?" asks Katz Vice President and Director of Programming Bill Carroll. "I've seen shows that have been successful that have been put together in a short time and I've seen things that they've spent years on that have failed. We'll just have to see."

*Vibe's* apparent weaknesses seem to be Wayans's strengths. Carroll and others say Wayans is close to being a household name, while Spencer is not. Jones, who says he's not worried that Spencer is an unknown commodity, notes that Spencer comes with little "baggage." Wayans says he may also have a leg up on the competition because of the syndication outlets quickly secured by Buena Vista. Wayans will be on Fox O&Os, while *Vibe* is carried in the major markets mainly on UPN affiliates.

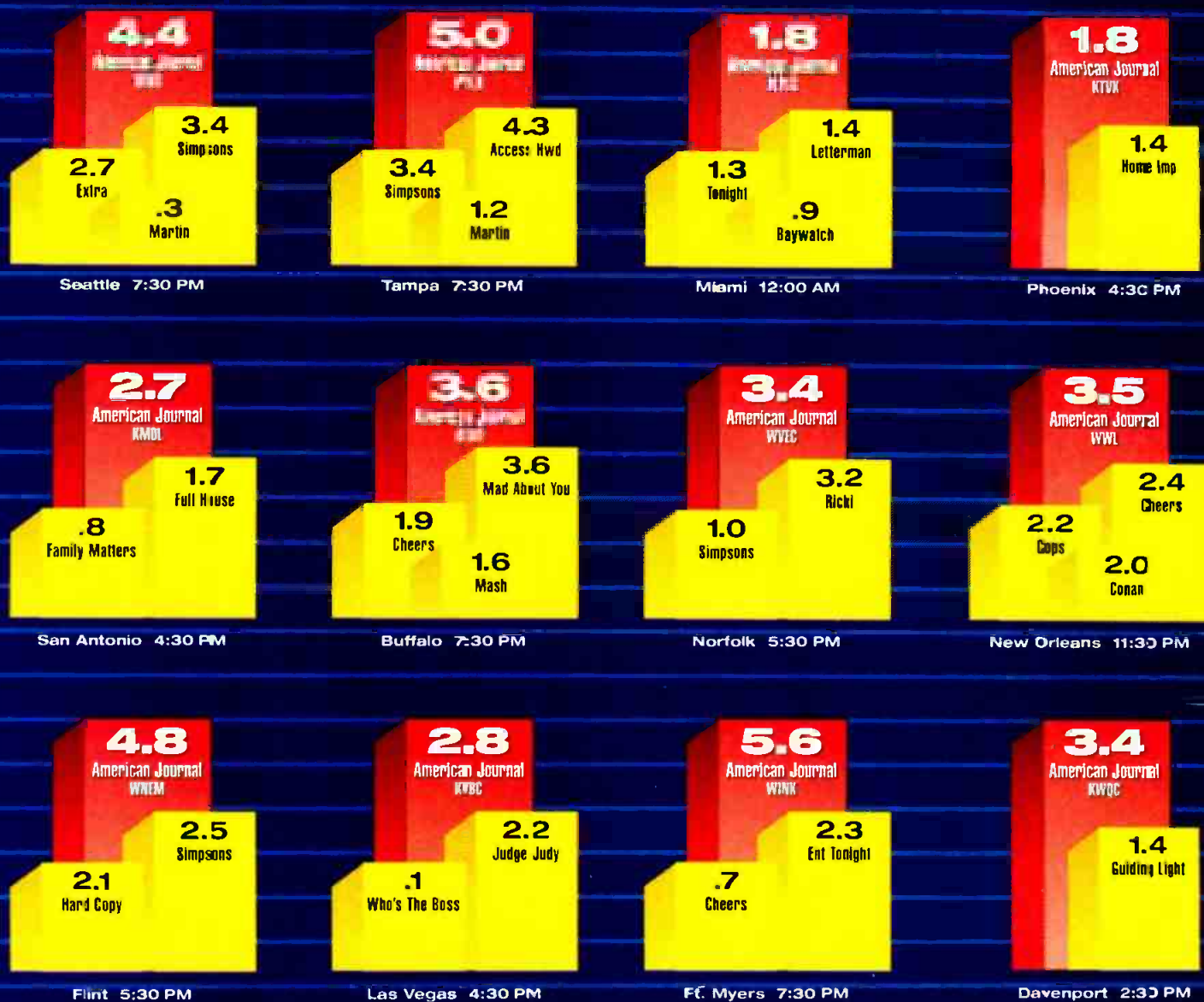
"Some people perceive being carried on the Fox O&Os as being a better place to be," Carroll says. "But those stations that are now UPN affiliates were the same stations that Arsenio was carried on and the audience found him."

It appears that the shows will feature similar content. Both will have bands, live studio audiences and big-name stars. But neither program will admit to a late-night war.

"You can't look over your shoulder," Wayans says. "You have to focus on what you are doing. Is there room for both of us? Absolutely." ■

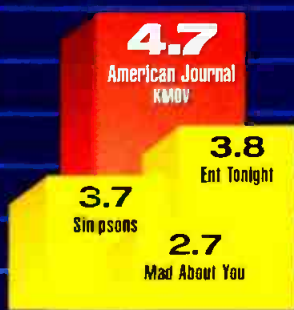
# AWARD WINNING JOURNALS

## Women



# WINNING REALISM...

25-54



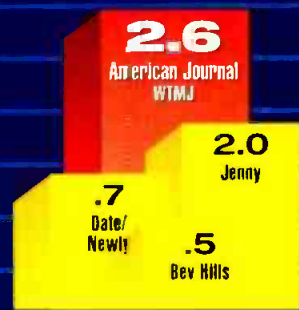
St. Louis 6:30 PM



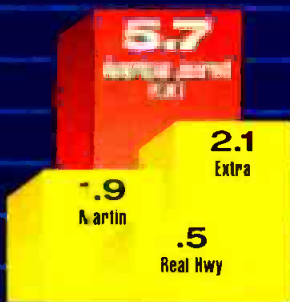
Hartford 7:30 PM



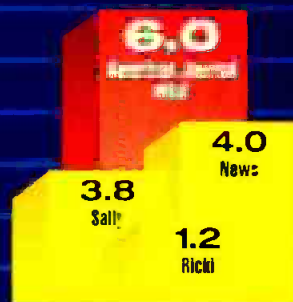
Charlotte 12:00 AM



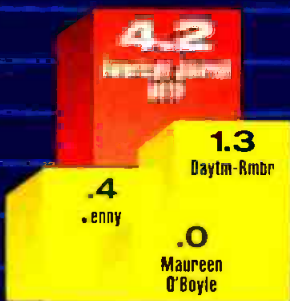
Milwaukee 3:00 PM



Jacksonville 7:30 PM



Charleston 5:30 PM



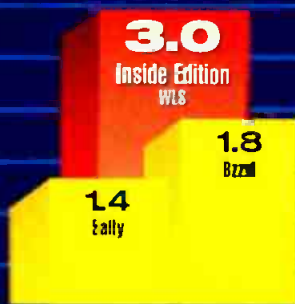
Tri-Cities 12:30 PM



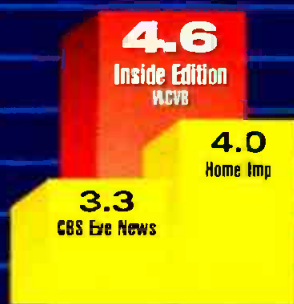
**AMERICAN JOURNAL**

# ...KEY LEADER

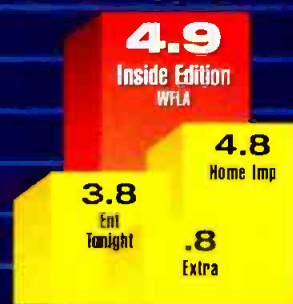
## Women



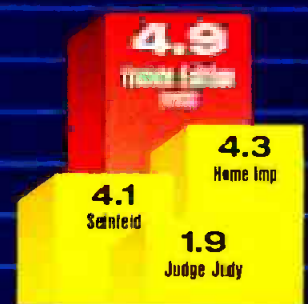
Chicago 3:00 PM



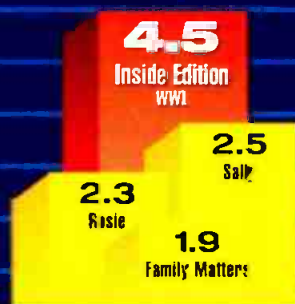
Boston 7:00 PM



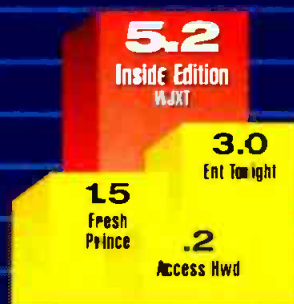
Tampa 7:00 PM



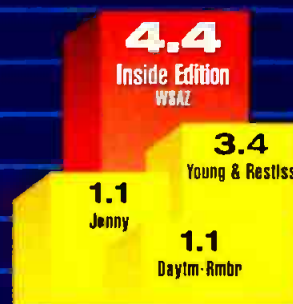
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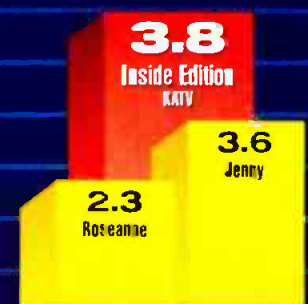
New Orleans 4:00 PM



Jacksonville 7:00 PM



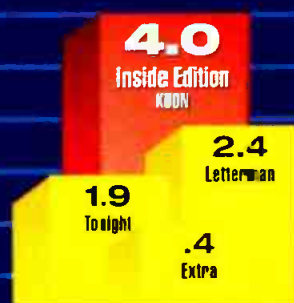
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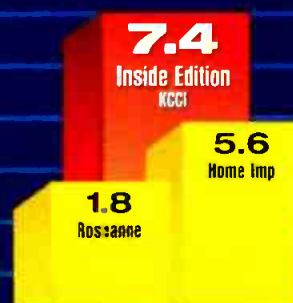
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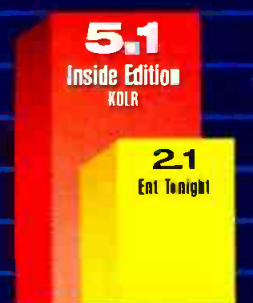
Las Vegas 7:30 PM



Honolulu 10:30 PM



Des Moines 6:30 PM



Springfield 6:30 PM

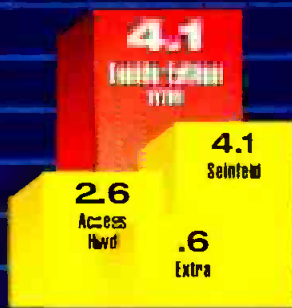


# DEMO MARRSHIP!

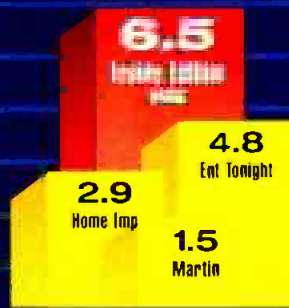
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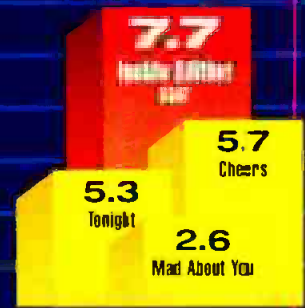
Raleigh/Durham 7:00 PM



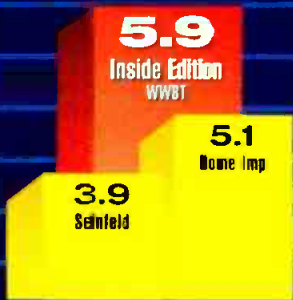
Milwaukee 6:30 PM



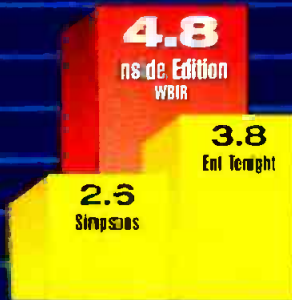
Kansas City 6:30 PM



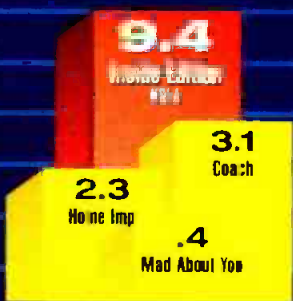
San Antonio 10:30 PM



Richmond 7:00 PM



Knoxville 7:30 PM



Shreveport 6:30 PM

# INSIDE edition

CAMELOT  
ENTERTAINMENT SALES INC.

SOURCE: NSI/SNAP-DMA RATINGS, MAY 97.

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# Fox, Disney Bidding for Classic Sports



**CLASSIC**  
SPORTS NETWORK

*News Corp. reportedly has inside track, but talks continue with ESPN; a third bidder is possible*

By John M. Higgins  
NEW YORK

**C**lassic Sports Network has become the latest front in the war between News Corp. and The Walt Disney Co., with units of the two companies bidding to acquire the vintage sports clip channel.

Sources familiar with the negotiations say that News Corp.'s Fox/Liberty Sports venture has the lead in the negotiations. However, one source familiar with the discussions says that a Fox deal isn't close, and that Classic Sports is in talks not only with Disney's ESPN but also with a third bidder whom the source wouldn't identify.

The Fox negotiations call for merging the vintage net into the 10-million-subscriber NewSport, which is slated to convert into a Classic Sports clone, American Sports Classics. The deal would include some cash to buy out one investor, but would give invest-

ment banker Allen & Co. and other investors a continuing minority interest in the operation.

Sources say Classic Sports chairman Brian Bedol wants to continue running the programming side of the channel.

However, ESPN simply wants to buy the network outright for an undisclosed amount of cash. Judging from the value of other recent network deals, the 10-million-subscriber Classic Sports would be worth more than \$150 million.

Fox and Liberty parent company Tele-Communications Inc. met last week with Bedol and 40%-owner Herb Allen at investment banker Allen & Co.'s annual summer camp for media elite in Sun Valley, Idaho.

This is the third Fox-Disney bidding contest in the past three months, as Disney seeks to ward off attacks on its two most lucrative franchises—sports and kids entertainment. Disney lost out to

News Corp.'s \$1.9 billion bid for International Family Entertainment Inc., whose Family Channel will be reprogrammed as a children's network 12 hours a day.

Disney even bid higher than Fox/Liberty's \$850 million bid for a 40% stake in Cablevision Systems Corp.'s Rainbow Sports operation. Disney lost anyway.

Bedol had clashed with Fox/Liberty Sports over American Sports Classics, a proposed 50-50 venture with Rainbow Sports, before its proposed launch this month was indefinitely delayed.

But Bedol primarily was angry with Rainbow, which was running American Sports Classics. He gets along better with Fox/Liberty executives, who are taking control of the channel. ■

## @Home IPO zooms

**NEW YORK**—High-speed Internet service @Home Inc. became a high-speed Internet stock Friday, more than doubling after its initial public offering.

When trading opened Friday morning, @Home's stock jumped from the \$10.50 IPO price to \$25.50. Big demand delayed trading for more than two hours. After the initial spurt the stock settled down to \$19 per share at midday.

@Home, which has developed services to be delivered through cable systems via high-speed modems, was valued at more than \$2 billion at the \$19 share price. The company is controlled by MSOs Tele-Communications Inc., Comcast Corp., Rogers Communications Inc. and Cox Communications Inc., plus venture capital firm Kleiner Perkins Caufield & Beyers and several computer equipment companies.

Lead investment banker Morgan Stanley Dean Witter had repriced the offering Thursday night, from \$9 each for the 9 million shares to \$10.50 each.

The deal gives @Home \$94.5 million in cash and sets the foundation for future stock sales if the company can keep the stock price up. —JMH



## TCI selling headquarters

**DENVER**—Tele-Communications Inc. has put its suburban Denver headquarters up for sale, partly in search of better space but also to pocket some cash.

TCI says that its chief need is to organize its 600 local employees better. However, exercising an option to buy the building and then selling it could generate a quick profit of \$10 million-\$20 million.

TCI leased the 12-story building—which had been in foreclosure—in 1990 with an option to buy it for \$13 million. In the depths of the savings and loan crisis that hammered Denver real estate then, that came to just \$56 per square foot, or about 40% less than the cost of constructing a similar building from scratch.

Randy Swearingen, a commercial broker in the Denver office of Grubb & Ellis, says that the Denver Tech Center in Englewood (where TCI is located) is the hottest area in the local market, with one nearby high-end building fetching \$142 per square foot. "They'll clear \$100 easily," he says, adding that under the right circumstances the headquarters could bring \$150 per foot. —JMH

# Fox's big 'Roar'?

Network hopes medieval drama will give summer a boost

By Lynette Rice

## HOLLYWOOD

**T**onight's premiere of *Roar* on Fox could turn up the volume on a summer programming strategy that has hardly given the network a reason to shout.

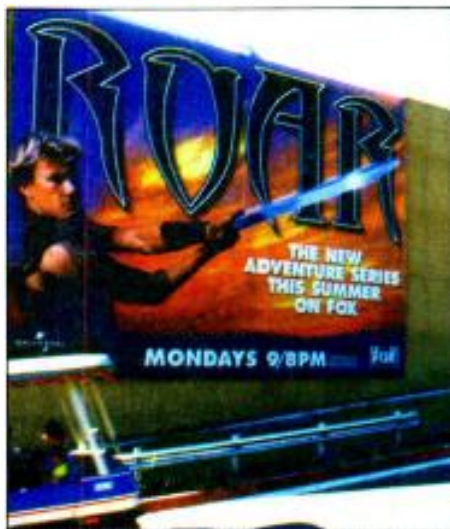
While Fox has posted ratings increases over last summer—its 4.6 rating in households is up 2%, while adults 18-49 is up 7%, to 3.1—the strategy of offering up to 40% new programming this summer has yet to take Madison Avenue by storm. *Pacific Palisades*, already targeted for cancellation, has averaged only a 3.5/6 HH and 2.2/7 in adults 18 to 49, while *Ruby Wax* has averaged a 3.0/6 HH and 1.9/7 in the key adult demo.

*Beyond Belief: Fact or Fiction* and the prime time runs of *Mad TV* have fared better, but not much better, than the established Fox franchises: *Beyond Belief* has averaged a 4.4/9 in HH and 3.1/12 in the key adult demo, while *Mad TV* has hovered around 3.8/7 HH and a 2.5/9 in 18-49. While Fox's broadcast of the Major League All-Star Game on July 8 provided a decent promotional opportunity for *Roar* and the rest of the network's summer lineup, the 11.8/21 HH it earned was the lowest-ever prime time telecast for the game since 1953.

"I don't think there has been anything [on Fox] for our side of the street to say. 'Wow, isn't that brilliant?' There have been disappointing results...there's nothing yet that says this is working," says Bill Croasdale of Western Media. "Yet everybody applauds its efforts to try to bring viewers back to the broadcast networks, particularly in these doldrums—the third quarter."

Undaunted, Fox Entertainment President Peter Roth has reiterated the network's long-term commitment to develop year-round original programming to stem the tide of audience erosion. "I think we all agree that as an industry, we can no longer afford to keep shutting down for the summer," Roth said at last month's affiliates meeting in San Francisco. "We're driving viewers to non-broadcast choices."

Says Croasdale: "Basically, it boils down to so many options out there today. It's almost impossible to attract



Billboards for 'Roar,' produced by Universal, greet visitors to the studio's theme parks in California and Florida.

people to come back and watch a series...unless it gets a lot of buzz right from the get go."

Synergy within Universal, producer of *Roar*, could provide the necessary buzz for the cornerstone of Fox's summer strategy. The medieval drama from Ron Koslow (*Beauty and the Beast*) and Shaun Cassidy (*American Gothic*) marks the first time that Universal has

looked to its amusement parks for serious cross-promotion: the 35,000 to 40,000 people who visit the company's parks in California and Florida each day are greeted by *Roar* billboards, banners, cups and napkins. Fox also has its own campaign in full swing.

"I couldn't be more excited about launching at this time, as opposed to launching when everyone else does," says Ken Solomon, president of Universal TV's network division. "We have something that stands out even amongst other shows that we're launching. We are on our own, and all the attention is being paid to us. People watching television in the summer crave something different."

Reviews for *Roar*, nicknamed *Braveheart: The Series*, have been upbeat, with kudos going to Fox for having a "no-fear attitude" toward innovative programming. The investment is certainly there—Fox ordered 13 episodes of the drama, which costs roughly \$1.3 million per hour to produce.

"It's always difficult to launch a new series in the anticlimatic period after May sweeps," says Audrey Steele, Zenith Media. Citing ABC's *Covington Cross*, launched—and subsequently canceled—in 1992, Steele adds, "[*Roar*] is the type of show that has been tried in prime time, yet without the difficulty of launching in summer. But I think it can do well, especially with a younger audience." ■

## Showtime prepares for next PPV round

**NEW YORK**—It's official: Mike Tyson will be a pay-per-view nonevent for a year. When the Nevada Athletic Commission revoked Tyson's boxing license for noshing on Evander Holyfield's ear, Showtime Event Television and cable operators were deprived of their biggest pay-per-view draw for at least a year, prompting the cable network to regroup.

"Mike Tyson out of the boxing business is a PPV loss, on a revenue basis," says Mark Greenberg, SET's executive vice president of sports marketing. "But Holyfield has some reasonably good PPV days ahead of him."

The problem is that Holyfield lacks formidable challengers who could match the 1.9 million PPV buys and \$95 million revenue of Holyfield's most recent Tyson matchup. Tyson is consistently the biggest draw in pay per view.

Greenberg notes that when Tyson went "on hiatus" while in prison for raping a beauty pageant contestant, Showtime did good business with lighter-weight fighters, particularly Julio Cesar Chavez. Sources say the network hopes to set up a middleweight PPV fight as early as August.

Holyfield has tended to take long rests between fights, but Greenberg says that Holyfield might get back in the ring as early as November. Another boxing executive dismissed that as "hopeful."

Showtime did not disclose ratings for a full replay of the bout on the pay cable network last Monday. The network had been screaming copyright infringement at CNN, ESPN and Court TV, which carried the PPV footage in full as it was played during an athletic commission hearing. —JMH

# Discovery in, A&E out at BBC

By Lloyd Shepherd  
LONDON

**B**ob Phillis, the British Broadcasting Corp.'s deputy director general, said last week that the BBC's longstanding co-production relationship with A&E in the U.S. "will have to change" as a result of the BBC's new joint-venture agreement with Discovery Communications.

Phillis, speaking at a status report briefing on the ongoing negotiations over the Discovery venture fine print, said the BBC would, however, seek to preserve its distribution relationship with PBS. Under the Discovery joint venture, a new 50-50 distribution entity will be formed. The new entity will negotiate U.S. program co-production agreements and will itself be a co-producer.

A&E is the BBC's biggest U.S. co-production partner, working on such heavyweight BBC dramas as *Pride and Prejudice* and *Ivanhoe*. An A&E spokesman said only 5% of the channel's programming comes from the BBC. "We wish the BBC well in its new venture," he said.

Phillis and Discovery Chairman John Hendricks said the joint-venture agreement covered five areas: establishment of an umbrella company; launching of international joint-venture channels; establishment of a distribution company and co-production entity; launch of a BBC Americas entertainment channel in the U.S., and a 20% stake for the BBC in Discovery's U.S. Animal Planet channel. The BBC is putting no cash into the overall deal, but will contribute creative and management resources. Its programming will be available to the new joint-venture channels at a market rate, but will not be available to competing services.

Hendricks said removal of potential competition was the BBC's main contribution to the deal. Phillis and Hendricks confirmed the Oct. 6 launch of two joint-venture channels in Latin America: Animal Planet and People & Arts. ■

## Closed Circuit

### Working vacation

**SUN VALLEY, IDAHO**—They golfed, they rafted, they played tennis. But the real action at last week's Allen & Co. annual conference for media bigwigs was behind closed doors, as media elitists huddled to cook up mergers and other ventures. "You run to your room and do deals," said one participant.

The annual golf tournament was nearly rained out, but high-voltage panels including Microsoft Corp. Chairman Bill Gates and Berkshire Hathaway Co. Chairman Warren Buffet were sheltered from the storms.

The 400 attendees, counting spouses and kids, included News Corp. Chairman Rupert Murdoch, Time Warner Chairman Gerald Levin, TCI President Leo Hindery (his first invitation), HSN Inc. Chairman Barry Diller, Motion Picture Association of America Chairman Jack Valenti, Intel Chairman Andy Grove and Seagram Chairman Edgar Bronfman Jr.

There were an unusually high number of nonmedia executives as well, including the CEOs of Heinz and Archer-Daniels-Midland. Allen & Co. beefed up security—fruitlessly—to fend off reporters strolling the resort grounds.

—JMH

### DENVER

#### Daniels & Associates & Associate?

**D**aniels & Associates is looking anew for a partner. The long-time cable investment banker wants to ally with a larger firm to serve clients with bigger asset sales and financings. While the Denver-based firm has handled system sales as large as \$650 million in recent months, the very biggest sellers turn to Wall Street. Operators also turn to the Street when they need to sell big slugs of bonds. The discussions—and recent health problems of 77-year-old founder Bill Daniels—have spurred rumors that the firm is ready to sell. "Daniels & Associates is not for sale," says President Brian Deevy. "We've had discussions about things we can do together with investment banks, commercial banks and such." Daniels had a similar, although abortive, partnership with Salomon Bros. until 1990.

### LOS ANGELES

#### Parting shot?

**S**omeone in or near Fox's press department may be taking this "Fox Summer Blast" campaign a

bit too seriously. A bogus press release sent to reporters last week claimed that the arrival of new brass in the network's marketing department was the reason that five members of the press and publicity department are leaving. The error-laden memo did tip reporters off to a possible hire—that of Tom Tyrer, a former publicist for TeleTV who's about to take over as VP of public relations, replacing the departing Mark Kern. Whoever penned the memo wanted to get somebody's goat—the anonymous writer referred to Fox as the "struggling weblet."

### DENVER

#### Will headend for food

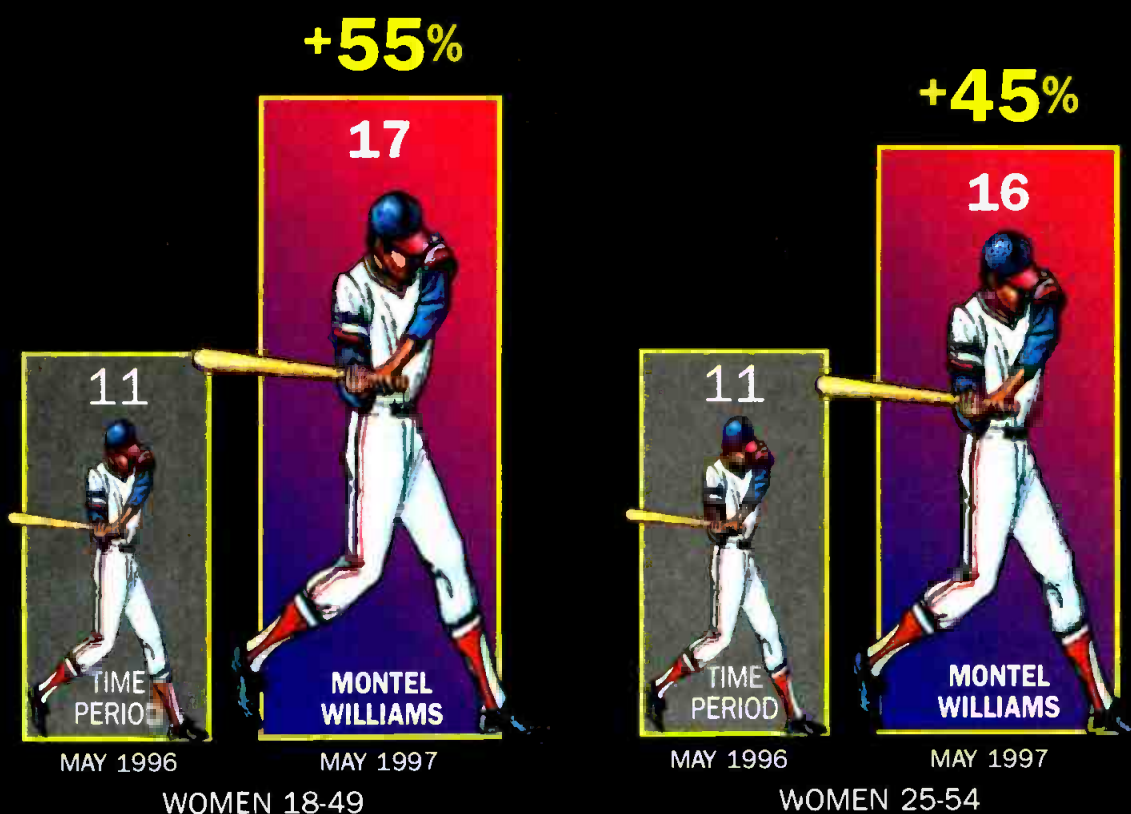
**A**re things so bad that Peter Barton needs unemployment compensation? A practical joker filed with the Colorado Department of Labor and Employment in the former Liberty Media Corp. chief's name, complete with accurate personal information and a mid-six-figure salary. Barton found out when the department sent him a letter seeking to verify the salary history. Barton—who one associate says left Liberty with about \$40 million worth of stock—says he hasn't identified the prankster.

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REALLY NEED  
A HIT, WHO  
DO YOU  
SEND IN?**



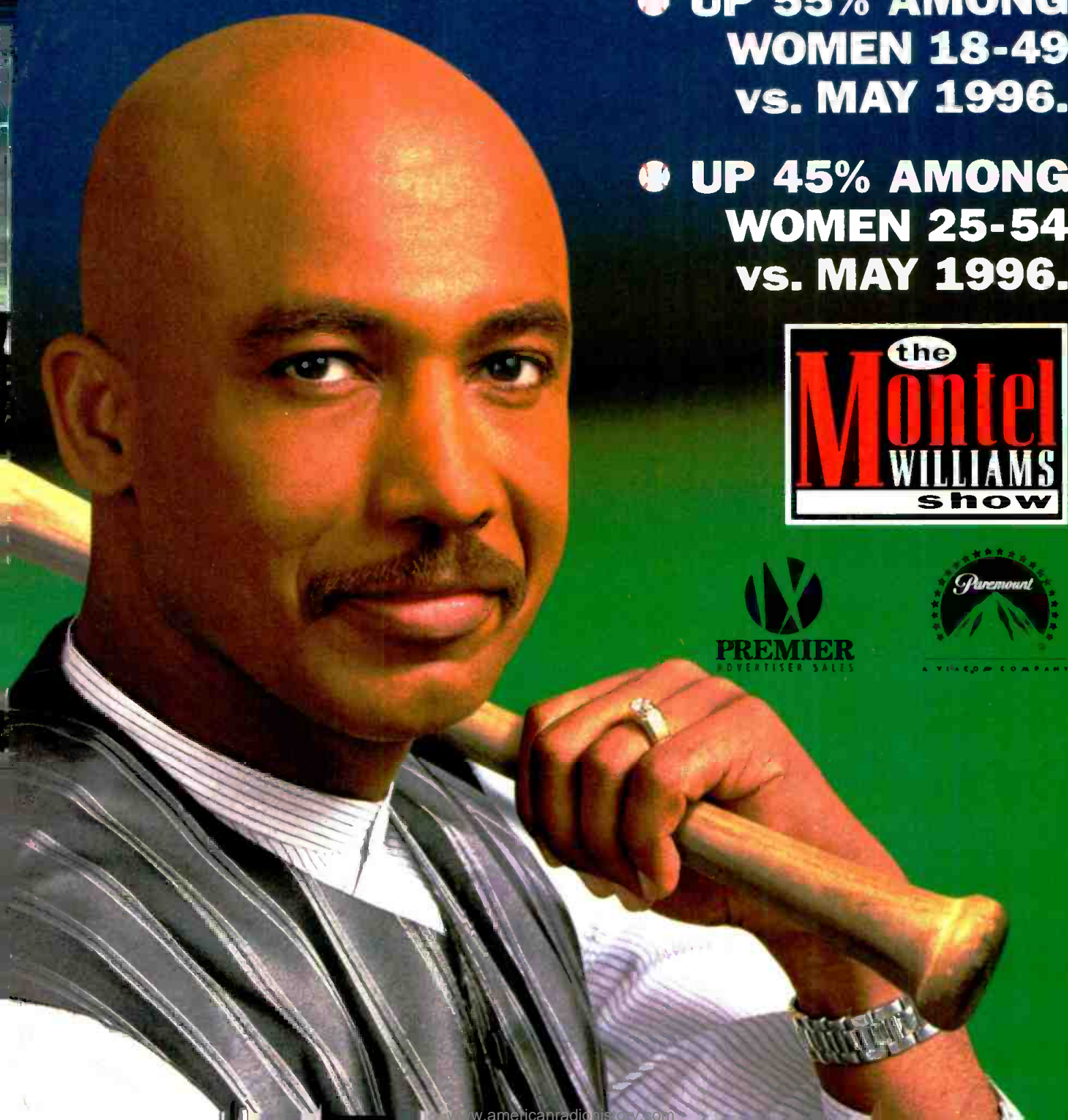
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WOMEN 18-49  
vs. MAY 1996.

● UP 45% AMONG  
WOMEN 25-54  
vs. MAY 1996.



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# Tie goes to the liquor industry

*Hundt's plan to probe hard-liquor ads strikes out*

By Chris McConnell

## WASHINGTON

In a rare tie vote, FCC Chairman Reed Hundt's push for a commission inquiry into hard-liquor advertising went down the drain last week.

As expected, the four commissioners split over the plan to gather information about broadcast advertising of distilled spirits. Hundt and Commissioner Susan Ness voted for the inquiry, with commissioners Rachelle Chong and James Quello voting against.

Quello and Chong frequently have sided against Hundt and Ness on broadcast-related issues. But last week's open meeting was the first at which the two sides voted against each other rather than striking a compromise or tabling the issue. The tie vote prevents the hard-liquor inquiry from moving forward, since a majority vote is required for the FCC to act.

"The government is already taking responsible action," Quello said, citing ongoing Federal Trade Commission investigations of televised alcohol ads.

The FTC is investigating alcohol ads run by Joseph E. Seagram & Sons and Stroh Brewery Co. and also has gathered information from Miller Brewing and Anheuser-Busch.

Quello said he would be willing to consider an inquiry if the FTC were not already conducting its investigation. Quello later suggested he would be willing to reconsider the issue once the FTC wraps up its probe. "Let's get the results of the FTC [investigation] first," he said.

Hundt made much of those remarks, stating at a post-meeting press conference that a majority of commissioners now feel the FCC has authority to act in response to hard-liquor advertising.

"I think today's vote was a big defeat for the hard liquor industry," Hundt said. He added that if the industry interprets the tie vote as a green light to crank up its broadcast advertising effort, "they will be whistling past the graveyard."

But Quello later warned that Hundt "shouldn't over-interpret what was a rather neutral statement." While not ruling out the prospect of later FCC action, Quello also said that the FTC's investigation might resolve the issue. "It depends on what the report says," Quello said.

The tie vote followed about an hour of debate among the four commissioners. Chong, who last month pulled a vote on the inquiry from the FCC meeting agenda, said the FCC has no business looking into advertising for a legal product aimed at adults.

"I think the notice goes beyond a simple fact-finding," Chong added, maintaining it is not neutral to assign responsibility for a social problem to broadcasters.

Ness maintained that the FTC investigation will not give the public a chance to participate in the debate on the issue. "There is no evidence the FTC is going to be issuing a report," Ness said. She also maintained that the FCC was only looking to gather information.

"I cannot understand how anyone could conclude...that the commission cannot even conduct an inquiry," Ness said.

Chong countered that public debate on the issue should occur in Congress rather than at the commission. Quello later added that FTC Chairman Robert Pitofsky had told him that the FTC would be supplying a report on its investigation to the commission.

Also jumping into the fray was Mass Media Bureau Chief Roy Stewart. In an unusual display (commission officials generally speak at meetings only to summarize proposals or answer questions by commissioners), Stewart voiced concern about the link between hard-liquor advertising and underage drinking. He also urged commissioners to support the inquiry.

"Until somebody preempts us, I think we should try to do something," Stewart told the commissioners. "I just felt I had to say that."

The tie vote drew cheers from broadcasters and advertisers and jeers from other groups that had been pushing for FCC action.

"I am hopeful that once the new commission is appointed, it will be resolved to aggressively tackle this growing assault on America's kids," said Representative Joe Kennedy (D-Mass.). "[Quello] and Commissioner Chong have made a mockery of the commission's responsibility to require that broadcasters service the public interest," added Alcohol Policies Project Director George Hacker.

Praising Chong and Quello was NAB President Eddie Fritts, who said the proposed inquiry "would have represented a solution to a problem that does not exist."

"We are extremely pleased," added Fred Meister, president of the Distilled Spirits Council of the United States. ■

## FCC wants channels 60-69 back

**WASHINGTON**—The FCC last week took the first step toward reclaiming channels 60-69 from broadcasting.

Officials proposed dedicating four of the 10 channels to public safety applications and devoting the rest of the spectrum to fixed and mobile communications as well as broadcasting. The FCC plans to auction the spectrum that is not assigned to public safety, although auction rules were not included in last week's proposal.

"This is the fruit of our hard work and creativity in the digital television proceeding," FCC Chairman Reed Hundt said. In its DTV channel assignment plan, officials limited new TV assignment in the 60-69 band so that the spectrum could be reclaimed and auctioned.

Several broadcasters since have asked the FCC to place more digital TV stations in the 60-69 range to reduce interference in various markets. Last week, Commissioner James Quello said that option remains open.

"I want to emphasize...that the item protects full-power broadcasters operating in this spectrum, and retains the commission's right to add traditional broadcasters to this spectrum if we determine that such use is necessary to ensure a smooth transition to DTV," Quello said.

Last week's proposal also invited comments on "alleviating" the reallocation's impact on low-power TV and translator stations operating in the spectrum.

—CM



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# Ornstein on obligations

**B**y selecting Norman Ornstein to co-chair an advisory committee to detail broadcasters' public interest obligations in the digital age, the White House has predetermined that free broadcast time for political campaigns will be prominent in the committee's deliberations.

A resident scholar at the conservative Washington think tank American Enterprise Institute, Ornstein has long advocated providing free time to candidates as part of overall campaign financing reform.

As this interview shows, Ornstein shares FCC Chairman Reed Hundt's belief that TV stations ought to provide free TV time or other concrete benefits to the public in exchange for the second channels they are receiving from the government for digital broadcasting. This like-mindedness may be more than coincidence. Ornstein and Hundt have talked communications policy as longtime friends and suburban Washington neighbors. Ornstein's wife, Judy Harris, went to Yale Law School with Hundt and worked for a time as the Hundt FCC's Hill lobbyist.

Ornstein, who was nominated for the advisory committee by the League of Women Voters, says he doesn't know if Hundt was a factor in his selection.

**Do you see yourself as a counterpoint to your co-chairman [CBS Entertainment President] Leslie Moonves?**

No. I certainly don't. We are co-chairs. We will cooperate on this. I'm sure we come from different places and different perspectives, but we've known and respected each other for a long time. I don't think either of us has defined how the advisory committee will work logistically. But we both see the general perspective here: There is some public interest obligation that comes with the granting of these digital television licenses. We need to identify what it is and how it might work. We won't have any trouble working together on that.

**So you believe that broadcasters serve the public interest by serving the marketplace?**

Basically, I believe that there is an obligation that goes beyond just serving the marketplace. What we have here is a hugely valuable public resource that is being given to broadcasters. If I had my druthers, it would have been wise to have auctioned the [digital channels] off as we have other parts of the spectrum. I believe in allowing the marketplace to work. We didn't do that. We worked out a fairly complex process of transition in granting these valuable assets, but it seems pretty clear to me that whatever the channels are worth—\$10 billion or \$70 billion—they are worth a lot and there is an obligation that comes with it. And one part of it is very likely to be broadcast time for political campaign purposes. How much and what fashion are going to be the questions, rather than whether.

**Your preference would have been to auction the channels?**

Yes. You can handle that in a couple of ways. You can auction with some specific obligation built in and have people take that into consideration when they make their bids; or you could auction [the channels] and use the proceeds in whatever fashion the government believes would serve the public. But that's not going to be done at this point.

**Because you've been an outspoken advocate of campaign finance reform, can we assume that free political time is at the top of your personal list of public interest obligations for broadcasters?**

There is no question it goes at the top of my list. As I've looked at broader ways of dealing with the serious problems we have with campaign finance, I've seen free broadcast time as part of the solution. I've joined with scholars and others in proposing the concept on a broadcast bank.\* I think it's workable. I don't believe that you can simply give time to every federal candidate. That doesn't work. You have to have an allocation system. You've got to do it in a fair and balanced way.

**Reed Hundt has talked about broadcasters devoting five percent of their time to public interest programming. How does that number sit with you?**

At this point, I don't know. Reed Hundt has spent a lot more time looking at the specifics than I have. I'm going to have to study some of the technological questions [relating to] what the digital spectrum means and might mean down the road.

**What other public interest obligation might the committee come up with? How about educational programming?**

I honestly don't know the answer to that. The educational area is clearly a major one. But I don't know who else will be on the advisory committee. Certainly we ought to discuss any area that people are interested in bringing up and figure out what makes sense and what is most in the public interest. And in the end we have to mesh with whatever is going on at the FCC and in Congress.

**Are you going to be involved in the selection of the 13 other committee members?**

Probably not. That's an ongoing process within the administration. They will pick the members. I've indicated some general areas that ought to be covered. I certainly hope there is a prominent legal scholar who is particularly conversant with all the constitutional questions.

**Let's talk about one of those constitutional questions: the First Amendment. Is it right to intrude on what broadcasters say or how they say it? To take away three pages of a newspaper for free political advertising is unthinkable.**

My understanding is that the last thing you raised would fall into the assertion that this could be a taking issue—a Fifth Amendment issue, rather than a First Amendment issue. As I understand it, it is pretty clearly established that there is no taking issue here. When broadcasters apply for licenses or renewal of licenses they make it clear that this is not an issue of property rights. ■

\* Under the proposal, broadcasters would contribute dollars or on-air minutes to the "bank" based on their total advertising revenue. The bank also would raise money from spectrum auctions and from the fees broadcasters must pay on any nonbroadcast use of their digital spectrum. The bank would turn over some of the dollars and minutes to the major political parties for distribution to their candidates and some directly to candidates who meet campaign fund-raising guidelines.



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# Beating the drum for



## Tauzin seeks 'free-trade zone in outer space'

By Paige Albiniak  
WASHINGTON

The administration should get behind making the international satellite spectrum a "free-trade zone in outer space," House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.) said at a satellite symposium on the Hill last week.

Tauzin said the administration has already embraced a similar idea, the "free-trade zone for electronic commerce" in senior administration official Ira Magaziner's policy paper on regulation-free electronic commerce, released last week.

The "free-trade" idea is not completely new in Congress. House Commerce Committee Chairman Thomas Bliley (R-Va.) and Commerce Subcommittee ranking member Edward Markey (D-Mass.) last month introduced legislation that would privatize intergovernmental satellite organizations Intelsat and Inmarsat.

Tauzin, Bliley and Markey want to

insure that once privatized, Intelsat and Inmarsat will allocate international spectrum in a "fair and just way," says one Hill staffer. Intelsat and Inmarsat currently receive spectrum allocations from the International Telecommunication Union, an agency of the United Nations. The consortiums then distribute this spectrum on a first-come, first-served basis. Without legislation, these consortiums could decide to auction that spectrum for profit—which could limit use of that spectrum.

The issue has far-reaching implications. Senate budget legislation forbids

the FCC from auctioning off international satellite spectrum, but the House legislation does not address the subject. If Congress adopts the House version of the budget bill, the FCC could be free to auction the spectrum to raise money for the federal treasury.

Tauzin hosted a day-long satellite technology exposition last Wednesday for members and staff of the House Commerce Committee. Companies including EchoStar, Primestar, DIRECTV, USSB, PanAmSat, Loral and Hughes exhibited direct-to-home, broadband, Internet and multimedia technologies. ■



EchoStar Chairman Charlie Ergen (above) shows a crowd of Representatives and staff how EchoStar's Dish network will receive local signals at a House Telecom-subcom satellite technology symposium held on the Hill last week. At left, USSB's Pat Milan demonstrates USSB's satellite television programming guide for House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.).

### FCC to ABC

The FCC Mass Media Bureau's digital TV point man has taken his DTV experience to ABC. Saul Shapiro, previously the bureau's assistant bureau chief for technology, joined the network last Thursday as vice president for broadcast technology. He will be working on the network's transition to digital broadcasting, reporting to ABC President of Broadcast Operations and Engineering Preston Davis. At the FCC, Shapiro spearheaded the bureau's efforts to write rules for the new broadcast technology.

In another FCC job shift, James Coltharp of Commissioner James Quello's office is joining Comcast Corp.'s Washington office as senior director, public policy. Coltharp, a legal adviser to Quello since May 1996, will be representing his new employer before the FCC and Congress.

### Wiley gets lifetime achievement Emmy

Richard Wiley, the former FCC chairman who headed the nine-year effort to recommend a new TV transmission

standard to the FCC, is winning an Emmy for his work. Wiley this week will receive the Charles F. Jenkins Lifetime Achievement Emmy Award.

### Hands off local rights-of-way

A committee assembled to advise the FCC on state and local regulatory issues wants the commission to keep its hands off local regulation of public rights-of-way. "The FCC should not be tempted to act precipitously to preempt state and local governments unnecessarily," said the FCC Local and State Government Advisory Committee. FCC officials currently are reviewing a Tele-Communications Inc. request that the federal government preempt

telecommunications rules in Troy, Mich. FCC officials doubt the commission will take such an action in response to the city's rules. Although the advisory committee's policy statement does not mention the Troy case by name, the group said it was submitting its statement before the commission makes its decision on the Troy case. ■

# Washington Watch

Edited by Chris McConnell

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# AT NBC The beat goes on

Agency soothsayers foresee a close race in the fall TV season among the big three

By Morrie Gelman

**N**BC will be the decisive winner again; NBC's *ER*, the leading program; NBC's *Veronica's Closet*, the top new series. But surprisingly, ABC will win most nights of the week. These are the key findings of BROADCASTING & CABLE's sixth annual survey of advertising agency experts who are handicapping the new prime time network TV season.

The highlights of the latest forecast by ad agencies with aggregate prime time network TV billings of more than \$2 billion: The peacock network will win the prime time competition for the third consecutive season by 1 share point over ABC and CBS (which will tie for second), followed by Fox, and followed distantly by UPN and The WB.

NBC's win will be pegged largely to the overwhelming performance of its Thursday night programs, predicted to average a 30 share, 17 points higher than second-place CBS on that night.

ABC, which is not forecast to win the season, is predicted to dominate four nights of the week, mainly on the strength of *Monday Night Football* and of *20/20* on Friday.

CBS, which will be strong throughout the weekend, is predicted to win Saturday and Sunday.

Fox, blown away on Thursday (as are all other networks) by NBC, will recover on Friday, Sunday and Wednesday.

NBC's Thursday night *ER*, the top prime time scorer since the 1994-95 season, again will command the highest average share of all programs. *Veronica's Closet*, which brings Kirstie Alley (*Cheers*) back to a network TV series, is scheduled for Thursday's charmed time period between NBC's *Seinfeld* and *ER*. The show is picked to attract the highest share, 28, of 43 new series and to be one of 1997-98's solid hits.

Others falling into the "hit" category among the new shows are NBC's *Union Square*, an ensemble comedy, with a predicted 24 share, and ABC's *Hiller and Diller*, starring stand-up comic Richard Lewis and *Saturday Night Live* alumnus



Kevin Nealon as comedy writers, with a 19 share forecast.

Analyzing the networks one by one, the survey says that ABC will offer the season's most aggressive schedule: five new comedies and five new dramas, plus the return of *The Wonderful World of Disney's* two-hour Sunday movie. ABC, which has made changes every night of the week, doesn't have a single show at 8 p.m.—the key hour that opens every prime time evening except Sunday—that was in the same time period a year ago.

CBS, with three new dramas and three new comedies (plus former *Today Show* host Bryant Gumbel in a news magazine), seems to be trying to woo younger viewers on Fridays.

Two long-running series acquired from ABC, *Family Matters* and *Step by Step*, will anchor CBS's new Friday night comedy block. These sitcoms are paired with two new shows: *Meego*, starring Bronson Pinchot (*Perfect Strangers*) as an alien nanny, and *The Gregory Hines Show*, with Hines as a widower raising a 12-year-old son.

Fox comes into 1997-98 with five new shows—three dramas and two comedies—the smallest new slate of any of the four major broadcast networks. Nine series are returning. The new dramas all are co-produced by 20th Century Fox Television, which, like Fox, is owned by News Corp.

Fox's Sunday lineup returns unchanged with a rotating program of video clips, *World's Funni-*

## Top 10 1997-'98 New Shows

### 1-Veronica's Closet



28 share (NBC)

Kirstie Alley runs intimate apparel business

### 2-Union Square



24 share (NBC)

Sitcom about diner in downtown NYC

### 3-Hiller & Diller



19 share (ABC)

Kevin Nealon, Richard Lewis in family comedy

### 4-Brooklyn South



18 share (CBS)

Street cops  
Steven Bochco style

**5-Dateline (Monday)**



**17 share (NBC)**

Fourth edition for Pauly-Phillips newsmag

**5-Dellaventura**



**17 share (CBS)**

Danny Aiello as ex-NYPD detective turned P.I.

**7-Wonderful World**



**of Disney  
16 share (ABC)**

Diverse lineup of films

**8-George & Leo**



**15 share (CBS)**

Judd Hirsch moves into Bob Newhart's bookstore

**8-Michael Hayes**



**15 share (CBS)**

David Caruso returns as ex-cop, now Federal prosecutor

est... leading into *The Simpsons*, *King of the Hill* and *The X-Files*. On Thursdays, which agency experts say will be Fox's least competitive night, the network is fielding two comedies and a drama, all new.

NBC's new season includes 18 comedies, six of which are new (plus two new dramas). Surprisingly, NBC has made changes every night of the week. In addition, several returning comedies are moving to new nights after benefiting in previous seasons from exposure in the network's dynamite Thursday night lineup. Eliminated in the new season is one of NBC's two prime time movies, while a fourth hour of the news magazine *Dateline NBC* has been added.

According to handicappers, NBC will be weakest on Sunday and Monday. On Monday, the network is counting on a quartet of young female stars: Brooke Shields (*Suddenly Susan*), Sharon Lawrence (*Fired Up*), Lea Thompson (*Caroline in the City*) and Tea Leoni (*The Naked Truth*). Leoni will be counterprogrammed against ABC's male-targeted Monday night, which features NFL football.

UPN has scheduled three new comedies for September (later filling its new night—Thursday—with a science-fiction film, starting in first quarter 1998). A fourth comedy new to UPN is *Clueless*, which is a pickup from ABC.

The upcoming season on The WB features two new comedies (its

**9-Dharma & Greg**



**14(tie) share (ABC)**

Jenna Elfman (Towniest) as free spirit

**9-Genie**



**14(tie) share (ABC)**

Incorrigible genie as family house guest

**9-Over the Top**



**14(tie) share (ABC)**

Jobless actor moves into ex-country inn

**9-Players**



**14(tie) share (NBC)**

Rapper Ice-T in action/adventure

**9-Teen Angel**



**14(tie) share (ABC)**

Live action high school sitcom from *The Simpsons*'s producers

**The new season from top to bottom**

If BROADCASTING & CABLE'S 1997 ad agency forecast is correct, this is how the new TV season will end up next spring. Shows are ranked by share, from 1 to 120. **New shows are in red.**

1 ER (NBC) . . . . . 35	Homicide (NBC) . . . . . 15	Tony Danza (NBC) . . . . . 12
2 Seinfeld (NBC) . . . . . 32	Michael Hayes (CBS) . . . . . 15	82 Amer. Most Wanted (Fox) . . . . . 11
3 Veronica's Closet (NBC) . . . . . 28	The Nanny (CBS) . . . . . 15	Built to Last (NBC) . . . . . 11
4 Friends (NBC) . . . . . 27	Nash Bridges (CBS) . . . . . 15	Cops I (Fox) . . . . . 11
5 Mon. Night Ftbl. (ABC) . . . . . 26	Spin City (ABC) . . . . . 15	Cops II (Fox) . . . . . 11
6 Union Square (NBC) . . . . . 24	3rd Rock from Sun (NBC) . . . . . 15	48 Hours (CBS) . . . . . 11
7 20/20/Friday (ABC) . . . . . 23	World of Disney (ABC) . . . . . 15	Nothing Sacred (ABC) . . . . . 11
8 Home Improve. (ABC) . . . . . 22	48 Caroline in the City (NBC) . . . . . 14	Time Cop (ABC) . . . . . 11
NYPD Blue (ABC) . . . . . 22	Dharma & Greg (ABC) . . . . . 14	Total Security (ABC) . . . . . 11
60 Minutes (CBS) . . . . . 22	Diagnosis Murder (CBS) . . . . . 14	The Visitor (Fox) . . . . . 11
11 Touched by Angel (CBS) . . . . . 20	Family Matter (CBS) . . . . . 14	World's Funniest... (Fox) . . . . . 11
Walker, Tx. Ranger (CBS) . . . . . 20	Genie (ABC) . . . . . 14	92 C-16: FBI (ABC) . . . . . 10
13 Dateline NBC/Tues. (NBC) . . . . . 19	JAG (CBS) . . . . . 14	Cracker (ABC) . . . . . 10
Hitler & Diller (ABC) . . . . . 19	King of the Hill (Fox) . . . . . 14	Fox Night at Movies (Fox) . . . . . 10
Primetime Live (ABC) . . . . . 19	Meego (CBS) . . . . . 14	95 Ailly McBeal (Fox) . . . . . 9
16 Brooklyn South (CBS) . . . . . 18	Millenium (Fox) . . . . . 14	Between Brothers (Fox) . . . . . 9
CBS Sun. Movie (CBS) . . . . . 18	Murphy Brown (CBS) . . . . . 14	413 Hope Street (Fox) . . . . . 9
Dateline NBC/Fri. (NBC) . . . . . 18	Naked Truth (NBC) . . . . . 14	Rewind (Fox) . . . . . 9
Frasier (NBC) . . . . . 18	Over the Top (ABC) . . . . . 14	99 Star Trek: Voyager (UPN) . . . . . 7
Law & Order (NBC) . . . . . 18	Players (NBC) . . . . . 14	100 Buffy, V.S. (The WB) . . . . . 5
Mad About You (NBC) . . . . . 18	Profiler (NBC) . . . . . 14	Clueless (UPN) . . . . . 5
22 Chicago Hope (CBS) . . . . . 17	Promised Land (CBS) . . . . . 14	In the House (UPN) . . . . . 5
Cosby (CBS) . . . . . 17	The Simpsons (Fox) . . . . . 14	Jamie Foxx (The WB) . . . . . 5
Dateline NBC/Monday . . . . . 17	Suddenly Susan (NBC) . . . . . 14	Malcolm & Eddie (UPN) . . . . . 5
Dellaventura (CBS) . . . . . 17	Teen Angel (ABC) . . . . . 14	Moesha (UPN) . . . . . 5
Drew Carey (ABC) . . . . . 17	66 Beverly Hills 90210 (Fox) . . . . . 13	The Sentinel (UPN) . . . . . 5
Early Edition (CBS) . . . . . 17	Bryant Gumbel (CBS) . . . . . 13	Sister, Sister (The WB) . . . . . 5
NBC Sun. Movie (NBC) . . . . . 17	Dateline NBC/Sun. (NBC) . . . . . 13	Smart Guys (The WB) . . . . . 5
NewsRadio (NBC) . . . . . 17	Fired Up (NBC) . . . . . 13	Wayans Bros. (The WB) . . . . . 5
The X-Files (Fox) . . . . . 17	Gregory Hines (CBS) . . . . . 13	110 Good News (UPN) . . . . . 4
31 ABC Sun. Movie (ABC) . . . . . 16	Melrose Place (Fox) . . . . . 13	Head Over Heels (UPN) . . . . . 4
Cybill (CBS) . . . . . 16	Men Behav. Badly (NBC) . . . . . 13	Hitz (UPN) . . . . . 4
Dr. Quinn (CBS) . . . . . 16	Sleepwalkers (NBC) . . . . . 13	Nick Freno (The WB) . . . . . 4
Ellen (ABC) . . . . . 16	Step by Step (CBS) . . . . . 13	Parent' Hood (The WB) . . . . . 4
Evrybdy Loves Ray. (CBS) . . . . . 16	20/20/Thursday (ABC) . . . . . 13	7th Heaven (The WB) . . . . . 4
Just Shoot Me (NBC) . . . . . 16	Working (NBC) . . . . . 13	Sparks (UPN) . . . . . 4
Sabrina (ABC) . . . . . 16	77 Jenny (NBC) . . . . . 12	Steve Harvey (The WB) . . . . . 4
Soul Man (ABC) . . . . . 16	Party of Five (Fox) . . . . . 12	118 Ocean Drive (The WB) . . . . . 3
39 Boy Meets World (ABC) . . . . . 15	The Practice (ABC) . . . . . 12	The Tom Show (The WB) . . . . . 3
George & Leo (CBS) . . . . . 15	The Pretender (NBC) . . . . . 12	Unhapp.E.A. (The WB) . . . . . 3

# BROADCASTING & CABLE'S 6TH ANNUAL AGENCY FORECAST



## HANDICAPPING PRIME TIME

The following chart shows advertising agency consensus on share estimates and nightly averages for the six broadcast networks for the 1997-98 TV season. Shares of 10 leading agencies were averaged. Sources for the data requested confidentiality for competitive reasons. The prediction for the new season in household shares is NBC by a length over a deadlocked ABC and CBS, with UPN and The WB bringing up the rear. Not surprisingly, NBC's latest addition to its Thursday night powerhouse, Veronica's Closet, figures to be 1997-98's top newcomer. But agency experts think ABC will rebound sufficiently to win four nights of the week.

New show titles are in red; returning shows occupying a new time period are in italic; projected winner of time slot is tinted yellow.

\* New network for show

Day	Network	Share	Shows	Share	Shows	Share	Shows	Share	Shows
MONDAY	abc	19	Timecop—11	Monday Night Football—26					
	cbs	17	Cosby—17	Raymond—16	Cybill—16	George & Leo—15	Brooklyn South—18		
	NBC	15	Suddenly Susan—14	Fired Up—13	Caroline in the City—14	The Naked Truth—14	Dateline NBC—17		
	Fox	11	Melrose Place—13	Ally McBeal—9					
	UPN	5	In the House—5	Malcolm & Eddie—5	Good News—4	Sparks—4			
TUESDAY	WB	5	7th Heaven—4	Buffy, the Vampire Slayer—5					
	abc	19	Soul Man—16	Over the Top—14	Home Improvement—22	Hiller & Diller—19	NYPD Blue—22		
	cbs	15	JAG—14	Michael Hayes—15				Dellaventura—17	
	NBC	18	Mad About You—18	NewsRadio—17	Frasier—18	Just Shoot Me—16	Dateline NBC—19		
	Fox	10	Fox Night at the Movies—10						
WEDNESDAY	UPN	5	Clueless*—5	Moesha—5	Hitz—4	Head Over Heels—4			
	abc	17	Spin City—15	Dharma & Greg—14	Drew Carey—17	Ellen—16	PrimeTime Live—19		
	cbs	15	The Nanny—15	Murphy Brown—14	Bryant Gumbel—13		Chicago Hope—17		
	NBC	15	Tony Danza—12	Built to Last—11	3rd Rock fr the Sun—15	Working—13	Law & Order—18		
	Fox	13	Beverly Hills, 90210—13		Party of Five—12				
THURSDAY	UPN	5	The Sentinel—5		Star Trek: Voyager—7				
	WB	5	Sister, Sister—5	The Smart Guy—5	Jamie Foxx—5	Wayans Bros.—5			
	abc	11	Nothing Sacred—11		Cracker—10		20/20—13		
	cbs	13	Promised Land—14		Diagnosis Murder—14		48 Hours—11		
	NBC	30	Friends—27	Union Square—24	Seinfeld—32	Veronica's Closet—28	ER—35		
FRIDAY	Fox	9	Rewind—9	Between Bros.—9	413 Hope Street—9				
	abc	18	Sabrina—16	Boy Meets World—15	Genie—14	Teen Angel—14	20/20—23		
	cbs	14	Family Matters*—14	Meego—14	Gregory Hines—13	Step By Step*—13	Nash Bridges—15		
	NBC	16	Players—14		Dateline NBC—18			Homicide: Life on the Street—15	
	Fox	13	The Visitor—11		Millennium—14				
SATURDAY	abc	11	C-16: FBI—10		Total Security—11		The Practice—12		
	cbs	18	Dr. Quinn: Medicine Woman—16		Early Edition—17		Walker, Texas Ranger—20		
	NBC	13	The Pretender—12		Sleepwalkers—13		Profiler—14		
SUNDAY	Fox	11	Cops I—11	Cops II—11	America's Most Wanted—11				
	abc	16	Wonderful World of Disney—15			ABC Sunday Night Movie—16			
	cbs	20	60 Minutes—22	Touched by an Angel—20		CBS Sunday Night Movie—18			
	NBC	15	Dateline NBC—13	Men Behaving Badly—13	Jenny—12	NBC Sunday Night Movie—17			
	Fox	14	World's Funniest...—11	The Simpsons—14	King of the Hill—14	The X-Files—17			
WB	4	Nick Freno—4	Parent 'Hood—4	Steve Harvey—4	Unhappily Ever After—3	The Tom Show—3	Ocean Drive—3		



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**CARTOON  
NETWORK.**



**ER**  
NBC  
Estimated share—37  
Actual share—35

## Top 10 '96-'97 Returning Shows

\* 1996-97 mid-season replacement



fourth night of programming—Tuesday—is planned for December of this year or next January). The WB's Monday and Wednesday lineups run intact. New comedies only air from 9 to 10 p.m. Sundays. One Wednesday show, *Nick Freno: Licensed Teacher*, will move to Sundays, joining returning comedies.

Television makes its own stars but a star doesn't necessarily make a television hit, even a returning star. Kirstie Alley, Bob Newhart, Judd Hirsch, Tony Danza, David Caruso, Fred Savage, Richard Lewis, Tom Arnold and Scott Baio are returning in new shows after making their TV marks in previous seasons.

The agency survey indicates that Alley, with a 28 share, and Lewis, with a 19, are headed for a happy season. Newhart and Hirsch, teamed in *George and Leo*, and Caruso, in *Michael Hayes*, will be on the bubble in shows with projected 15 shares. Savage's *Working*, with an estimated 13 share; Danza's NBC show, with a 12, and Baio's *Rewind* on Fox, with a 9, are in the dark-horse category at best. The prediction for Arnold's *The Tom Show* on The WB is a 3, a notch lower than the fledgling network's projected average.




**Monday Night Football**  
ABC  
Estimated share—28  
Actual share—27



**Seinfeld**  
NBC  
Estimated share—32  
Actual share—32




**Fired Up**  
NBC  
Estimated share—\*  
Actual share—26



**Friends**  
NBC  
Estimated share—29  
Actual share—28

### The Newsmagazine Outlook

Title	Network	Night	Time Period	Est. Share
Dateline	NBC	Mon.	10-11	.17
Dateline	NBC	Tues.	10-11	.19
Bryant Gumbel	CBS	Wed.	9-10	.13
Primetime Live	ABC	Wed.	10-11	.19
20/20	ABC	Thurs.	10-11	.13
48 Hours	CBS	Thurs.	10-11	.11
Dateline	NBC	Fri.	9-10	.18
20/20	ABC	Fri.	10-11	.23
60 Minutes	CBS	Sun.	7-8	.22
Dateline	NBC	Sun.	7-8	.13



**60 Minutes**  
CBS  
Estimated share—23  
Actual share—23



**Naked Truth**  
NBC  
Estimated share—\*  
Actual share—27



**Home Improvement**  
ABC  
Estimated share—25  
Actual share—22



**Suddenly Susan**  
NBC  
Estimated share—28  
Actual share—27



**Touched By An Angel**  
CBS  
Estimated share—19  
Actual share—21

Among other nuggets found in this year's forecast: Monday, 10-11 p.m., is one of the more competitive time periods because *Monday Night Football* will bridge Steven Bochco's new *Brooklyn South* for CBS and the new *Dateline NBC* are going head-to-head.

It's a seesaw night on Wednesday for NBC. The survey estimates that *3rd Rock from the Sun*, moved from Sunday night, will rise 4 points above the new comedy *Built to Last*'s 8:30-9 slot, while the returning *Law & Order* will jump 5 points from its lead-in, the Fred Savage comedy vehicle *Working*.

ABC's new edition of *20/20* on Thursday night is given only a 13 share in the forecast (opposite *ER*), compared with the returning Friday edition's 23 share estimate.

The lowest forecast for a new NBC show is for the African-American comedy *Built to Last*, with an 11. *The Tony Danza Show*, which has the star returning to sitcom TV as a sportswriter raising two daughters, is predicted to score a 12 share.

The unprecedented 10 news magazines, including new editions of *Dateline NBC* and ABC's *20/20*, as well as the new *The Bryant Gumbel Show* on CBS, will average a 17 share, a solid number.

*Timecop* from Universal, ABC's football companion on Monday nights, is a projected 11 share performer, 15 less than its lead-out.

Bob Newhart and Judd Hirsch, returning to the sitcom scene in *George & Leo*, support the end of the CBS Monday night comedy block

# How 1996-97's New Shows Fared vs. Agency Forecast

Network Show	Actual Share	Estimated Share
--------------	--------------	-----------------

## ABC

Dangerous Minds	11	12
Life's Work	15	18
Spin City	18	24
Townies	13	12
Sabrina the Teenage Witch*	17	16
Clueless	15	16
Common Law	9	13
Relativity**	10	14

## CBS

Cosby	18	20
Ink	15	18
Promised Land	14	10
Pearl	15	15
Public Morals	8	11
EZ Streets	10	11
Moloney	12	9
Everybody Loves Raymond***	13	14
Mr. & Mrs. Smith	13	13
Early Edition	16	16

## Fox

Party Girl	7	6
Lush Life	6	6
Millennium	12	17
Love & Marriage	7	8

## NBC

Mr. Rhodes	11	14
Something So Right	15	18
Men Behaving Badly	12	14
Suddenly Susan****	27	28
Dark Skies	10	11
The Pretender	13	12
Profiler	14	14

## UPN

Malcolm & Eddie	5	3
Goode Behavior	4	4
Sparks	4	4
Homeboys in Outer Space	5	3
The Burning Zone	4	3

## The WB

Steve Harvey Show	4	4
Nick Freno	5	4
Jamie Foxx Show	5	3
7th Heaven	4	3
Life with Roger	3	3

\* 18 for three airings as an 8:30 show  
 \*\* 11 on Saturdays  
 \*\*\* 12 on Fridays  
 \*\*\*\* 28 for 13 airings as a 9:30 show

of *Cosby*, *Everybody Loves Raymond* and *Cybill*. Police drama *Brooklyn South* tops the night for CBS with a predicted 18 share in what used to be the *Chicago Hope* slot.

The addition of David Caruso (*Michael Hayes*) and Danny Aiello (*Dellaventura*) to the CBS Tuesday night lineup, according to the forecast, will not be enough to outpace ABC's 9-11 schedule of *Home Improvement*, *Hiller & Diller* and *NYPD Blue*.

ABC sophomore *Spin City*, an adult-audience show in a new early-evening time period, Wednesday at 8, will battle *The Nanny* on CBS for the time slot win. *Spin* will give the new *Dharma and Greg* sitcom a sufficient lead-in to compete with CBS's returning *Murphy Brown*.

According to the agencies, *Chicago Hope*, in its new Wednesday 10 p.m. time period, will be beaten by both ABC's *PrimeTime Live* and the veteran *Law & Order* on NBC.

ABC is in for a tough Saturday night with its lineup of *C: 16 FBI*, *Total Security* and *The Practice*, three hour-dramas. They will compete, not with CBS and NBC for the nightly win, but with Fox for third place.

Thursday and Friday nights will see the most new shows, with seven each night. The Thursday schedule includes four new comedies and three new dramas. Five comedies and two dramas debut on Friday.

No comedies are scheduled for Saturday, but the night will have three new dramas. The score for new series on Wednesday is comedy four, drama zero.

Last season may be remembered best for the end of network runs of five long-running sitcoms: *Coach* and *Roseanne* on ABC, *Married With Children* and *Martin* on Fox and *Wings* on NBC. The season also was marked by ABC losing 13% of its audience and the Big 4 networks collectively losing 6%. NBC took its 10th consecutive sweeps victory. During the February sweeps, the peacock network aired theatrical feature "Schindler's List," which proved to be the highest-rated movie on TV since "Jurassic Park," another Steven Spielberg movie smash, aired during the May sweeps two years earlier.

What will distinguish the upcoming season? The introduction of new prime time viewing nights by UPN and The WB; the continuing dominance of sitcoms as prime time's most popular genre, and maybe NBC's attempt to challenge the reigning CBS Monday comedy block with one of its own. ■

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# technology

## *Special Report: Weather Systems*

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## *Special Report: Weather Systems*

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# features

## ABC angling for long-term deals

*Perpetual licenses would keep hit shows from straying*

By Lynette Rice

**A**s ABC looks to revamp the way it renegotiates license fees for hit shows, Disney Television is preparing the creative community for long-term deals with the network.

Disney TV—on its way to becoming the in-house production unit for Disney-owned ABC—is asking show creators to pre-approve a perpetual license with the network, quashing any future chances to peddle hit shows elsewhere if bargaining talks break down in the fourth or fifth year, sources say. Successful renegotiations are relied upon to resolve steep show deficits.

Creators "ride the profit garnered by the production company. Disney's own greed keeps them honest," says one

agency source. "But when it makes a deal with ABC, it's the same company. They are no longer motivated to extract as much."

Skyrocketing license fees this development season had already prompted ABC to request renegotiation with studios after five years rather than the standard four. Lengthening the time between renegotiation means putting off—for one more year at least—the inevitable cost increases of a hit show. The studios balked at the last-minute request this year but saw it as a warning for what's to come next season. Other networks are expected to make similar requests.

Some believe the Disney contract demand is in response to the recent lawsuit filed against the studio by Wind



*Wind Dancer and Disney went to court over 'Home Improvement' renegotiations.*

Dancer Productions. The suit alleges that Disney didn't act in good faith when renegotiating *Home Improvement's* deal with ABC. Yet other industry sources

## Povich's new show cleared in 20 of top 25

Universal Television Enterprises has wasted little time in clearing its version of the Maury Povich show, which will debut in fall 1998.

Since the reported \$10 million-a-year deal with Povich was struck in May, Universal has cleared the soon-to-be named show in 20 of the top 25 markets. Povich's current show, distributed by Paramount Domestic Television, will continue under the Paramount flag for one more season.

Universal officials say multiyear deals with station groups representing 56% of the nation were signed within a month of Povich's move. Steve Rosenberg, Universal's head of sales, says 90% of stations cleared for Povich's new show run the current version.

"We thought the right thing to do would be to go to the incumbent stations first and that's what we did," Rosen-



*The new Povich show has many of the old show's affiliates on board.*

take out the clutter and quicken up the pacing like we've done for other shows we've acquired," he says. "Probably just a little fine tuning overall." —JS

berg says. "I'm one who believes if it already works in one place, why change it?"

Povich will continue to be carried on WNBC(TV) New York, WGN-TV Chicago and KCAL(TV) Los Angeles. Sources say Universal was looking for \$40,000-\$50,000 weekly cash license fees for the show in the big three markets. Financial terms of the deals were not released.

During the May 1997 sweeps, *The Maury Povich Show* showed gains in household ratings. It went from a 3.1 Nielsen rating/13 share in 1996 to a 3.5/15 in 1997.

As for changes in Povich's show after the transition in 1998, Rosenberg says there won't be too many: "We'll probably

defend the studio, saying long-term deals are not a new concept in the absence of the financial interest and syndication rules.

"This is not a heavy-handed thing on the part of the studio...it sort of lets everyone agree now to a concept as to

how the true value [of a show] can be measured when it gets down to the end of a normal term," says one high-ranking network executive in business affairs. "It makes eminent sense.

"I'm not shocked it is happening," the source continues. "There are very

few shows that have become instant hits. *Seinfeld* was not a hit in the first year. It takes longer to get to a position where a show is a certifiable hit; and meanwhile, the networks are making all of the investments in the first couple of years." ■

# Twentieth signs More-Medavoy, Levitan

Studio gains access to acting, producing talent

By Lynette Rice

**T**wentieth Century Fox TV—the leading supplier of prime time network dramas for the 1997-98 season—made significant strides last week in talent acquisition and series development.

The Sandy Grushow-led studio signed a first-look deal with the More-Medavoy management company, which boasts a talent pool of Laura San Giacomo, Jonathan Silverman, Jason Bateman, David Schwimmer, Tisha Campbell and Marlee Matlin, among others.

Although not a part of the deal, 20th Century Fox TV had already chosen More-Medavoy client Jenna Elfman for its ABC sitcom *Dharma & Greg*, which debuts next fall. The

management company headed by Erwin More and Brian Medavoy also signed client Ryan Reynolds to the studio's *Two Guys, A Girl and a Pizza Place*, a midseason sitcom for Fox.

In other moves, Grushow boosted his roster of writers/producers by signing Steven Levitan, creator of NBC midseason show *Just Shoot Me*.

to an exclusive, multiyear development deal. Levitan—a fair-haired producer at NBC after Entertainment President Warren Littlefield asked him to take over temporarily as show runner on the struggling *Men Behav-*

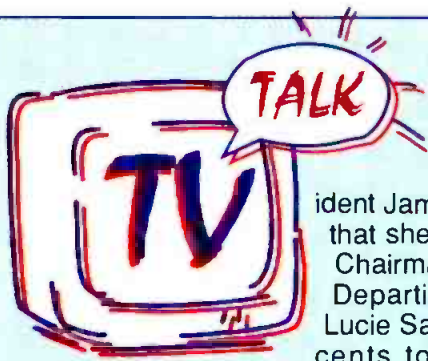


Sandy Grushow is beefing up his talent pool.

ing *Badly* last season—will remain on the Brillstein-Grey show through early 1999 and then serve as a consultant for another two years.

Levitan had been in a two-year arrangement with Brillstein-Grey, but signed with 20th Century Fox TV for a deal that begins in June 1998. Levitan's credits also include co-executive producer on *Frasier* and *The Larry Sanders Show*.

Twentieth Century Fox TV's team of producers/writers includes Chris Carter, David E. Kelley and Glen Morgan and James Wong on the drama side, and Chuck Lorre, Danny Jacobson and Tom Gammill and Max Pross in comedy. ■



## Salhany to Tarses: Stay

Should ABC Entertainment President Jamie Tarses quit, now that she has a new boss in Chairman Stu Bloomberg? Departing UPN President Lucie Salhany gave her two cents to reporters at the

annual press tour gathering last week in Pasadena, Calif. "I'd hate to see her not be there. Then you get into the issue of no real diversity in any of the networks...and that's frightening." Salhany leaves her post in September but will remain on the network's operating board. In programming news, UPN executives promised more tweaks for *Hitz*—the comedy starring Andrew Dice Clay—and for *Head over Heels*, which centers on a dating service in Miami.

## ABC goes to the movies

ABC snagged a \$50 million-plus, 13-movie package from Sony that includes the recent release "My Best Friend's Wedding," starring Julia Roberts, and the action film "Air Force One," starring Harrison

Ford and premiering July 25. Bids came in from the Big Four networks, with ABC paying the top price. The price could increase if "Air Force One" succeeds at the box office, a source close to the negotiations says. Another film in the package is "The Fifth Element," starring Bruce Willis.

## Paramount gets Behr

Producer and author Ira Steven Behr signed a three-year overall deal to develop drama series and long-form projects for the network TV division of Paramount. Behr currently is executive producer on Paramount's syndicated *Star Trek: Deep Space Nine*.

## WB reups Daniels, signs Litvack

The WB's Susanne Daniels has signed on for another four years and has earned the new title of executive vice president, programming. Daniels—on board since the network's creation—has been instrumental in developing shows that include *Buffy, the Vampire Slayer*. In other programming moves, The WB tapped John Litvack to be senior vice president of current programming. Litvack, senior vice president of network TV at Walt Disney TV since 1995, developed The WB's *Smart Guy*, among other shows. —LR

# Growth spurt

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

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

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

**Special Report: Children's Programming**  
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## 'Viper' shooting in Vancouver

Paramount Television has begun filming another season of its high-tech action series *Viper*. Twenty-two episodes of the one-hour weekly are being shot at a new production facility in Vancouver, B.C. The facility was transformed from a Molson Brewery plant to a specially designed production house for *Viper* and UPN's *The Sentinel*.

## 'Roseanne' sells in U.S., New Zealand

King World Productions has cleared *Roseanne* on WXYZ-TV Detroit; KSHB-TV Kansas City, Mo.; WSMV-TV Nashville, and WNEM-TV Bay City/Flint, Mich. The new talk show is now cleared in seven of the top 10 markets, representing more than 30% of the country. King World International also locked up its first overseas deal for *Roseanne* with TV 3 New Zealand. The show will air as a one-hour strip in the U.S. and internationally. It debuts in the U.S.

### NSS POCKETPIECE

Top ranked syndicated shows for the week ending June 22, as reported by Nielsen Media Research. Numbers represent average audience/stations/% coverage.

1. Wheel of Fortune	9.9/230/99
2. Jeopardy!	8.3/224/99
3. Home Improvement	7.5/231/99
4. Seinfeld	6.7/227/97
5. Oprah Winfrey Show	6.6/235/99
6. Simpsons	5.9/206/96
7. Xena: Warrior Princess	5.2/224/98
8. Entertainment Tonight	5.1/187/95
9. Wheel of Fortune-wknd	4.9/187/84
10. Buena Vista III	4.6/200/96
11. Hercules, Journeys of	4.5/228/98
11. Star Trek: Deep Space Nine	4.5/229/97
13. Montel Williams Show	4.4/195/97
14. Rosie O'Donnell Show	4.3/227/99
15. Home Improvement-wknd	4.1/221/98

in fall 1998 and overseas in 1999.

## IMG buys GGP

International Management Group has purchased the majority assets of Golden Gate Productions. The deal includes GGP's distribution and event marketing arms, as well as its library. TWI acquires seven made-

for-TV events, including a handful of ski series, the Lifetime Women's Triathlon and the Swatch AVP Open. The two companies have collaborated on several syndication projects in the past, including *The Miss World Beauty Pageant*.

## Want fries with that?

Scott Entertainment and Central Entertainment Network have cleared *Burger Town* on PBS stations in Los Angeles, New York, Milwaukee and St. Louis. The one-hour documentary looks into postwar hamburger restaurants in and around Los Angeles. *Burger Town* features a rare interview with Richard J. McDonald, founder of the McDonald's fast food chain. Vintage burger commercials and the world's largest collection of hamburger memorabilia also are featured.

## Minority health sparks news syndication

Television newscasters have a new option for health coverage, this time geared specifically toward a minority audience. The Ethnic Health Network (EHN), a production of VNR-1, Video Public Relations Inc., will provide one- to two-minute health news packages with supporting footage three times weekly to affiliate newscasters. The pieces are targeted to African-American, Hispanic and Asian audiences. Jack Trammel, VNR-1 president, says the service will focus on diseases to which minorities are particularly susceptible, such as hypertension and breast cancer. VNR-1, a video production and syndication company based in Texas, syndicates another health news program, *The Sixty-Second House Call* with Dr. Bob Lanier. EHN expects to begin service on Oct. 1.

## 'Travel Update' returns

News Travel Network's half-hour news magazine *Travel Update* has been renewed for the eighth consecutive season. Top stations carrying the show include KGO-TV San Francisco, WMAQ-TV Chicago and WPLG(TV) Miami. *Travel Update*, which is cleared in 92 markets, features consumer trends and travel tips.—JS

## WTBS enrolls in 'Police Academy'

Superstation WTBS(TV) Atlanta continued its pursuit of comedy programming with its acquisition last week of *Police Academy: The Series*. Based on the hit movies that have played on WTBS for years, the series will debut in October.

The superstation will air the one-hour action/comedy (distributed by Warner Bros. Domestic Television) on Sunday mornings. Financial terms of the deal were not disclosed, but WTBS reportedly made a one-year commitment to the series.

The show already has been cleared on the Fox O&Os and has 90% clearance across the nation, Warner Bros. officials

say. *Police Academy* episodes will run in syndication two weeks before they air on WTBS.

"The creators and producers of all seven 'Police Academy' movies are behind this project," says WTBS President Bill Burke. "The movies have always been great performers for us."

*Police Academy: The Series* will be very similar to the movies, following a group of police cadets on their way to becoming full-fledged officers. Michael Winslow, who has appeared in all seven films, will be a *Police Academy* mainstay. He is the only lead actor to appear both in the films and in the series.

*Police Academy* comes on the heels of WTBS's acquisitions of such off-network comedies as *Moehsa*, *The Parent 'Hood* and *The Drew Carey Show*. —JS





# Broadcasting & Cable PEOPLE'S CHOICE Ratings according to Nielsen June 30-July 6

KEY: RANKING/SHOW [PROGRAM RATING/SHARE] • TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED • TELEVISION UNIVERSE ESTIMATED AT 97.0 MILLION HOUSEHOLDS: ONE RATING 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 42	abc	CBS	NBC	FOX	U/P/N	WB
	<b>7.8/14</b>	<b>6.2/11</b>	<b>7.4/13</b>	<b>3.6/7</b>	<b>2.3/4</b>	<b>2.1/4</b>
MONDAY	8:00 34. ABC World of Discovery 6.2/12	25. <b>Cosby</b> 6.9/14	51. Mad About You 5.4/11	80. Mad TV Prime 3.7/7	109. In the House 2.2/4	112. 7th Heaven 2.1/4
	8:30	34. Ev Loves Raymd 6.2/12	46. Fired Up 5.6/11	100. Ruby Wax Show 2.6/5	100. Mal & Eddie 2.6/5	
	9:00	7. <b>ABC Monday Night Movie—Against Their Will</b> 8.7/15	32. Cybill 6.4/11	32. Caroline in/City 6.4/11	80. Married...w/Chld 3.7/7	108. Sparks 2.3/4
	9:30		44. Murphy Brown 5.8/10	25. Suddenly Susan 6.9/12	67. Married...w/Chld 4.4/7	114. Goode Bhvr 2.0/3
	10:00		41. Chicago Hope 5.9/10	3. <b>Dateline NBC</b> 10.0/17		
10:30						
TUESDAY	8:00	<b>7.1/13</b>	<b>6.9/13</b>	<b>8.1/15</b>	<b>4.5/9</b>	<b>2.4/5</b>
	8:30	51. Roseanne 5.4/11	31. Promised Land 6.5/13	30. Mad About You 6.6/13	66. Fox Tuesday Night Movie—Deadly Invasion: The Killer Bee Nightmare 4.5/9	106. Moesha 2.4/5
	8:30	34. Grace Undr Fire 6.2/12		45. Naked Truth 5.7/11		109. Soc Studies 2.2/4
	9:00	11. Home Imprvmt 8.6/16	21. CBS Tuesday Movie—Robin Cook's 'Harmful Intent' 7.1/13	17. Frasier 7.4/14		*09. In the House 2.2/4
	9:30	13. Spin City 7.8/14		21. Caroline in/City 7.1/13		94. In the House 2.8/5
10:00	17. NYPD Blue 7.4/13		1. <b>Dateline NBC</b> 10.9/20			
10:30						
WEDNESDAY	8:00	<b>6.8/13</b>	<b>6.7/13</b>	<b>5.7/11</b>	<b>4.5/9</b>	<b>2.5/5</b>
	8:30	69. Senior Prom 4.3/9	34. The Nanny 6.2/13	61. NewsRadio 4.8/10	51. Busted on the Job 5.4/11	102. The Sentinel 2.5/5
	8:30		41. Ev Loves Raymd 5.9/12	61. Wings 4.8/10		97. Sister, Sist 2.7/6
	9:00	34. Drew Carey 6.2/12	25. CBS Wednesday Movie—The Odd Couple: Together Again 6.9/13	51. Wings 5.4/10	82. Pacific Palisades 3.6/7	94. Parent'Hood 2.8/6
	9:30	29. Ellen 6.8/13		48. Chicago Sons 5.5/10		102. Star Trek: Voyager 2.5/5
10:00	5. <b>PrimeTime Live</b> 9.7/18		24. Law & Order 7.0/13		92. Jamie Foxx 2.9/6	
10:30					87. Wayans Bro 3.2/6	
THURSDAY	8:00	<b>5.2/11</b>	<b>6.4/13</b>	<b>8.5/18</b>	<b>3.6/8</b>	
	8:30	67. High Incident 4.4/10	21. Diagnosis Murder 7.1/16	15. Friends 7.5/17	82. Fox Movie Special—Avalanche 3.6/8	
	8:30			15. Men Bhvg Badly 7.5/16		
	9:00	70. Vital Signs 4.2/9	40. Moloney 6.0/13	6. <b>Seinfeld</b> 9.6/20		
	9:30			7. <b>Suddenly Susan</b> 8.7/18		
10:00	25. Turning Point 6.9/14	41. 48 Hours 5.9/12	7. <b>ER</b> 8.7/18			
10:30						
FRIDAY	8:00	<b>5.0/14</b>	<b>3.4/9</b>	<b>4.6/13</b>	<b>2.4/7</b>	
	8:30	75. Step by Step 4.0/12	94. What's Right With America 2.8/8	61. Unsolved Mysteries 4.8/14	102. Sliders 2.5/7	
	8:30	75. <b>Boy Meets World</b> 4.0/12				
	9:00	78. Sabrina/Witch 3.8/11	87. JAG 3.2/9	46. Dateline NBC 5.6/15	106. Sliders 2.4/6	
	9:30	86. Clueless 3.5/9	70. Nash Bridges 4.2/11	87. Profiler 3.2/8		
10:00	17. 20/20 7.4/19					
10:30						
SATURDAY	8:00	<b>3.2/7</b>	<b>5.5/13</b>	<b>4.7/11</b>	<b>4.7/11</b>	
	8:30	78. Family Matters 3.8/10	70. Dr. Quinn, Medicine Woman 4.2/10	70. The Pretender 4.2/10	70. Cops 4.2/11	
	8:30	82. Hangin' w/Mr. C 5.0/12			58. Cops 5.0/12	
	9:00	87. Dangerous Minds 3.2/7	61. Early Edition 4.8/11	58. NBC Saturday Night Movie—Heart and Souls 5.0/11	61. When Disasters Strike 4.8/11	
	9:30					
10:00	92. Spy Game 2.9/6	14. Walker, Texas Ranger 7.6/17				
10:30						
SUNDAY	7:00	<b>4.6/9</b>	<b>9.5/18</b>	<b>7.0/14</b>	<b>5.5/11</b>	<b>2.1/4</b>
	7:30	87. Second Noah 3.2/7	2. <b>60 Minutes</b> 10.7/24	48. Dateline NBC 5.5/12	82. TV's All-Time #1s 3.6/8	117. Nick Freno 1.4/3
	8:00	75. Am Fun Hm Vid 4.0/8	4. <b>Touched by an Angel</b> 9.8/19	34. 3rd Rock fr/Sun 6.2/13	48. The Simpsons 5.5/11	116. Parent'Hood 1.6/3
	8:30	60. Am Fun Hm Vid 4.9/9		51. NewsRadio 5.4/10	51. King of the Hill 5.4/10	115. Steve Harvey 1.9/4
	9:00					102. Steve Harvey 2.5/5
	9:30	57. ABC Sunday Night Movie—Family Pictures, Part 1 5.3/9	7. <b>CBS Sunday Movie—Awakenings</b> 8.7/16	12. NBC Sunday Night Movie—The Ultimate Lie 8.4/15	20. The X-Files 7.3/13	97. Unhap Ev Af 2.7/5
	10:00					97. Wayans Bros 2.7/5
10:30						
WEEK AVG	<b>5.6/12</b>	<b>6.5/13</b>	<b>6.6/14</b>	<b>4.2/9</b>	<b>2.4/5</b>	<b>2.3/5</b>
STD AVG	<b>8.8/15</b>	<b>9.3/16</b>	<b>10.2/17</b>	<b>7.2/12</b>	<b>3.1/5</b>	<b>2.5/4</b>

# 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  \$550,000  1  
 Combos  \$58,600,000  6  
 FMs  \$38,033,206  10  
 AMs  \$1,899,616  11  
 Total  \$99,082,822  28

### SO FAR IN 1997:

TVs  \$3,732,038,000  59  
 Combos  \$5,660,234,904  182  
 FMs  \$1,502,296,004  221  
 AMs  \$193,270,511  122  
 Total  \$11,087,839,419  587

### SAME PERIOD IN 1996:

TVs  \$3,681,793,896  56  
 Combos  \$3,878,373,579  207  
 FMs  \$1,360,976,453  236  
 AMs  \$125,734,405  127  
 Total  \$9,046,878,333  626

Source: BROADCASTING & CABLE

## TV

### WELU(TV) Aguadilla, P.R.

Price: \$550,000

Buyer: Iglesia Pabellon de la Victoria Movimiento Iglesias de Fe Inc., Hormigueros, P.R. (Hector Rafael Perez, president/33.3% owner); no other broadcast interests

Seller: Healthy Christian Family Media Inc., Mayaguez, P.R. (Norman Gonzalez Rivera, president)

Facilities: Ch. 32, 9.33 kw visual, 933 kw aural, ant. 971 ft.

Affiliation: Independent

## COMBOS

### WAGG(AM)-WENN(FM)\* Birmingham, WBHK(FM) Warrior/Birmingham and WBHJ(FM) Tuscaloosa, Ala.

Price: \$32 million (\$17 million for WBHJ-FM, WBHK-FM; \$15 million for WAGG-WENN)

Buyer: Cox Broadcasting Inc., Atlanta (Robert F. Neil, president, Cox Radio Inc.); owns wzzk-AM-FM and wodl-FM Birmingham. Cox owns/is buying nine TVs, 32 FMs and 17 AMs in 12 markets.

Sellers: ■ WAGG-WENN: Booker T. Washington Broadcasting Service Inc., Birmingham (Kirwood R. Balton,

president); no other broadcast interests ■ WBHJ-FM, WBHK-FM: H and P Radio LLC, Las Vegas (H. Carl Parmer, Cecil Heftel, co-owners); is buying WTNW(AM) Tuscaloosa, Ala. Heftel and Parmer own 90% of WDBB-TV Bessemer/Tuscaloosa, Ala. Facilities: WAGG: 1320 khz, 5 kw day, 111 w night; WENN: 107.7 mhz, 100 kw, ant. 1,237 ft.; WBHK: 98.7 mhz, 6 kw, ant. 328 ft.; \*WBHJ: 95.7 mhz, 100 kw, ant. 981 ft.

Formats: WAGG: gospel; WENN: urban contemporary; WBHK: urban AC; WBHJ: CHR

Brokers: WAGG-WENN: Sailors and Associates (seller); WBHJ, WBHK: Media Venture Partners (buyer)

\*Since this deal occurred, Cox has assigned right to purchase WENN-FM to another buyer (see item, below)

### WBNR(AM)-WSPK(FM) Beacon/Poughkeepsie, N.Y.

Price: \$14 million

Buyer: Albany Broadcasting Co. Inc., Albany, N.Y. (James J. Morrell, president/owner); owns WROW(AM), WPTR-FM, WYJB-FM and WFLY-FM Albany and WLNA(AM)-WHUD(FM) Peekskill, N.Y.

Seller: Enterprise Media Partners, Toledo, Ohio (Edward Rogoff, president); owns WMXW-FM, WMRV-FM and WENE(AM) Binghamton, N.Y.

Facilities: AM: 1260 khz, 1 kw; FM: 104.7 mhz, 7.4 kw, ant. 1,250 ft.

Formats: AM: talk, sports; FM: CHR  
 Broker: Blackburn & Co.

### KXIC(AM)-KKRQ-FM Iowa City, Iowa

Price: \$8 million

Buyer: Jacor Communications Inc., Cincinnati (Randy Michaels, CEO; Zell/Chilmark Fund LP, 70% owner; Dave Crawl, president, Radio Division); owns one TV station; owns/is buying/acquiring 92 FMs and 54 AMs.

Seller: Thomas E. Ingstad, Orono, Minn.; owns/is buying/acquiring eight FMs and four AMs

Facilities: AM: 800 khz, 1 kw day, 199 w night; FM: 100.7 mhz, 100 kw, ant. 981 ft.

Formats: AM: news & info; FM: '50s, '60s, '70s

Broker: Chapin Enterprises

### WDSC(AM)-WEGX(FM) Dillon, S.C.

Price: \$3.5 million

Buyer: Root Communications Ltd., Daytona Beach, Fla. (James L. Devis, president; Susan S. Root Revocable Trust, owner); owns/is buying WJAR-FM, WJMX(AM)-WJMX-FM, WSQN(FM) Florence and WGSS(FM), WGTR(FM), WXXM(FM) and WWSK(FM) Myrtle Beach, S.C. Root owns/is buying one TV, 16 FMs and five AMs.

# CENTENNIAL BROADCASTING

has acquired

# KJUL-FM | KQOL-FM

Las Vegas, Nevada

from

SYNDICATED COMMUNICATIONS

from

AGM-NEVADA, LLC

Bob Cox, VP, St. Louis (314)458-4780

represented the seller | represented the buyer



# Satterfield & Perry, Inc.

Media Brokers Appraisers Consultants

Philadelphia • Denver • Tampa Bay • Kansas City • St. Louis • Portland • Baltimore

**Seller:** Beasley Broadcast Group, Naples, Fla. (George G. Beasley, president/owner); owns/is buying 17 FMs and nine AMs  
**Facilities:** AM: 800 khz, 1 kw day, 382 w night; FM: 92.9 mhz, 100 kw, ant. 1,080 ft.  
**Formats:** AM: sports; FM: country  
**Broker:** Stan Raymond and Associates Inc.

**WFKY(AM)-WKYW(FM) Frankfort, Ky.**  
**Price:** \$675,000

**Buyer:** Purchase Broadcasting Inc., Paducah, Ky. (Robert Lee Hagan, president/owner). Hagan owns 40% of WKED-AM-FM Frankfort and 35.9% of WCND(AM)-WTHQ(FM) Shelbyville, Ky.  
**Seller:** Radio Enterprises Inc., Ashtabula, Ohio (David C. Rowley, president/minority owner); owns WFUN(AM)-WREO-FM Astabula  
**Facilities:** AM: 1490 khz, 1 kw; FM: 104.9 mhz, 3 kw, ant. 300 ft.  
**Formats:** AM: full-serice; FM: classic rock

**Swap of WMCB(AM)-WCBK-FM Martinsville and WKBV(AM)-WFMG(FM) Richmond, Ind.**

**Value:** At least \$425,000  
**Swapper, wkbv-wfmg:** Mid-America Radio Group Inc., Martinsville (David C. Keister, president/owner); owns WBAT(AM) Marion, WKBV(AM)-WFMG(FM) Richmond and WCJC(FM) Van Buren, all Ind. Keister owns WIUO(AM)-WZWZ(FM) Kokomo, WARU-AM-FM Peru and WHZR(FM) Royal Center, Ind.; 49% of WVNI(FM) Nashville, Ind.  
**Swapper, wmcB-wcbk-fm:** Rodgers Broadcasting Corp., Martinsville, Ind. (David A. Rodgers, president); owns WCNB(AM)-WIFE(FM) Connersville, Ind., and WOFR(AM)-WCHO-FM Washington Court House, Ohio. David Rodgers owns WBML(AM) Macon, Ga.  
**Facilities:** WMCB: 1540 khz, 500 w day; WCBK-FM: 102.3 mhz, 3 kw, ant. 300 ft.; WKBV: 1490 khz, 1 kw; WFMG: 101.3 mhz, 50 kw, ant. 280 ft.  
**Formats:** WMCB, WCBK-FM: C&W; WKBV: MOR; WFMG: AC

**RADIO: FM**

**Right to buy WENN(FM) Birmingham, Ala.**

**Price:** \$14.5 million  
**Buyer:** Dick Broadcasting Co., Knoxville, Tenn. (James A. Dick Jr., C. Arthur Dick, Emily D. McAlister, each 30% owners); owns wxvo(FM) Oliver Springs/Knoxville, Tenn.; is buying wnox(FM) Loudon, Tenn.  
**Seller:** Cox Broadcasting Inc. (see "Combo" item, above)  
**Facilities:** See above

**Format:** See above

**WDCU(FM) Washington**

**Price:** \$13 million  
**Buyer:** Community Resource Educational Association Inc., Camarillo, Calif. (Stuart W. Epperson and Edward G. Atsinger III, each 25% owner). Brothers-in-law Atsinger and Epperson co-own Salem Communications Corp., which owns/is buying 15 FMs and 27 AMs. Atsinger and Epperson also control WAVA(FM) Arlington, Va./Washington  
**Seller:** University of the District of Columbia, Washington  
**Facilities:** 90.1 mhz, to be 50 kw, ant. 450 ft.

**Format:** Noncommercial jazz

**WWKZ-FM New Albany, Miss. (to be Como, Miss./Memphis, Tenn.)**

**Price:** \$6.3 million  
**Buyer:** Barnstable Broadcasting Inc., Newton, Mass. (David Gingold, president); owns WGKX(FM) and WSRR-FM Memphis. Barnstable owns/is buying nine FMs and four AMs.  
**Seller:** Radio South, Tuscaloosa, Ala. (Houston Pearce, owner); owns WTSK(AM)-WTUG(FM) Tuscaloosa, Ala., and WFFX(AM)-WJDQ(FM) Meridian, Miss.  
**Facilities:** 103.5 mhz, 100 kw, ant.

1,004 ft.

**Format:** CHR

**Broker:** Gary Stevens (seller)

**WSWZ(FM) Lancaster, Ohio**

**Price:** \$1.7 million  
**Buyers:** Janice M. and George F. Scantland III, Dublin, Ohio. Janice is managing member of wjz(FM) Richwood, Ohio.  
**Sellers:** John F. Garber, Richard J. Schorr, Carl C. Heister, Lancaster  
**Facilities:** 103.5 mhz, 6 kw, ant. 328 ft.  
**Format:** Oldies

**WPZZ(FM) Franklin, Ind.**

**Price:** \$1.5 million  
**Buyer:** Pilgrim Communications LLC and Alliance Broadcasting Group Inc. (each 50% owner), Indianapolis. Pilgrim (P. Gene Hood, 95% owner) owns wxlw(AM) Indianapolis. Hood owns 20% of wfvT(tv) Rock Hill, S.C. Alliance (Joseph F. Newman, president/10% owner) owns wlus(AM) Gainesville and wqsa(AM) Sarasota, Fla.; is buying wdjy(FM) Trenton, Fla.  
**Seller:** Willis Broadcasting Corp., Norfolk, Va. (L.E. Willis Sr., president/owner). Willis and L.E. Willis own/are buying seven FMs and 19 AMs.  
**Facilities:** 95.9 mhz, 3 kw, ant. 300 ft.  
**Format:** Inspirational

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**Price:** \$492,500  
**Buyer:** Fun Media Group Inc., St. Louis (Susan E. McKenney, Louis M. Anzek, co-owners)  
**Seller:** Williams Broadcasting Corp., Arab (Charles A. Williams, president); no other broadcast interests  
**Facilities:** 92.7 mhz, 3 kw, ant. 670 ft.  
**Format:** AC  
**Broker:** Thorburn Co. Inc. (seller)

**KMTB(FM) Murfreesboro, Ark.**

**Price:** \$265,000  
**Buyer:** PAG Broadcasting Inc., Nashville (Annie Nell Gathright, president/55% owner)  
**Seller:** Penn/Lee Broadcasting Inc., Hope, Ark. (Gregory Bobo, principal); no other broadcast interests  
**Facilities:** 99.5 mhz, 20.5 kw, ant. 358 ft.  
**Format:** C&W

**WKKN(FM) Cordele, Ga.**

**Price:** \$173,000  
**Buyer:** Metro Com Corp., Hawkinsville, Ga. (James Popwell Sr., president)  
**Seller:** Radio Cordele Inc., Indianapolis (John Wesley Brooks, principal). Brooks owns WHKN(FM) Milan, Ga.  
**Facilities:** 98.3 mhz, 3 kw, ant. 300 ft.  
**Format:** Country

**Construction permit for WACJ(FM) Bowman, S.C.**

**Price:** \$55,100  
**Buyer:** Boswell Broadcasting LLC, Rowesville, S.C. (Donald J. Alt, Kerby E. Confer, each 35% owner). Alt and Confer each own 40% of Forever Broadcasting LLC (see item, below). Alt has interest in WYRD(AM)-WFBC-FM Greenville and WORD(AM) Spartanburg, S.C.  
**Seller:** Radio Bowman Inc., Ladson, S.C. (Sam Felkel, president); no other broadcast interests  
**Facilities:** 94.5 mhz, 3 kw, ant. 328 ft.

**CP for new FM in Omak, Wash.**

**Price:** \$47,606  
**Buyer:** North Cascades Broadcasting Inc., Omak (Russell Brantner, VP/56% owner); owns KOMW-AM-FM Omak  
**Seller:** John P. Andrist, Omak (44% owner of buyer)  
**Facilities:** 104.3 mhz

**RADIO: AM**

**WSTU(AM) Stuart, Fla.**

**Price:** \$600,000  
**Buyer:** Resort Radio Systems Inc., Stuart (Barry G. Marsh, David Pommerance, co-owners); no other broadcast interests  
**Seller:** MMM Broadcasting Inc., Boca Raton, Fla. (Howard S. Goldsmith,

VP). Goldsmith and his wife Susan own WSR(AM) Boca Raton and WMLZ(AM)-WJBW(FM) Jupiter/Stuart, Fla.; have interests in WSR(AM) and WWNN(AM) Pompano Beach, Fla.  
**Facilities:** 1450 khz, 1 kw  
**Format:** Oldies

**KULA(AM) Honolulu**

**Price:** \$450,000  
**Buyer:** NPR Hawaii IV LP, San Francisco (Randall D. Smith, president/97% owner of 99% equity limited partner NPR Holdings LLC). NPR Holdings owns KPTY(FM) Phoenix and KRTR(FM) Kailua, Hawaii; is buying KGMZ(FM) Aiea, Hawaii; has TBA with option to buy KRIM(FM) Phoenix  
**Seller:** Mt. Wilson FM Broadcasters Inc., Los Angeles (Saul Levine, president); owns KGIL(AM) Beverly Hills, KNOB(AM) Costa Mesa, KKGO-FM Los Angeles and KKHI-AM-FM San Rafael, all Calif.  
**Facilities:** 1460 khz, 5 kw  
**Format:** AC

**KIEZ(AM) Carmel Valley, Calif.**

**Price:** \$250,000  
**Buyer:** Robert Jones, Lemoore, Calif.  
**Seller:** Central Coast Communications Inc., Chula Vista, Calif. (Jaime Bonilla Valdez, president)  
**Facilities:** 540 khz, 10 kw d, 500 w n  
**Format:** Dark

**KQAM(AM) Wichita, Kan.**

**Price:** \$250,000  
**Buyer:** Agape Communications Inc., Bridgeton, Mo. (Don Clifford, president/joint 33.% owner); owns KSGI(AM) Wichita  
**Seller:** Triathlon Broadcasting Co., San Diego (Norman Feuer, president/23.9% owner; Robert F.X. Sillerman, backer); owns KFH(AM), KWSJ-FM, KRBB(FM), KEYN-FM and KZSN(AM)-KZSN-FM Wichita. Triathlon owns/is buying 19 FMs and 13 AMs.  
**Facilities:** 1410 khz, 5 kw d, 1 kw n  
**Format:** Oldies

**WCNR(AM) Bloomsburg, Pa.**

**Price:** \$130,000  
**Buyer:** Press-Enterprise Inc., Bloomsburg (Paul R. Eyerly III, president); publishes Bloomsburg *Press Enterprise*  
**Seller:** Columbia-Montour Broadcasting Co. Inc., Bloomsburg (Joseph L. Darlington, president);  
**Facilities:** 930 khz, 1 kw day, 23 w night

**Format:** Oldies

**Broker:** Ray H. Rosenblum

**KMXN(AM) Santa Rosa, Calif.**

**Price:** \$100,000  
**Buyer:** Jacor Communications Inc. (see combo item, above)

**Seller:** First Down Promotions Inc., Menlo Park, Calif. (John Paye Jr., president)  
**Facilities:** 1150 khz, 5 kw day, 500 w night  
**Format:** Spanish music

**WJSH(AM) Terre Haute, Ind.**

**Price:** \$56,111  
**Buyer:** Crossroads Communications LLC, Terre Haute (Michael A. Petersen, Dan Lacy, co-owners). Petersen and Lacy own WSDM-AM-FM Terre Haute  
**Seller:** Argo Broadcasting Inc., Terre Haute (Ronald J. Mott, president); no other broadcast interests. Note: Argo acquired station in August 1996 for assumption of debt.  
**Facilities:** 1300 khz, 500 w day, 75 w night  
**Format:** Country

**KDUN(AM) Reedsport, Ore.**

**Price:** \$30,000  
**Buyer:** Robert R. and Bettie Sue Ratter, Sweet Home, Ore.; own KFIR(AM) Sweet Home  
**Seller:** KDUN Radio Inc., Reedsport (Lyle and Eleanor A. Irons, principals); no other broadcast interests  
**Facilities:** 1030 khz, 10 kw day, 630 w night  
**Formats:** Country

**WKMC(AM) Roaring Spring, Pa.**

**Price:** \$25,000  
**Buyer:** Langer Broadcasting Corp., Cudjoe Key, Fla. (Alexander G. Langer, president/owner)  
**Seller:** Forever Broadcasting LLC, Altoona, Pa. (Donald J. Alt, Kerby E. Confer, each 40% owner); owns/is buying 13 FMs and eight AMs. Note: Forever bought station along with WHPA(FM) Hollidaysburg, Pa., for \$2 million in January.  
**Facilities:** 1370 khz, 5 kw d, 38 w n  
**Format:** Big band

**KRSR(AM) Coos Bay, Ore.**

**Value:** \$8,505 (donation)  
**Buyer:** Coos Bay School District No. 9, Coos Bay (Donna Stolle, board chairman)  
**Seller:** Lighthouse Radio Group, Coos Bay (Joel W. Lemon and Harry Abel, partners); owns KYTT-FM and KYSG(FM) Coos Bay  
**Facilities:** 1420 khz, 1 kw day  
**Format:** News/talk

**KTMR(AM) Edna, Tex.**

**Price:** Forgiveness of debt  
**Buyer:** Umberto and Maria Louisa Zazueta, Houston  
**Seller:** Everado Morales, Houston  
**Facilities:** 1130 khz, 10 kw day  
**Format:** Spanish

—Compiled by Elizabeth A. Rathbun

# Hip-hop, Spanish and talk formats hold strong

*Emmis holds lead in New York, Heftel wins in Los Angeles*

## Radio

By Donna Petrozzello

In New York, hip-hop/rap WQHT(FM) topped the market while Spanish contemporary music remained strong in Los Angeles and news/talk ranked first in Chicago. The information comes from Arbitron's spring 1997 radio listener survey, released last week. (All shares are based on listening by adults 12-plus, Monday-Sunday, 6 a.m.-midnight.)

Emmis Broadcasting's WQHT(FM) held onto its top slot in the market, earning a 6.1 share. The spring book marks the station's second consecutive book in first place.

In Los Angeles, Heftel Broadcasting's Spanish contemporary music KLAX(FM) once again outranked its competitors, earning a 6.6 share, up from its 6.0 last winter. Tribune Broadcasting's news/talk WGN(AM) Chicago took top place in the market, earning 5.9 in spring, down slightly from a 6.2.

Elsewhere in New York, Evergreen Media's light adult contemporary

WLTW(FM) ranked second with a 6.0, up from its 5.7 last winter. Tied for third place were CBS Radio's oldies WCBS-FM and Evergreen's rhythmic dance WKTU(FM). Both stations earned a 4.7. Spanish contemporary WSKQ-FM ranked fifth with a 4.3, slightly below its 4.4 last winter.

In Los Angeles, some Spanish music stations saw shares increase in the spring book. Spanish KSCA(FM) had a 4.4, up from a 3.5, pushing it into third place. Spanish KTNQ(AM) also moved up, from a 2.1 to a 2.5. However, Spanish music KLAX(FM) fell from 3.2 to 2.6.

Among English-language stations in Los Angeles, urban adult contemporary KKBT(FM) ranked second, despite a steep share decline from 5.5 last winter to 4.5. Contemporary hits KPWR(FM) ranked fourth with a 4.3 and oldies KRTH(FM) was fifth with a 3.9.

In other formats, contemporary hits KIIS-FM Los Angeles earned a 3.8, up from 3.2; alternative rock KROQ(FM) earned a 3.8, up from 3.4; news/talk KH(AM) fell from 4.3 to 3.7; adult contemporary KOST(FM) improved from 3.2 to 3.6, and adult contemporary KYSR(FM) increased from 2.1 to 2.8.

In Chicago, urban contemporary WGCI-FM ranked second with a 5.6; soft adult contemporary WLIT-FM was third with a 4.8, down from 5.1; contemporary hits WBBM-FM came in fourth with a 4.5, down from 4.8, and urban WVAZ(FM) ranked fifth with a 4.2, down from 4.5.

Elsewhere in Chicago, oldies WJMK(FM) jumped from 3.3 last winter to 4.0 and adult contemporary WTMX(FM) went from 2.2 to 2.7. Classic rock WCKG(FM) moved up from 2.6 to 2.8; adult contemporary WNUA(FM) went from 3.5 to 3.9, and alternative rock WKQX(FM) went from 2.8 to 3.3. Although WGN(AM) remained first in the market with a 5.9, its share was down from 6.2 last winter. Both news/talk WLS(AM) and all-news WBBM(AM) saw their shares improve, with WLS up to 4.1 from 4.0 and WBBM(AM) up to 4.2 from 4.1. ■

## World winner



Alan Mann of Classic FM in London accepted the Gold World-medal for best cultural documentary at the 1997 New York Festivals Radio Awards Show from Merrilee Cox, general manager of ABC Radio News and chairman of the radio competition. The show, honoring dozens of international and U.S. radio broadcasters, was held June 19. —DP

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## Cable balks at Gates's royalty treatment

*Operators nervous about Microsoft plan to get cut of digital transactions*

By John M. Higgins

**M**icrosoft Corp. chairman Bill Gates's push for a way into the cable set-top is encountering resistance from operators. They object to his plan to charge royalties on the number of transactions done through the digital converter.

The royalty plan is just one of a host of issues that Microsoft and cable operators are discussing as Gates advances his push into television. He seeks to convince MSOs to incorporate versions of his operating systems into digital set-tops being rolled into consumer homes.

Among all the technical, connectivity, cost and market issues discussed in a meeting between Gates and senior cable officials last Monday, the royalty question is the one that operators are most hesitant about, according to industry executives familiar with Microsoft's proposals.

Digital converters will open the TV set to a number of computer-like functions, such as interactive program guides and perhaps even high-speed Internet surfing. Rather than simply packing a \$50-\$100 operating system into the box, as Microsoft does with PCs, Gates wants to get a sliver of the transaction.

"It's as if General Instrument a few years ago wanted to get paid every time you changed channels," said one cable executive. The reference is to the largest manufacturer of analog converters and the one with a hard lock on digital equipment as well.

Other problems: Would a Windows version for cable require too much memory and processing power, driving the cost of the box even higher than the hefty \$350-\$400 operators already



Microsoft's Bill Gates wants cable MSOs to use his operating systems in their digital set-top boxes.

face? Could Microsoft smoothly integrate the set-top into headend equipment from other manufacturers?

The upside is Microsoft's ability to make the converter do double duty, decompressing digital cable signals and surfing the Internet with Gates's WebTV display technology without the need for a separate computer.

The software titan met last week with members of Cablelabs' executive committee to discuss collaborating on a digital set-top. Cable executives attending the session at Time Warner Inc.'s headquarters included Tele-Communications Inc. Chairman John Malone, Time Warner Inc. Chairman Gerald Levin, Time Warner Cable Inc. Chairman Joseph Collins, Cox Communications Inc. Chairman James Robbins, Comcast Corp. President Brian Roberts and Rogers Communications Inc. Chairman Ted Rogers.

While some depicted it as a summit meeting, participants described the

gathering as part of a long-running discussion between cable operators and Microsoft. Of course, the last meeting, in April, helped trigger the software giant's \$1 billion investment in Comcast Corp. At that one, Comcast's Roberts joked that if Gates wanted to spur deployment of high-speed Internet service he should "buy 10 percent of everyone in this room."

Last week's meeting was less momentous. "It was sequential," said one executive attending. "Bill's pushing a box that he's in control of. Sony's trying to do it in the TV itself. Oracle's doing it, lots of people are doing it."

But the companies involved provided only sketchy details.

"We think what Microsoft presented is an intriguing proposal, and we will continue to discuss it with them," said Time Warner spokesman Michael Luftman. He noted that the company also received an "interesting approach" from Oracle about its Navio system: "We're encouraged by both proposals."

Gates's lust after cable converters is just part of his television strategy. Digital cable, digital broadcast TV and Web-surfing TVs all require the television set to have computing power, but there is no particular need for Microsoft's core software products. Gates, who is buying WebTV, has fought hard to ensure that digital broadcast standards are flexible enough to allow computer companies to play.

But "smart" cable converters have been moving beyond Gates's reach. Those set-tops' primary function is handling compressed digital signals, allowing cable systems to load dozens of additional channels without full-blown rebuilds. The main goal is to

“  
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your knuckles, you'll  
get arthritis.  
”



Eric, bathroom attendant

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keep the channel-hungry TV addicts from turning to direct broadcast satellite services like DIRECTV and EchoStar.

But putting computer processing power in the box opens it up for other possibilities. While no one is talking about ambitious interactive TV schemes that collapsed two years ago, digital converters could readily handle on-screen guides, impulse pay-per-view ordering and tapping of limited information services.

Cable operators are still concerned

that Gate's proposal would require far more memory than the meager 520 kilobytes currently planned for the boxes. About 80% of the memory would be consumed by on-screen programming guides. Additional memory would increase the cost of the converters, which operators—not consumers—pay for. "[Microsoft's] big agenda is how to get their hooks into the box; ours is to get it cheaper," said one MSO executive.

Another possible cost of handing too much business to Microsoft is sub-

mitting to a company that loves near-monopolies and does not hesitate to use its power over PC manufacturers.

Cable operators know the dangers of such power, being near-monopolies themselves. But the rollout of digital TV already has been delayed more than two years by reliance on General Instrument, which has had trouble developing a workable, affordable digital converter.

"We're a very wise industry now," said one participant in the meeting with Gates. ■

### Kirch, ISL at odds

German media company Kirch Group has seriously angered Swiss sports rights marketer ISL, its TV rights partner for 2002 and 2006 World Cup tournaments. Kirch announced a TV marketing and distribution deal for two World Cups with London-based Prisma Sports & Media, founded in 1996 by former ISL executives. ISL says the deal breaches the ISL-Kirch contract, which forbids related deals with one of the other's competitors. Not only does ISL consider Prisma a rival, but the two are embroiled in a separate law suit.



ing \$225 million in bonds to fund the expansion of the five-month-old Indovision. Part of the proceeds will finance short-term bank borrowing and the planned launch of up to four channels from the Indostar-1 bird in early 1998.

### Digital Deutsche

German telco Deutsche Telekom has agreed to free up capacity on its cable network for up to 150 digital channels. The news comes just days after pay-TV rivals Kirch Group and Premiere agreed to a merger. Telekom and Premiere shareholder CLT-Ufa each have agreed to take a 33.3% stake in Beta Research, Kirch's technical arm, to develop a cable version of the

digital box.

### BBC going digital

The UK's BBC announced a record cash surplus of £520 million (\$878 million) and a five-year, £1 billion investment plan for digital television. The public broadcaster will funnel 9% of its annual license fee revenue toward the new technology over the next five years. The BBC also will invest £500 million in its existing services.

### Warner Bros. makes Spanish PPV deal

Warner Bros. International TV has signed a 10-year exclusive pay-per-view and near-video-on-demand output deal with Spain's Sogecable for digital DTH package CanalSatelite Digital and Spanish terrestrial pay service Canal+ España. Time Warner's Cartoon Network, TNT Classic Movies and CNN International also will launch on CanalSatelite Digital in July.

### USA tops in Mexico City

USA Networks-owned USA Latin America was the ratings leader among advertising-supported channels in May on Mexico City's Multivision cable system. According to ratings body IBOPE, USA Latin America earned a 2.0 prime time rating, outpacing all other ad-supported cable channels. It is the 14th time in 17 months that USA Latin America has led the category in prime time. The network also led in full-day ratings.

### Indovision expansion

Datakom Asia, owner of Indonesian pay-TV group Indovision, is conducting a U.S. roadshow aimed at rais-

### Symes heading MGM Worldwide

Hollywood studio MGM is reorganizing its TV arm and has rechristened it MGM Worldwide Television Group. The new division, formerly MGM Telecommunications Group, will be headed by John P. Symes. Symes will oversee the international pay- and free-TV operations; program development, production, co-production, distribution and financing, and MGM Animation.

### New Hungarian licenses

A Scandinavian Broadcasting System-led consortium has been awarded one of Hungary's two national terrestrial 10-year licenses for \$50 million. Hungarian RTL, the consortium led by European media group CLT-Ufa, has won the second frequency, which has about 65% reach.

### Loral increases stake in Asia B&C

U.S. satellite manufacturer Loral Space & Communications may emerge with just under 50% of Thailand-based Asia Broadcasting & Communications, which is undergoing ownership restructuring. Loral owns 8% of the cash-strapped group, which plans to launch LaoStar-1 in first quarter 1998 for its planned regional DTH service. Telesat Canada's 5% holding may also increase significantly. The current controlling shareholder is Thai businessman Sondhi Limthongkul's M Group.

—By Nicole McCormick and Michael Katz



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# CTAM focuses on pushing digital cable

Convention to study how to live in a more complicated competitive landscape

By John M. Higgins

**T**he struggle to sell subscribers on digital cable will dominate cable's annual gathering of marketing executives at next week's CTAM convention in Orlando, Fla.

Titled "Facing Your Future," the conference will focus in large part on digital services that many operators are beginning to roll out this year. Operators, particularly Tele-Communications Inc., are pushing hard to roll out fat digital programming packages. But, as recent turnover in its executive ranks shows, the MSO isn't sure how to sell them.

CTAM President Char Beales says the biggest change in the past year is that "digital is closer and the whole competitive landscape is more complicated." On the plus side, direct broadcast satellite has proved a weaker threat than expected, while telcos and wireless cable operators largely have faded.

But suddenly marketing executives are faced with the prospect of digital broadcast TV, which could include a six-channel over-the-air program package. "They're going to have a product that's going to be free, the most powerful word in marketing," adds Beales.

Convention highlights include a six-member panel on digital television that includes Tele-Communications Inc. President Leo Hindery, Fox Television President Chase Carey, USA Networks Chairwoman Kay Koplovitz, NBC Cable President Tom Rogers, ABC News reporter and moderator Jeff Greenfield plus a Microsoft executive to be named later.

Also appearing at the three-day convention will be HSN Inc. Chairman Barry Diller, plus two executives outside the industry who will talk about marketing at their companies: Eckhard Pfeiffer, president of PC manufacturer Compaq and August Busch IV, marketing vice president of Anheuser-Busch Inc.

The convention is co-chaired by Doug Holloway, USA Networks executive vice president of marketing and affiliate sales, and Katie McEnroe, president of American



Movie Classics.

Attendance is expected to fall short of the 2,700 who attended last year's conference in Boston, partly because of the location. Orlando in July is not the most alluring prospect, but Beales says that last year Boston drew an unusually large number of walk-in registra-

tions, particularly from New York.

However, TCI seems to be back following budget crunches that prompted the company to slash its attendance at all conventions. About 50 from TCI have registered this year, versus just five last year.

The conference includes the usual emphasis on education, particularly for system-level managers. The emphasis will be on such marketing nuts-and-bolts as reviving cable's lackluster basic subscriber growth, increasing pay sales, branding, customer service and competitive marketing. "We're so practical," Beales says. "That's our strength; we're not embarrassed by that."

Digital cable is creating some big challenges in the trenches. The chief benefit of digital cable is signal compression to create room for new programming packages. But the new converters are so expensive, that operators don't want simply to install them in every home, and they want subscribers to pay for the new programming. So the task of sales and marketing managers is convincing subscribers to step up and buy.

The problem is that cable always has had difficulty creating and selling new products. Mike Tyson's a hit, but otherwise pay per view has been a lackluster business. The failures of digital audio, The Sega Channel and interactive TV all loom large.

But Holloway says that many executives are taking too narrow a view, since digital elements include signal quality, the prospect of HDTV and digital broadcast TV signals. "Digital has become a catch phrase to mean a lot of things in the cable industry and we need to break it into its component pieces," he says. ■

## HEADLINES

### Rock rocks Video Music Awards

Comedian Chris Rock will host *The 1997 MTV Video Music Awards*. MTV's fourteenth annual awards program will be broadcast live from Radio City Music Hall in September. Former *Saturday Night Live* performer Rock has performed on several cable comedy specials. One of them, *Chris Rock: Big Ass Jokes*, won a CableACE Award.

### ESPN fantasy ready to kick off

ESPN's fantasy football, a virtual game run through ESPN's Website, SportsZone, is launching its third season as one of the world's most popular fantasy games. Preseason team selection begins tomorrow for \$29.95. To play, fans pick real players to create "fantasy" teams that are scored on the basis of players' performance in the real league.

### Americast moves into Arlington Heights

Ameritech's cable service, americast, will be offered in Arlington Heights, Ill., an area already served by TCI Cable. Americast offers 80 channels (including The Disney Channel and Golf Channel at no extra charge) to 35,000 households, according to Ameritech. The company says that in other communities where Ameritech cable is offered, three of 10 cable

families subscribe to americast. Ameritech says it has cable systems in 40 Midwestern cities. Americast, which offers interactive program guides and child lockout features, is being developed jointly with The Walt Disney Co., Bell-South, GTE, SBC Communications and SNET.

### Prime Cable deploying 30,000 modems

Cable modem maker Com21 will deliver 30,000 of its ComPort modems to Prime Cable over the next two years. Prime, which plans to start deploying the high-speed modems in its Las Vegas system this fall, expects to have several thousand boxes in the field by year's end. The value of the deal will be \$9 million-\$10 million, based on a cost of \$300-\$350 per box. ComPort boxes can operate at a downstream rate of 2.5 Mb/s.

### Travel with Charlie

The Travel Channel aired a tribute to late newsman and traveler Charles Kuralt last week. It ran six episodes of *On the Road With Charles Kuralt*, originally broadcast on CBS. "We want to honor his inimitable spirit, his self-effacing style and his enduring love of the road less traveled by airing some of his finest stories on The Travel Channel," said Travel Channel General Manager Bahnson Stanley. "It's the best way we know of honoring his contribution to television history." Kuralt moved away from conventional reporting for 13 of his 37 years at CBS by going *On the Road* in a motor home.

### Monmouth gains Knowledge

Comcast of Monmouth County, N.J., has launched Knowledge TV as part of its basic cable lineup. Comcast of Monmouth serves more than 70,000 subscribers in 23 communities. Knowledge TV, which offers instructional and how-to programs, is operated by Jones Education Co.

## 50 PEOPLE'S CHOICE Top Cable Shows

Following are the top 50 basic cable programs for the week of June 30-July 6, ranked by rating. Cable rating is coverage area rating within each basic cable network's universe; U.S. rating is of 97 million TV households.

Program	Network	Time (ET)	HHs. (000)	Rating Cable	U.S.	Cable Share
1. NASCAR/Pepsi 400	ESPN	Sat 11:00a	2,886	4.0	3.0	13.3
2. World Champ. Wrestling	TNT	Mon 9:00p	2,562	3.6	2.6	6.1
3. Rugrats	NICK	Sat 10:00a	2,377	3.4	2.5	11.8
3. Rugrats	NICK	Tue 7:30p	2,363	3.4	2.4	6.6
3. Movie: "D. Steel's A Perfect Stranger"	LIFE	Sun 8:00p	2,330	3.4	2.4	6.1
6. M. Sendak's Little Bear	NICK	Mon 12:00p	2,278	3.3	2.3	10.5
7. Gullah Gullah Island	NICK	Mon 11:30a	2,263	3.2	2.3	11.1
7. Rugrats	NICK	Sun 10:00a	2,243	3.2	2.3	10.8
9. Blues Clues	NICK	Mon 12:30p	2,196	3.1	2.3	9.6
9. Rugrats	NICK	Mon 7:30p	2,172	3.1	2.2	6.0
9. Rupert	NICK	Mon 10:00a	2,170	3.1	2.2	11.5
9. Blues Clues	NICK	Tue 9:30a	2,138	3.1	2.2	12.0
13. Hey Arnold	NICK	Sun 11:00a	2,122	3.0	2.2	10.3
13. Angry Beavers	NICK	Sat 10:30a	2,111	3.0	2.2	9.9
13. Hey Arnold	NICK	Sat 11:00a	2,110	3.0	2.2	9.7
13. World Champ. Wrestling	TNT	Mon 7:55p	2,106	3.0	2.2	5.7
13. Doug	NICK	Tue 7:00p	2,077	3.0	2.1	6.1
18. Blues Clues	NICK	Wed 9:30a	2,065	2.9	2.1	11.6
18. J. Henson's Muppet Babies	NICK	Mon 10:30a	2,059	2.9	2.1	10.7
18. M. Sendak's Little Bear	NICK	Mon 9:00a	2,024	2.9	2.1	11.4
18. Blues Clues	NICK	Thu 9:30a	2,018	2.9	2.1	11.7
22. Hey Arnold	NICK	Mon 8:00p	1,995	2.8	2.1	5.3
22. Angry Beavers	NICK	Sun 10:30a	1,974	2.8	2.0	9.5
22. Doug	NICK	Mon 7:00p	1,963	2.8	2.0	5.7
22. Rupert	NICK	Thu 10:00a	1,957	2.8	2.0	11.3
22. Blues Clues	NICK	Tue 12:30p	1,962	2.8	2.0	8.6
22. Blues Clues	NICK	Mon 9:30a	1,943	2.8	2.0	10.7
22. M. Sendak's Little Bear	NICK	Tue 12:00p	1,940	2.8	2.0	9.1
22. M. Sendak's Little Bear	NICK	Wed 9:00a	1,935	2.8	2.0	11.1
30. M. Sendak's Little Bear	NICK	Wed 12:00p	1,925	2.7	2.0	9.3
30. Bewitched	NICK	Tue 10:30p	1,924	2.7	2.0	4.9
30. Busy World of R. Scarry	NICK	Mon 1:00p	1,921	2.7	2.0	8.2
30. Rupert	NICK	Tue 10:00a	1,915	2.7	2.0	10.6
30. Allegras Window	NICK	Mon 11:00a	1,915	2.7	2.0	9.5
30. Blues Clues	NICK	Thu 12:30p	1,891	2.7	1.9	8.9
30. M. Sendak's Little Bear	NICK	Thu 9:00a	1,890	2.7	1.9	10.9
30. Aaahh!!! Real Monsters	NICK	Sun 11:30a	1,871	2.7	1.9	8.9
30. Rocko's Modern Life	NICK	Sat 12:00p	1,867	2.7	1.9	8.4
30. Green Acres	NICK	Tue 11:00p	1,866	2.7	1.9	5.3
30. M. Sendak's Little Bear	NICK	Tue 9:00a	1,866	2.7	1.9	10.5
30. Are You Afraid of the Dark?	NICK	Thu 5:00p	1,863	2.7	1.9	7.3
30. Blues Clues	NICK	Fri 9:30a	1,862	2.7	1.9	9.1
30. Movie: "Single Women, Married Men"	LIFE	Sun 6:00p	1,855	2.7	1.9	6.0
44. MLB/Atlanta @ New York	TBS	Mon 7:30p	1,863	2.6	1.9	4.7
44. Rupert	NICK	Wed 10:00a	1,843	2.6	1.9	10.1
44. Alvin & The Chipmunks	NICK	Mon 4:00p	1,816	2.6	1.9	7.7
44. Tiny Toons Adventures	NICK	Tue 6:30p	1,815	2.6	1.9	5.7
44. Aaahh!!! Real Monsters	NICK	Sat 11:30a	1,809	2.6	1.9	8.3
44. Rugrats	NICK	Thu 7:30p	1,804	2.6	1.9	5.6
44. Tiny Toon Adventures	NICK	Sat 9:30a	1,795	2.6	1.9	9.5
44. J. Henson's Muppet Babies	NICK	Wed 10:30a	1,793	2.6	1.8	9.8
44. M. Sendak's Little Bear	NICK	Fri 9:00a	1,791	2.6	1.8	9.0

Sources: Nielsen Media Research, Turner Research

# Technology

July 14, 1997

## Discovery pledges to go HDTV

*Cable channel will switch in 1998, but details aren't yet defined*

By Glen Dickson

**D**iscovery Communications plans to launch an HDTV programming service and to join HBO as the second national cable programmer to distribute high-definition pictures in 1998. Discovery CEO John Hendricks made the announcement in a speech to the Washington Metropolitan Cable Club last week.

But so far, Discovery has more of a pledge than a plan.

According to John McCofkey, Discovery's senior vice president of technology, Discovery will introduce its HDTV service about one financial quarter after HBO, which has targeted summer 1998 as its HDTV launch date. But McCofkey is hazy about post-launch HDTV details, stating merely that Discovery already has a wealth of 35 mm and Super-16 film material from Discovery Channel, Learning Channel and Animal Planet that could easily be converted to HDTV.

McCofkey says that Discovery has talked to possible HDTV equipment vendors mostly through its origination service providers—Group W Network Services in Connecticut and TCI's National Digital Television Center in Colorado—and



hasn't made any decisions yet on gear. He does confirm that Discovery won't eliminate any of its existing digital standard-definition services for the HDTV feed, but will instead repack existing satellite transponders or seek new capacity. Discovery now uses capacity on GE Americom's Satcom C3 and C4 and Hughes's Galaxy VII to distribute four analog and four digital feeds.

"For example, Animal Planet is offered both in a digital multiplex and off an analog transponder, so we have some options," says McCofkey. "With advanced compression, we also could consolidate on some transponders."

Cable affiliates would be expected to buy HDTV receiving and transcoding equipment if they wanted to carry the new service. McCofkey admits that "not a lot of affiliates are asking us to do HDTV," but he denies that Discovery is simply announcing HDTV intentions to dissuade broadcasters from pursuing multiple channels of SDTV instead of providing one channel of high-definition programming. He says that Discovery's nature films and documentaries are ideally suited to the new format.

"We want to be early out of the chute with a high-quality product," says McCofkey. "We believe there's a latent consumer interest in improved pictures." ■

## MediaOne weathers Michigan storm

*Uses fiber to restore lost service to cable subscribers*

By Glen Dickson

**M**ediaOne's cable operation in Hamtramck, Mich., is now back in full swing after being rocked by a severe storm on July 2.

The MSO's headend in the Detroit suburb suffered heavy damage from a devastating weather system that killed sixteen people in southeastern Michigan and placed Hamtramck under a state of emergency. All of MediaOne's 54 channels in Hamtramck were knocked out of service, as winds over

100 mph and heavy rain destroyed its 125-foot microwave receive tower and damaged two satellite receive dishes. The storm also cut off power to the headend's 3,000 customers.

"The damage to the satellite dishes was fairly minor—one was blown out of position and one dish was bent and had one of the edges broken off," says Bill Black, MediaOne's director of public affairs. "But the microwave receive tower was completely destroyed."

MediaOne engineering crews



*Winds over 100 mph obliterated MediaOne's microwave receive tower, knocking out retransmission of local broadcast stations.*

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A Williams  
Communications Group  
Company

worked through the night to restore service, managing to get half of Hamtramck's channels back on the system by the morning of July 3—for customers who had regained power or had generators. The priority was to restore local broadcast channels and locally originated Cable Channel 15, which was carrying messages from the city government.

By both laying its own fiber and leasing dark fiber from Teleport Communications Group, MediaOne was able to establish a new transmission link with one of its nearby headends to receive 11 local broadcast channels and some satellite channels. The MSO also brought in crews and equipment from across Michigan and Ohio to aid in the repair effort. Black says. By Friday, July 4, the

Hamtramck operation again was distributing all 54 channels.

MediaOne doesn't plan to replace the 20-year old microwave tower, although in the past it had used microwave exclusively for retransmitting local broadcast stations. "We'll rely on fiber from this point forward," Black says. "It was in our plans for later down the road. But we've got it accomplished now." ■

# Cutting Edge

By Glen Dickson

**Fox Sports Pittsburgh** will transmit all Pittsburgh Pirates and Pittsburgh Penguins games in stereo starting Wednesday with the Cincinnati Reds versus Pirates game, live at 7:30 p.m. from Three Rivers Stadium. All on-site pre-game editions of *SportsBeat*, with Stan Savran and Guy Junker, also will be televised in full stereo sound starting Wednesday. Fox Sports Pittsburgh says stereo transmission is now possible because of the new studios in its Allegheny Center headquarters.

mal." The spot features Casio's new glow-in-the-dark water-resistant watch. The special effects included 2-D animation composited with live action, 3-D computer animation of a waterskiing penguin composited with live action, Discreet Logic Flame tracking and compositing of live frogs, Elastic Reality morphing bullfrogs, and green-screen live action of flying actors.

**Dennis Wallace**, former director of advanced television products for transmitter manufacturer Larcant, is starting a new broadcast engineering consulting firm that will specialize in digital television transmission systems. The firm, Wallace & Associates, will give technical assistance to broadcasters and equipment manufacturers in designing, developing and installing DTV transmission facilities. Wallace, who also served

as the RF engineer for the Advanced Television Test Center, says his firm expects to work closely with the experimental DTV stations currently conducting field testing of DTV signals.

NBC has purchased a **Solid State Logic** Altimax digital post-production system to edit audio for network promos, movie opens and affiliate pre-

presentations. The Altimax system features audio editing with integrated video and audio mixing capabilities and uses SSL's DiskTrack technology to recall audio and video files quickly. "With DiskTrack, we will have a distribution system for central storage of sound effects and special cuts, and have electronic distribution rather than physical distribution of tapes," says Jim Keller, director of technical operations for NBC Entertainment. "All of this translates into time saving and increased productivity."



**Jim Keller**, NBC Entertainment director of technical operations, stands by NBC's new Solid State Logic Altimax digital audio system.

CBS has selected the **Telex ADAM** Advanced Digital Audio Matrix intercom system for its coverage of the 1998 winter Olympics in Nagano, Japan. The Telex ADAM system, which is based on a patented application of Time Division Multiplex core processing technology, offers processing of up to 1,000 channels of CD-quality digital audio. "The power and compactness of the ADAM system will give us a 288 by 288 matrix within three ADAM frames," says Bob Gilmartin, CBS director of engineering. "Additionally, the central ADAM system will interface via hybrids to smaller distributed matrices at our venue sites."

Ziff-Davis Television Productions has purchased seven StrataSphere nonlinear editing systems from **Scitex Digital Video** for its new digital production facility in San Francisco. ZDTV uses the Scitex systems in the production of *The Site*, the hour-long news magazine on MSNBC, as well as to support *The Site's* Website, Thesite.com. Supporting the content of the Website is made easier with the StrataSphere's QuickTime-native file format.



**Post Edge** handled the special effects for this Casio spot.

**Post Edge**, Miami Beach, Fla., designed, animated and completed post-production work for the 44-second Casio G-Shock commercial, "Total Nor-

# Broadcasting & Cable's **Telemedia**

THE CONVERGENCE OF TELEVISION, RADIO AND NEW MEDIA

## Electronic Commerce

# Record AOL deals spotlight rising value for 'Net turf

'Location, location, location'—even in cyberspace

By Richard Tedesco

America Online is selling cyberspace storefront property at record prices, garnering \$44 million in its latest round of Internet commerce closings.

Last week's deals, with online bookseller Amazon.com and 1-800-Flowers, give the vendors exclusive selling space on AOL, which is pushing near the \$200 million mark for deals struck in the past four months. Amazon.com simultaneously made a multimillion dollar deal with Excite, so that the popular search engine would feature it as the exclusive bookseller.

Amazon.com is putting up \$19 million over three years for a front-screen button on AOL's Website (www.aol.com). Some revenue sharing with AOL may

kick in during the three years. The 1-800-Flowers deal is an extension of that retailer's existing relationship with AOL; it will pay \$25 million plus a share of revenues over four years to plant itself exclusively in AOL Marketplace.

For its part, AOL seems determined to sell as much commercial space as fast as it can, moving away from a business model based on subscriptions. Last month, it struck a \$50 million deal with CUC International to make CUC the exclusive discount shopping service on AOL Marketplace. In March, Tel-Save Holdings paid AOL \$100 million to market its discount phone service to AOL's subscribers.

That growing subscriber



base, building from the 8 million it had when it temporarily halted new subscriptions to shore up its infrastructure, makes AOL prime commercial territory. And those infrastructure costs are a spur to capitalize on its position. Sounding as though he's still at Century 21, AOL Networks president Bob Pittman says, "If you want a store, where do you want it? On the corner of 57th and 5th, which is where we are in cyberspace."

The AOL deals suggest that the principles driving the real estate business are beginning to take root in the once distinctly noncommercial realm of cyberspace. "It proves that brand and real estate are key things people will pay for," says Daniel Amdur, Internet market strategies analyst for The Yankee Group. "It's location, location, location."

PC Meter research indi-



cates that during April, 38% of all Internet users reached the Internet through AOL. Prodigy accounted for 5% of Web traffic, while Microsoft Network provided access to 4% of Web surfers.

However, the value of that commercial real estate remains largely unproved, except in the deals that AOL has hatched recently. "AOL is preaching the future of online commerce, but it's not nearly there yet," Peter Krasilovsky, analyst for Arlen Communications, observes.

The aggressiveness of AOL's strategy is particularly evident in light of a deal struck with Barnes & Noble four months before the Amazon.com pact. In March, Barnes & Noble became the exclusive bookseller in AOL Marketplace. Terms of that

### N2K will partner with WebTV

Online music entrepreneur N2K struck a strategic partnership with WebTV last week that will link music fans to its sites through the TV Internet service.

Under terms of the deal, N2K will create a music retail center exclusively for WebTV, with WebTV linking to N2K's Music Boulevard Website. A co-branded interface will give those subscribers access to N2K's several music sites, which include Jazz Central Station and Classical Insights.

"This partnership will allow us to offer the WebTV Network user a complete music experience, from sound clips and content to secure online transactions," says Larry Rosen, chairman of N2K.

N2K struck an alliance with MTV earlier this year that effectively made N2K the video music programmer's online sales outlet.—RT

deal were not revealed.

"Even if companies establish tenancies on the AOL flagship service, AOL can turn around and offer similar, if not equal, access on its Website."

says Krasilovsky.

Building revenues, not business loyalties, is obviously the bottom line. In announcing its deal with AOL, 1-800-Flowers projected \$250 million in sales

over the course of the deal. That has to get the attention of any wanna-be online retailer out there.

It also explains the reasoning behind the \$1 billion that

AOL and Bertelsmann A.G. reportedly bid for CompuServe—and why that bid was rejected. AOL itself may have raised that ante considerably this week. **TM**

## Telemedia Briefs

### Cyberspace meets outer space

The World Wide Web visited another world last week, as the principal Website for the Mars Pathfinder mission drew 'Net surfers in droves.

As of early last week, more than 150 million visits had been paid to the primary Mars Pathfinder site on the Web (mpf.www.jpl.nasa.gov), and 16 mirror sites had been set up to accommodate the demand. The additional sites included one assembled hurriedly over the July 4th weekend by Silicon Graphics engineers working with the Pasadena Jet Propulsion Labs—the major player in the NASA project.

SGI provided the technology for a novel online feature: a virtual tour of the Martian surface where Pathfinder and its self-propelled Sojourner companion alighted. Some two dozen Web pages include three brief QuickTime movies of the Sojourner making its moves around the Red Planet. Content on the Websites also includes videos of test landings, along with maps and diagrams of the actual landing site.

NASA anticipated a hearty online appetite for Pathfinder content last August, when reports about meteors discovered in Russian Siberia suggested that there was evidence for life on Mars. Traffic doubled at NASA's Website.

But the desire for Pathfinder particulars has far outstripped the anticipated appeal, prompting the addition of the mirror sites. "The project did a very good job of anticipating heavy demand," says NASA spokesman Brian Dunbar. "But I don't think anybody expected the kind of demand we've gotten."

Even after the Pathfinder mission, NASA expects higher-than-usual traffic to its Website.

Meanwhile, misguided surfers seeking Mars might have found themselves in a slightly bizarre corner of cyberspace if they inferred a logical address for NASA. Visitors to www.nasa.com discovered a link to a porno site on a page that also featured a picture of Mike Tyson about to put the bite on Evander Holyfield, with the caption: "Hey Mikey! Eat first, then fight!"

### Microsoft makes a stop on Twin Cities Sidewalk

Denizens of the Minneapolis-St. Paul metro area



Any word from Mars?

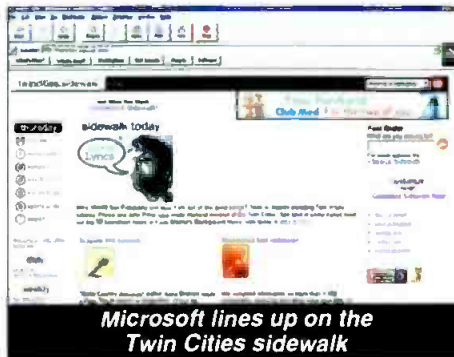
presumably breathed easier about catching local events after Microsoft's launch of Twin Cities Sidewalk last week (www.sidewalk.com).

Just before to its introduction, a Sidewalk poll concluded that almost three-quarters of 500 Twin Cities residents hadn't attended recent events of interest because they didn't know about them in time. This version of the Sidewalk urban

online guide aims at reducing that fallout with advance notices about performances at 90 area theaters, concert halls and auditoriums.

To cover events on the rock scene, Twin Cities Sidewalk features links with three local rock stations, KORS-FM, KEGE-FM and KXXR(FM). Those stations, in turn, feature links to JamTV, the online music promoter that produces online concert events.

The new Sidewalk also includes reviews of 600 area restaurants and hole-by-hole reviews



Microsoft lines up on the Twin Cities sidewalk

of 400 golf courses, among other recreational activities. One feature provides details about fossils that can be found at the St. Paul Brickyards. "Sidewalk covers where to hike, bike, fish and camp and even lets you reserve golf tee times online," said David Fryxell, executive producer of Twin Cities Sidewalk.

Twin Cities Sidewalk is the fourth iteration of Microsoft's city guide series, following Seattle, New York and Boston online. Sidewalks are expected to be rolled out for San Francisco; Houston; Denver; San Diego; Washington, D.C.; and Sydney, Australia later this year. The Sydney site will introduce an international area that will include Munich and other cities—a strategy resulting from the failure of Sidewalk

Montreal earlier this year.

### Whirling onto weekly Web strip

WhirlGirl will set the virtual universe free.

That's the basic plot line for a new animated superhero who goes into action on the Internet later this month against a "tyrannical, media-tech empire" in weekly Web installments. The Sunday night episodes debut at



WhirlGirl goes online on July 27.

8:30 p.m. ET on July 27, with Kia Cross, the 20-something, post-Generation-X woman leading the rebellion with appropriately futuristic weapons (www.whirlgirl.com).

"We based WhirlGirl on the idea that media consolidation could lead to worldwide media monopoly," says David Williams, WhirlGirl creator and president of Visionary Media. A preview sponsored by WebTV has been up on the site since spring ("Telemedia," March 10).

The series itself will be mildly futuristic by Web standards, featuring sound effects and some animation in the dozen Web-page panels making up each segment. Music will be provided by a New York City band called Halcion.

The departure here is Visionary's plan to drive the series with 15-second on-air TV spots aimed at action/adventure fans. Spots will appear in major markets starting Sunday during series including *Xena: Warrior Princess*, *Hercules* and *Star Trek: The Next Generation*. The first spot airs during the off-network *Seinfeld* on WPX(TV) New York. Online ads will appear on Yahoo! and Netscape as well.

Hoping for a theatrical movie spinoff, the producers are running a pre-launch "Casting Couch" promotion on the Epson America Website (www.epson.com), with an Epson digital camera to the winner.

Merchandising plans are already in place: WhirlGirl T-shirts will be on sale on the Website when the series debuts.—RT



# Classifieds

See last page of classifieds for rates and other information

## RADIO

### HELP WANTED MANAGEMENT

**RadioDate**, world's most profitable dateline service for non-traditional broadcasters revenue seeks top-level, well-connected radio executives to introduce Station Owners, GM's, GSM's and PD's to the revenue-generating potential of RadioDate in the exploding \$500 million plus broadcasting voice personals industry. High, long-term commissions payable on a per station basis. Interested parties should fax resume to 1-914-364-5297 or call our Corporate Office at 1-800-320-7870 for more information. EOE.

**Oregon FM seeking quality manager** with good sales and administrative capability. Fax resume to 301-907-9021.

**General Manager** for Oregon coast FM station with staff of five. Send resume, salary requirements and letter of introduction describing management successes to The Fellows Company, PO Box 69241, Portland, Oregon 97201.

**100,000 FM in beautiful Northern Michigan.** Solid facilities with performance driven ownership. Committed to radio with aggressive future plans. Send letter of introduction, resume and salary requirements to Box 01105 EOE.

### HELP WANTED SALES

**Sales Manager** for small market Oregon coast FM station. Send resume, salary commission requirements and letter of introduction describing supervisory and sales successes to The Fellows Company, PO Box 69241, Portland, Oregon 97201.

**General Sales Manager.** WFRN FM, South Bend is looking for a General Sales Manager to set quality sales performance expectations, establish realistic station revenue goals, determine and provide resources to achieve goals. Will be accountable for all station marketing activities and performance and ultimately responsible for executing station mission. College degree plus a proven track record as General Sales Manager of a medium to large market. Equivalent combinations of education and experience will be considered. Sales staff of seven with two off site, and growing. WFRN is the 1997 Contemporary Christian Station of the Year with the largest audience nationally. Station is operated on Biblical Principles. Send resume to WFRN, Box 307, Elkhart, IN 46515. Attn: Ed Moore 800-993-0501. EOE.

**Broadcast Sales/Management.** Growing rep firm seeks experienced individual to manage growing sales force. Sales positions available also. Travel/full benefits. Send resume to: StateNets, 18216 Harwood Ave., Homewood, IL 60430.

**Account Executive** (preferably NY area) needed immediately for existing, hot radio talk show - coast to coast. Call now 212-874-2770.

### 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.

### HELP WANTED ANNOUNCER

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

### SITUATIONS WANTED MANAGEMENT

**Major market GSM/Program Director** corporate experience with large group owner seeks GM/GSM position. Great with increasing revenue. 510-337-9632.

**Attention Wall Street.** Top major market broadcaster/owner will consult your management for programming, positioning, marketing increasing ratings and revenues! 510-337-9632.

### SITUATIONS WANTED PROGRAMMING

**Allow this one-on-one veteran broadcaster,** critic and tutor to upgrade your air product personnel. 810-682-7798.

## TELEVISION

### HELP WANTED MANAGEMENT

# GENERAL MANAGER

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Please send your resume and salary history, in confidence to: **Box BC 1135, 235 Park Avenue South, 4th Floor, New York, NY 10003.** An EOE M/F/D/V.

**Chief Engineer.** WNEP-TV, an ABC Affiliate and New York Times Company in Wilkes-Barre/Scranton, PA has an immediate opening for a Chief Engineer. We need a professional who can lead our engineering department into the next century. A highly motivated person able to oversee all technical operations of the station including budgeting for the department. Significant hardware and software expertise is necessary. Dynamic leadership skills combined with solid technical experience is a must. Chief Engineer or Assistant Chief Engineer experience is preferred but not necessary. Interested? Send resume to: Rene' LaSpina, President and General Manager, 16 Montage Mountain Road, Moosic, PA 18507. EOE.

## HELP WANTED MARKETING

**Executive Producer, Marketing and Promotion.** Ready to join a winning team? WGAL 8, the number one station in Central Pennsylvania, has an opening for a full time Executive Producer in the Marketing and Promotion Department. The position contains supervisory duties, as well as hands on work in field production, editing and post production. Strong writing skills are a must. Experience in non-linear editing systems is a plus. A minimum of three years of broadcast promotion experience is required. The applicant should possess solid organizational skills, as well as extensive experience in on-air promotion production and marketing. Duties include supervising a team of producers, with emphasis in News Promotion. Send your resume and tape by August 1, 1997 to: John Baldwin, Creative Director, WGAL 8, 1300 Columbia Avenue, Lancaster, PA 17604-7127. WGAL 8 is an Equal Opportunity Employer. M/F/H.

## HELP WANTED SALES

**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.

**Sales Representative.** WXXA-TV FOX23, Clear Channel Television's FOX affiliate in Albany, NY is looking for an aggressive broadcast sales representative. Candidate should have a minimum of 1 to 2 years television or radio sales experience. Knowledge of TVScan, ratings books, regional agencies as well as a history for building new direct business. To join the FOX23 team, send resume to: Personnel, WXXA-TV FOX23, 28 Corporate Circle, Albany, NY 12203. EOE.

**General Sales Manager.** WXXA-TV FOX23 in Albany, New York, a Clear Channel Television Station, is seeking a general sales manager to lead our aggressive local and national sales efforts. FOX23 just added a 10pm newscast and is in high growth mode. Among the qualifications will be strong leadership ability, a skilled sales trainer, solid administration and computer skills, effective inventory management and 3 years minimum television sales management experience. This position offers challenge and great opportunity with a rapidly growing industry leader. Send resume to: General Manager, WXXA-TV FOX23, 28 Corporate Circle, Albany, NY 12203. EOE.

**National Sales Manager:** WYOU-TV, a CBS affiliate in top 50 market and growing, Wilkes Barre-Scranton, PA, has an immediate position for a hands-on broadcast sales professional to lead our national sales effort and increase market share. Seeking 3-5 years TV sales at local/national level. Candidate must be highly motivated, aggressive and creative with strong negotiation skills at the agency level. Must possess excellent written and oral presentation skills and excel in building strong relationships in the media community (2 1/2 hours from NYC and Phil.) Proven success in selling sales promotions, sports and special events a must. Strong working knowledge of standard research and computer software is essential. Send cover letter and resume to John Dittmeier, General Sales Manager, WYOU-TV, 415 Lackawanna Avenue, Scranton, PA 18503. No phone calls please. EOE.

**National Sales Manager:** WPDE-TV 15, Myrtle Beach/Florence, an ABC affiliate, has an opening for a National Sales Manager. The successful candidate must have five years of broadcast or rep experience, be computer literate, have knowledge of qualitative and quantitative data, have a proven track record of success, and be able to develop relationships with national accounts. Send resume to Mr. Leigh Vaters, General Sales Manager, WPDE-TV, 2411 North Oak St., Suite 206, Myrtle Beach, SC 29577. EOE/MF.

**Northeast network affiliate** is seeking an exceptional General Sales Manager in local and national sales management. Must be a team player and have strong leadership and motivational skills, organizational ability, and excellent written and verbal communication skills. Working knowledge of NSI, Columbine, TVScan, and Marshall Marketing is essential. Send resume to Box 01179 EOE.

**National Sales Manager.** This exciting opportunity is at a great WB television affiliate in a popular MW market. Qualified candidates should have at least 2 years of successful TV sales experience. Must be energetic, creative and be a team player! Ability to effectively lead and motivate our National Rep will be key. Women and minorities strongly encouraged to apply. Direct resume/cover letter ASAP to Box 01180 EOE.

**General Sales Manager.** NBC station in 79th market seeks an experienced general sales manager. Position created by retirement. Will be in charge of all sales, directly handling national sales. Knowledge of ratings books, services and reports, people management, basic computer skills and a strong track record in station sales required. Related degree a plus. No phone calls. Send resume to: Dan Steele, WPSD-TV, PO Box 1197, Paducah, KY 42002-1197. EOE. M/F. ADA.

**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.

**Broadcast Equipment Sales Manager** with sales experience, some technical knowledge in RF/Audio. Also sales positions. Call Bob 800-438-5040.

**Account Executive.** S.E. Idaho's #1 TV News Station is looking for an experienced TV Sales AE who lives for the challenge of closing new business! The job is demanding, but the potential is unlimited. If you've got a proven record of television hard selling and client development, we're eager to talk with you. Send/fax resume to: Rick Landon, KPVI, NBC News 6, 902 E. Sherman Street, Pocatello, ID 83201-5762. Fax: 208-233-6678. EOE.

## HELP WANTED TECHNICAL

**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.

**VP Engineering/Technical Services.** WTVS Detroit Public Television seeks a technology convergence visionary to lead its Engineering/Operations and Information Technology departments. Must be up to date with: digital RF transmission issues, ATSC standards, Fiver Channel for video transport; construction and installation of broadcast facilities; satellite uplinking; production and operations; Windows NT, Novell and other digital applications for: production/post-production, spot traffic, business management, large donor database, office systems. Must be service oriented. Additional information may be obtained at [www.wtvs.org](http://www.wtvs.org). Send letter, resume, and salary requirements to Darleen Greenbird, Human Resources, WTVS, 7441 Second Blvd., Detroit, MI 48202.

**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.

**Seeking Video Programmer.** Royal Caribbean International is the world's most recognized cruise line, presently operating twelve modern luxury cruise ships worldwide. We currently have the following challenging opportunity on board our ships in the Cruise Programs Department. Shooters who can edit, Editors who can shoot. Production/Animation/Talent with shooting and editing skills. Experience desired with Avid and Sony 2000 editing, Multicamera live switching, Graphic computer skills. Extensive travel required. Refer to "Video Programmer" position. All candidates must be minimum 21 years of age. Royal Caribbean International offers competitive salaries and a generous benefits package. Send resume and VHS demo tape to: Royal Caribbean International, Attn: Talent Acquisition Mgr., 1050 Caribbean Way, Miami, FL 33132. E/O/E.

**Fax your classified ad to**  
**Broadcasting & Cable**  
**(212) 206-8327**

**Engineering Supervisor:** Southeastern television station seeking an engineering supervisor with a strong technical background and proven supervisory skills. Candidate should have a minimum of two years successful management experience. Leadership skills and strong technical operations experience are required. Ability to schedule people and facilities as well as strong computer knowledge are necessary. Must be hands-on with transmitter and studio equipment. Pre-employment drug screen. Reply to Box 01181 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.

**Chief Engineer. KOCO-TV, Oklahoma City.** Looking for a talented, highly motivated individual to oversee the technical operations at one of the finest broadcast facilities in the nation. Must have experience in TV broadcast engineering management including capital project planning and implementation, supervising technical personnel, preparation and execution of technical operations budget, maintenance of studio and transmitter facility, knowledge of all building systems and compliance with all government and industry standards and regulations. In depth knowledge of digital video and audio technology is a must as we plan our conversion to ATV. Seeking a strong leader who works well with department personnel, other department managers and all station employees. Degree in technically related field or equivalent experience required. Send resumes (no calls or faxes) to Jeff Rosser, President/General Manager, KOCO-TV, 1300 East Britton Road, Oklahoma City, OK 73131. KOCO-TV is an Argyle Television Station and an Equal Opportunity Employer.

**Chief Engineer.** Midwest Indie, Top Ten market, looking for experienced broadcast engineer to manage growing department. Excellent technical skills and supervisory experience a must. Thorough understanding of the future of broadcast technologies also required. Send resume and salary requirements to Box 01177 EOE.

**Broadcast Maintenance Engineer.** Self-starter with experience repairing digital and analog studio equipment. Requires strong background in computer hardware/software assoc. with automation systems, video servers and computer networks. Sony VTR and LMS or high power UHF transmitter experience a plus. Resume to KTXH UPN-20, Depart. B/C, 8950 Kirby Drive, Houston, TX 77054. EOE.

**Assistant Chief Engineer.** Highly motivated individual with management ability: strong background in all facets of TV operations from traffic to transmitter. Must possess systems planning, maintenance and installation knowledge. Hands on required. FCC general class license and strong computer skills preferred. Resume to KTXH UPN-20, Depart. B/C, 8950 Kirby Drive, Houston, TX 77054. 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**

**Ever want to make a run at Indy?**

Tribune Broadcasting's newest station is gearing up to take the lead in the Indianapolis NEWS RACE. WXIN Fox 59 is looking for experienced people who know news & know how to win! Here are the positions we need to pass the competition:

- |                         |   |
|-------------------------|---|
| <b>Weeknight Anchor</b> | <b>Weekend Meteorologist</b>              |
| <b>Reporters (2)</b>    | <b>Photo-Journalist</b>                   |
| <b>News Producer</b>    | <b>Associate Producer/Assignment Desk</b> |

So if you're ready for a career opportunity and a run for the winner's circle, send resume, cover letter and non-refundable VHS or BETA tape to:



**Human Resources  
WXIN-TV  
1440 N. Meridian St.  
Indianapolis, IN 46202  
No phone calls please.**

**KTVO-TV/ABC3** is seeking qualified applicants for:  
*Weekday Meteorologist:* Must be able to produce and perform three daily weathercasts and have working knowledge of WSI system. *Morning Anchor/Reporter:* Must have demonstrated ability to produce and anchor Morning Newscast and AM Cut-ins. *Reporter:* Full-time. Seeking proven self-starter able to report, shoot and edit. Send resume with tape to: Mike Wright, News Director, KTVO-TV, PO Box 949, Kirksville, MO 63501. No phone calls. EEO Employer.

**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.

**Producer.** This one is not for beginners or show stackers. At least 2 years experience creating, shaping and delivering a fast-paced, creative and accurate newscast. You need to be able to handle Breaking News, to be able to drive experienced and successful anchor teams to their best and to prove to this #1 shop that you can lead. Rush your tape and resume to: Bob Longo, News Director, Channel 7/WKWB-TV, 7 Broadcast Plaza, Buffalo, NY 14202. No phone calls. EOE.

**WRDW-TV, Augusta's #1 news station,** has opening for Videographer to shoot and edit video tape, as well as set up and shoot live remotes, for newscasts. Previous TV news experience a must. Resumes and tapes to: Judith M. Tredore, WRDW-TV, PO Box 1212, Augusta, GA 30903-1212. EOE.

**WHOI-TV,** the ABC affiliate in Peoria, Illinois is looking for an executive producer to supervise staff for morning, 5pm, 6pm and 10pm newscasts. We're looking for someone with strong leadership, editorial and management skills. Must also have the ability to execute and teach aggressive television coverage. Send resume to: Human Resource Department, WHOI-TV, 500 N. Stewart Street, Creve Coeur, IL 61610. EEO. Women and minorities encouraged to apply.

**WAFF TV,** the NBC affiliate in the progressive city of Huntsville, AL, needs a creative producer with solid journalism credentials. Please send a tape and resume: WAFF TV, PO Box 2116, Huntsville, AL 35804, Attn: Frank Volpicella. Absolutely no phone calls. WAFF is an Equal Opportunity Employer and encourages applications from women and minorities.

**Reporter:** NBC affiliate looking for aggressive, hard-working reporter. Must have prior television reporting experience. Must be a team player, good writer, good story teller and work well with others. Journalism or communications degree required. No phone calls. Send resume and tape to: Nancy Crouter, WEYI-TV, 2225 West Willard Road, Clio, MI 48420. M/F. EOE.

**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.

**Photographer.** Candidate must be an experienced photojournalist and editor. Must be proficient in state of the art equipment. Job includes working as a team with a reporter and as a stand-alone photojournalist. Understanding and demonstration of NPPA standards a must. Strong creativity, organizational skills and clear, calm thinking during stressful situations required. "People skills" and respect for co-workers needed. Send resume and non-returnable tape to Kyle Hamm, Chief Photographer, KOCO-TV, 1300 E. Britton Road, Oklahoma City, OK 73131. EOE.

**News Reporter:** Aggressive General Assignment Reporter for #1 news team in 48th market. Lots of live reporting. Will have beat assignment. Need self starter. Have all the resources - Sat. truck, helicopter, bureaus and big staff. Looking for a true storyteller who loves hard news and beating the competition. Minimum 2 years broadcast news reporting. Newstar computer, satellite reporting and computer assisted reporting skills preferred. Proven ability to commit to staying. Resume, cover letter and non-returnable VHS tape: News Reporter Opening, KOAT-TV, 3801 Carlisle Boulevard, NE, Albuquerque, NM 87107. Drug free workplace. KOAT-TV is an Equal Opportunity Employer.

**News Director.** Long-time market leader and top rated station seeks manager to lead news team to the next level. Superior editorial, production, and promotional skills all a must. We have all the tools and toys in a market where all stations like to compete. Send cover letter and resume to: Henry Florsheim, KTRK-TV, 3310 Bissonnet, Houston, Texas 77005. Equal Opportunity Employer. M/F/D/V.

**Univision in Fresno** seeks experienced leader for News Director. Strong organizational and communication skills required. Must be bilingual: English/Spanish. We're already the #2 rated news in Fresno; come make us #1! Send resume and cover letter to General Manager: KFTV, Channel 21, 3239 W. Ashlan Avenue, Fresno, CA 93722. No phone calls. EOE.

**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.

**News-Producer/Reporter.** We're starting a 5:00 p.m. newscast and we need a producer who will also report. Must have strong producing, writing, editing and people skills. Outstanding company with excellent benefits. Send resume, writing samples, and VHS or 3/4" resume tape of producing and reporting to Box 01176. M/F EOE.

**Sports Director:** Gather, write, edit, report and anchor sports segment during newscasts. Anchor weekday sportscasts on a regular basis as well as weekend sports and special broadcasts, as assigned. You'll be part of a 3 person sports dept. with heavy emphasis on local coverage, including the nationally recognized Syracuse University programs. This position requires a varied and extensive background in sports anchoring and reporting; this is not a beginner's position. Send non-returnable tape and resume to Donna Moreland, WSTM-TV3, 1030 James Street, Syracuse, NY 13203. WSTM is EOE.

**News Director.** WTVY-TV, a Benedek Broadcasting station and CBS affiliate, has an immediate opening for a News Director. WTVY is located in Dothan, Alabama, only a short drive from the Gulf Coast and the world's most beautiful beaches. If you can take a solid, #1 rated news operation to a higher level, then this is an excellent career opportunity for you. Candidates should possess strong writing, producing, creative, management and leadership skills. Must be able to effectively recruit, train and motivate. If you believe you have the proper qualifications and abilities, tell us why by sending the appropriate information including references to Tom Wall, Vice President/General Manager, WTVY-TV, PO Box 1089, Dothan, Alabama 36302. Benedek Broadcasting Corporation/WTVY-TV is an Equal Opportunity Employer.

**News Director for Traverse City/Cadillac, MI.** Beautiful resort area in Northern Michigan (ideal area for the outdoorsman) is searching for an aggressive creative, hardworking News Director. This person is an assistant ND or EP in a medium to large market, or ND in smaller market, who is a take charge type and isn't afraid to think out of the box. If you don't have that burning desire to be number one and aren't willing to put in the time to get there, then please don't apply. Send your resume, current salary and references to Gary Anderson, VP & GM, WPBN/WTOM TV, Box 546, Traverse city, MI 49685. WPBN/WTOM is an equal opportunity employer.

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

**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.

**Experienced Reporter:** Must have at least one year of full-time reporting experience at commercial TV station. Demo tapes must include recent live shots. Will join area's #1 news team. ABC affiliate. Send tape and resume to Steve Hunsicker, WTVG, PO Box 1150, Chattanooga, TN 37401. No phone calls. Equal Opportunity Employer.

**Co-Anchor/Reporter.** Award winning ABC affiliate in Southern Minnesota seeks energetic co-anchor for one hour weekday morning newscast and GMA cut-ins. Send resume and non-returnable VHS or 3/4" tape to: Dean Adams, News Director, KAAL-TV, 1701 10th Place NE, Austin, MN 55912. EOE.

**Anchor.** NBC News 6, a group owned station located in a beautiful western market, seeks an applicant with one year anchoring experience to complement a male anchor. Please send a non-returnable SVHS, VHS or 3/4" tape w/resume to: Tonia Ellis, Channel 6, 902 East Sherman Street, Pocatello, ID 83201. No phone calls please. EOE.

**Anchor needed** for a growing Top 50 affiliate. We're looking for someone to complement our female co-anchor. If you're a great writer and communicator, who also likes to report from time to time, you may be just what we're looking for. No beginners please, at least three years as an anchor/reporter required. Send tape and resume to Box 01182 EOE.

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**HELP WANTED PROMOTION**

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**Promotion Writer/Producer.** Do your promos reach through the screen and captivate viewers? Do you love winning more than the news department? WMBD TV is looking for an aggressive producer to join our award winning promotion team. Broadcasting degree, AVID editing and prior promotion experience preferred. Send resume and VHS reel to Clay Hagedorn, Promotion Manager, WMBD TV, 3131 N. University, Peoria, IL 61604. No calls please. EOE.

**Fax your classified ad to  
Broadcasting & Cable**

**(212) 206-8327**

**Promotion Writer/Producer:** WTVQ seeks an experienced and creative Writer/Producer to join an aggressive television promotion team. Candidate must have previous promotion, television news, or production experience. Strong news topical promotion skills and an ability to write and create compelling news image promotions are essential. Editing and computer skills preferred. Must be willing to work evenings and weekends. Send resume and reel to: Human Resources/PWP, WTVQ-TV, PO Box 55590, Lexington, KY 40555-5590. EEO. M/F pre-employment drug test required.

**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.

**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.

**Creative Services Director** WICU/NBC12 and WFX-P/FOX 66. Creative, energetic, multi-task person to direct both promotion and production activities. Develop and execute promotional and creative strategy. Emphasis on news and co-branding. Oversee commercial production. Sales promotion, community relations and 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.

**HELP WANTED RESEARCH**

**Research Director.** Top UPN affiliate seeking self-motivated individual with knowledge of Nielsen, Scarborough, Prime and TV Scan. Marketing/Sales promotion experience a plus. Minimum 2-3 years experience. College degree preferred. Resume to: KTXH-TV, Dept. B/C, 8950 Kirby Drive, Houston, TX 77054. EOE.

**Research Analyst.** WRLH TV - FOX, located in a great lifestyle area is seeking an analyst to aid the sales department in marketing and selling its quality product. Skills should include proficiency with word processing, spreadsheet, presentation and syndicated qualitative computer applications. Creating and maintaining the master planner is a priority. In addition, the ability to find selling strengths, positioning ideas, the creation of one sheets, presentations and example packages is a necessity. TVScan experience is an advantage. Send resume and salary requirements to GSM, WRLH TV, 1925 Westmoreland Street, Richmond, Virginia 23230. All replies held in strict confidence. EOE.

**HELP WANTED  
FINANCIAL & ACCOUNTING**

**Are you energetic - looking for a change???** If so, we have the job opportunity for you. We're looking for an energetic team player to head up the Business Office of a top eight market television station. Bachelor degree in Accounting preferred. CPA or equivalent experience a plus. Three (3) to five (5) years TV, media, or CPA experience a plus. Must have supervisory skills, extensive knowledge of Lotus, and some plant/building maintenance exposure. Will be responsible for all accounting and financial matters for the station. If this sounds like the job for you, send your resume to Box 01178 EOE.

**Accounting/Director of Finance.** NEWSCHANNEL 8, a 24-hour regional cable news channel for the Washington, DC, area, seeks a Director of Finance to manage its day-to-day accounting process. In this hands-on position, the selected candidate will supervise G/L, payroll, A/P, A/R, F/A, month-end closing, budgeting, and financial reporting. We seek a CPA with 5 years financial management experience, preferably in broadcasting. We seek a team player who will thrive in a fast-paced environment where standards of excellence are high but where we also like to have fun. EOE. Send resume and cover letter to HR, NEWSCHANNEL 8, 7600 D Boston Blvd., Springfield, VA 22153 or fax to 703-912-5599. No phone calls please.

**HELP WANTED PROGRAMMING**



**PROGRAM DIRECTOR**

TCM seeks experienced Program Director to head up network's Programming Department.

Position requires strong knowledge of classic movie product along with solid experience in network scheduling and inventory management. Ideal candidate will have strong financial skills for developing and managing budgets and film amortization. Person will also be responsible for monitoring programming operations as it relates to the scheduling of the network's continuity programming and promotion.

Send resumes to:  
Lisa Woodley  
Administrative Manager  
1050 Techwood Drive  
Atlanta, GA 30318

No calls please.

**Executive Producer "Good Morning Texas":** WFAA-TV in Dallas, an A.H. Belo company, seeks an excellent people manager and motivator with a track record of success in producing talk/entertainment programming. This daily entertainment and information show ranks #1 in its time period, 9-10 am M-F. The show is slick and well-staffed and deserves a creative, committed and visionary leader to continue and build upon its success. Send resume and tape to Kathy Clements-Hill, WFAA-TV, 606 Young Street, Dallas, TX 75202-4810. No phone calls, please. Equal Opportunity Employer.

**HELP WANTED PRODUCTION**

**Senior Writer-Producer/  
Asst. Director  
of Creative Services**

**I'm looking for a dynamic, creative #2 to help write, produce & manage for the KCBS-TV Promotion Department.**

**Candidates should have a strong background in News Promotion, a positive attitude and a great reel. Previous management experience a plus.**

**This is the perfect "next step" for a Senior Writer/Producer in a large market or a Promotion Manager in a mid-size market.**

**Please send resume & reel to:**

**Garen VandeBeek  
Director of Creative Services  
KCBS-TV, 6121 Sunset Blvd.  
Los Angeles, CA 90028**



CBS is an Equal Opportunity Employer

**TV Production/Media Relations Consultant.** NY Lottery seeking an experienced TV Production/media relations consultant to manage, direct, and produce all broadcast programs in the Lottery's broadcast communications facility full-time. Qualified individual needs to understand TV programming standards/requirements. Needs to have established relationships with regional TV media and Not For Profit community. Also needs to be able to supervise TV programming production. Interested individuals please fax or write to request copy of RFP to: Dario Spina, Events & Publicity Specialist, DDB Needham, 437 Madison Avenue, 5th Floor, NY, NY 10012. Fax: 212-415-3511.

**Sports Producer/Editor.** International Live Sports Network seeks experienced Sports Producer with editing experience to join industry leader with new top rate studio and editing facility in Deerfield Beach, on the East coast of South Florida. Minimum three years working on live sports programming. AVID 8000 editing experience a big plus. Individual should be able to manage multiple projects from conception through creative development to completion. Some travel required. Excellent benefits. Send tapes and resumes with salary history and requirements to: Personnel MC, Don King Productions, 501 Fairway Drive, Deerfield Beach, FL 33441. Absolutely no calls.

**Producer/Commercial and Corporate Video Production.** MultiMedia Resources, NCR Corporation, Dayton, Ohio. MultiMedia Resources is a state of the art, fully digital production company within NCR, an international Fortune 500 computer corporation. MMR is seeking an experienced producer to join our professional, award winning team in creating international corporate and commercial productions. The qualified candidate must provide leadership, technical expertise and creative direction to MMR clients, world wide. Must have the desire and integrity to set a high standard of quality for MMR productions. Must be an effective consultant, manage project budgets, coordinate both internal & external resources and manage multiple projects of varying scope at a time. The producer will be responsible for the vision and creative in all areas of the production including writing & directing and must be able to determine the best media for communication, whether it be multimedia, video, audio, etc. Qualifications/Educational Requirements: Appropriate degree in Communications or related field with 5 to 10 years in Feature Documentary/Advertising Agency Production and/or Corporate Production. National and Regional broadcast productions a plus. Must have a proven track record of interviewing clients. Please send resume and reel on Beta format (No Phone Calls) to: Executive Producer, Reference #007, MultiMedia Resources/Public Relations, NCR, 101 West Schantz Avenue, Dayton OH 45479-0001.

**Executive Producer/Weekend News and Special Projects:** WJLA-TV, the ABC affiliate in Washington, DC, has immediate opening for an Executive Producer to oversee the daily editorial operation of Weekend Newscasts. Also responsible for overseeing the production of special reports, as well as special programs, series, remotes and other assigned projects. Minimum of 5 years news writing/news operation experience in a Top 10 market. Send resume to: Human Resources/Executive Producer, WJLA-TV, 3007 Tilden Street, NW, Washington, DC 20008. EOE.

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

**Director of Audio Production/Audio Engineer:** One of the South's first full digital video production facilities needs aggressive person ready to take control and grow in the field of audio production. KTBS-TV, ABC, Shreveport, LA has an immediate opening for an experienced, strong voice for commercial production, news, and station promotion. Individual must possess good interpersonal skills, as well as being capable of producing energetic, creative, and dynamic audio production for local, regional, and national markets. 3-5 years experience is preferred. Full-blown audio suite is waiting for you. *No phone calls.* Send non-returnable demo tape and resume to: AAE1-BC, Box 44227, Shreveport, LA 71134-4227. EOE.

**Creative Services Writer/Producer:** WPDE-TV 15, the ABC affiliate in the Myrtle Beach/Florence market has an immediate opening for a hands-on writer/producer in its award-winning creative services department. Copywriting, videography and post-production experience necessary. Media 100 or other Mac-based non-linear editing and Adobe Software experience a definite plus. Send reel, resume and salary requirements to: Chuck Spruill, Director, Promotion & Creative Services, WPDE-TV, 3215 South Cashua Drive, Florence, SC 29501-6386. EOE/MF.

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

**Broadcast Personnel.** Technical Directors (GVG 300 Switcher with Kaleidoscope), Audio (mixing for live studio and news broadcasts), Studio Camerapersons (studio productions and news broadcasts), Chyron Operators (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.

**TV Director.** Skilled director with five years television experience including on-air switching of electronic equipment. Responsible for end result of television productions. Send a resume to Human Resources, KCNC-TV, 1044 Lincoln, Denver, CO 80203. EEO. MF.

**Senior Producer.** KSDK is looking for a senior producer for its highly successful "Show Me St. Louis" a live, local, daily show. We are looking for someone who thinks outside the box, is not afraid to take risks, has good writing skills, great organizational skills and has at least three years experience with live television. Needs to be a good leader of people and projects, a good motivator and an idea person with lots of energy. Send resume to Shirley Schumacher, KSDK-TV, 1000 Market Street, St. Louis, MO 63101. EOE.

**Producer/Host.** Nationally awarded corporate video news program seeks on camera producer to continue five years of industry leadership. Creative writer who is good with people will succeed in role with autonomy and authority. Emmy-winning production support staff. E-mail resumes to: PRC-Film-Video@MSN.com. Reels or resumes to: Producer, PO Box 24802, Jacksonville, FL 32241

**Producer (Morning):** News 12 is seeking a Morning Producer for their Westchester location. Requirements include at least two years of experience producing television news; and the ability to secure information on news stories, write scripts, formulate rundowns, and edit copy. Exceptional writing and organizational skills are essential; the proven ability to motivate and supervise a staff is a must. Flexible schedule required. Please send your resume with salary requirements to: PO Box 999-JR, Woodbury, NY 11797. We are 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.

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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.

## OWNERSHIP CHANGES

### Dismissed

**Rockville, Mary.** (BAL-970210EU)—Radio Broadcast Communications Inc. for WINX(AM): TOC to Montgomery County (Md.) Government Dept. of Public Works and Transportation. *June 26*

**Ocracoke, N.C.** (BAPH-970121GS)—Ocracoke Broadcasters for FM at 92.7 mhz: TOC to Bruce S. Cotton. *June 27*

### Granted

**Laredo, Tex.** (BTCCT-970604IA)—Panorama Broadcasting Co. for KLDQ-TV: involuntary TOC from Reynaldo S. Gonzalez, deceased, to James Whitworth, administrator of estate of Reynaldo S. Gonzalez. *June 20*

### Filed

**Delta, Ohio** (BTCH-970613GI)—Toledo Radio Inc. for WBUZ-FM: involuntary TOC from Milton Dudley, deceased, to Betty B. Dudley, executrix. *July 2*

## NEW STATIONS

### Dismissed

**Lihue, Hi.** (BPED-950215MZ)—Hawaii Public Radio for noncommercial FM at 90.1 mhz. *July 2*

### Filed

**Huntsville, Ala.** (970616AK)—Hundley Batts Sr. and Virginia Cables for AM at 1700 khz (expanded band). *June 25*

**Fort Smith, Ark.** (970613AE)—Gulfstar Communications Inc. for AM at 1650 khz (expanded band). *June 24*

**Lamont, Calif.** (970620MF)—Educational Media Foundation (Richard Jenkins, president, 1425 N. Market Blvd, Suite 9, Sacramento, Calif. 95834) for noncommercial FM at 91.7 mhz, 6 kw, ant. -23 m., .15 km E of Hwy 5, .3 km S. Hwy 166. *July 1*

**Moreno Valley, Calif.** (970616AQ)—Delbert L. Van Voorhis for AM at 1670 khz (expanded band). *June 25*

**Vallejo, Calif.** (970613AK)—Quick Broadcasting Inc. for AM at 1640 khz (expanded band). *June 24*

**Denver** (970616AP)—Salem Media of Colorado Inc. (4880 Santa Rose Road, Camarillo, Calif. 93012) for AM at 1650 khz, 1 kw night, 10 kw day (expanded band). *June 25*

**Pueblo, Colo.** (970606MB)—Family Stations Inc. for FM at 89.9 mhz. *June 20*

**Hamden, Conn.** (970625IB)—Clear Channel Radio Licenses Inc. for WKCI-FM: auxiliary station. *July 8*

**Adel, Ga.** (970613AR)—Williams Investment Co. (Mike Williams, president, 1203 W. 4th St., Suite 11, Adel Ga. 31620) for AM at 1690 khz (expanded band), 10 kw, ant. 86.5 m., 3.9 km E of intersection of SRs 76 and 37. *June 24*

**Atlanta** (970616AF)—Infinity of Georgia Lic. Corp. for AM at 1650 khz (expanded band). *June 25*

**Warner Robins, Ga.** (970613AI)—WIKS-FM Inc. for AM at 1670 khz (expanded band). *June 24*

**South Bend, Ind.** (970613AG)—Times Communications Inc. for AM at 1620 khz (expanded band). *June 24*

ed band). *June 24*

**Castana, Iowa** (BPH-970612MJ)—Maple River LLC (Sherm T. Hill Jr., president, 4232 Fowler Ave., Baltimore, Md. 21236) for FM at 107.5 mhz, 25 kw, ant. 100 m., 1.8 km N of SR 175 2.5 km WNW of Turin, Iowa. *June 30*

**Cedar Falls, Iowa** (970616AN)—Fife Communications Co. LLC for AM at 1650 khz (expanded band). *June 25*

**Des Moines, Iowa** (970612AD)—Two Rivers Broadcasting LP for AM at 1700 khz (expanded band). *June 24*

**Iowa City, Iowa** (970613AD)—River City Radio Inc. for AM at 1630 khz (expanded band). *June 24*

**Blackfoot, Idaho** (970616AT)—Western Communications Inc. for AM at 1620 khz (expanded band). *June 25*

**Cawker City, Kan.** (BPH-970614MB)—Waconda Broadcasting Corp. (Ruby J. Hoeflicker, president, P.O. Box 106, Cawker City, Kan. 67430) for FM at 96.3 mhz, 13 kw, ant. 70 m., Mitchell Co., Kan., at NW edge of Glen Elder, Kan., N. of US 24. *June 30*

**Fort Smith, Kan.** (970613AE)—GulfStar Communications Inc. for AM at 1650 khz, 1 kw night, 10 kw day (expanded band). GulfStar owns KWHN(AM) Fort Smith. *June 13*

**Humboldt, Kan.** (970616MF)—Michael D. Sutcliffe for FM at 94.3 mhz. *July 3*

**Kansas City, Kan.** (970616AJ)—Michael B. Ginter for AM at 1660 khz (expanded band). *June 25*

**Bastrop, La.** (970516IE)—Holladay Broadcasting of Louisiana Inc. for KRVV-FM: auxiliary station. *June 26*

**Natchitoches, La.** (970611MD)—Bundrick Communications Inc. for FM at 100.7 mhz. *June 30*

**Lexington Park, Md.** (970613AJ)—Southern Maryland Broadcasting Corp. for AM at 1690 khz (expanded band). *June 24*

**Kalamazoo, Mich.** (970626AA)—Fairfield Broadcasting Co. for AM at 1660 khz (expanded band). *July 8*

**Mt. Pleasant, Mich.** (BPED-970619MA)—Great Lakes Broadcast Academy Inc. (James J. McCluskey, director/60% owner, P.O. Box 334, Stanwood, Mich. 49346) for noncommercial FM at 90.7 mhz, 1.5 kw, ant. 58 m., Leaton Road, 1.2 km E of US 27. *June 30*

**Muskegon, Mich.** (970612AC)—Goodrich Broadcasting Inc. for AM at 1680 khz (expanded band). *June 24*

**Rogers Heights, Mich.** (BPED-970619MB)—Great Lakes Broadcast Academy Inc. (James J. McCluskey, director/60% owner, P.O. Box 334, Stanwood, Mich. 49346) for noncommercial FM at 89.9 mhz, 11550 Maple, Rogers Heights. *June 30*

**Biloxi, Miss.** (970616AM)—G&R Radio Inc. for AM at 1640 khz (expanded band). *June 25*

**Tipton, Mo.** (BPED-970613MD)—New Life

## 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

**Evangelistic Center Inc.** (Lawrence W. Rice Jr., president, 1411 Locust St., St. Louis, Mo. 63103) for noncommercial FM at 89.9 mhz, 2.7 kw, ant. 580 m., Section 25 of Mill Creek Township 4 km SE of Syracuse, Mo. *June 30*

**Kalispell, Mont.** (BPED-970617MA)—Stockton Christian Life College Inc. (Kenneth F. Haney, president, 9019 W. Lane, Stockton, Calif. 95210) for noncommercial FM at 88.7 mhz, .22 kw, ant. 122 m., MT-Opp Koo Koo Trail 1.9km SW of Kalispell. *June 30*

**Elizabeth, N.J.** (970613AM)—WJDM-AM Inc. for AM at 1660 khz (expanded band). *June 24*

**Princeton, N.J.** (970613A)—Nassau Broadcasting Partners LP for AM at 1680 khz (expanded band). *June 24*

**Toms River, N.J.** (970616AG)—Knox Broadcasting Corp. for AM at 1620 khz, 1 kw night, 10 kw day (expanded band). *June 25*

**Chateaugay, N.Y.** (970603IG)—Cartier Communications Inc. for WYUL-FM: auxiliary station. *June 26*

**Sneads Ferry, N.C.** (BPED-970613MC)—Praise Broadcasting Network Inc. (Dennis W. Anderson, president, P.O. Box 10071, Wilmington, N.C. 28405) for noncommercial FM at 89.9 mhz, 1.5 kw, ant. 156 m., 3.5 km SSW of intersection of SRs 172 and 210. *June 30*

**Minot, N.D.** (970612AC)—Faith Broadcasting Inc. for AM at 1620 khz (expanded band). *June 24*

**West Fargo, N.D.** (970616AD)—Ingstad Broadcasting Inc. for AM at 1660 khz, 1 kw night, 10 kw day (expanded band). *June 25*

**Vaughsville, Ohio** (970620MA)—Vaughsville United Methodist Church for non-commercial FM at 88.1 mhz. *June 30*

**Canovanas, P.R.** (970616AH)—Del Pueblo Radio Corp. for AM at 1660 khz, 1 kw night, 10 kw day (expanded band). *June 25*

**Dillon, S.C.** (970620ME)—American Family Association (P.O. Drawer 2440, Tupelo, Miss. 38803) for noncommercial FM at 90.5 mhz, 10 kw, ant. 135 m., N on Hwy 38 at intersection with Hood Rd. *July 1*

**Clear Lake, S.D.** (970624MJ)—Robert Lynn Faehn for FM at 107.1 mhz. *July 3*

**Brownsville, Tex.** (970616AI)—La Nueva KBOR Inc. for AM at 1700 khz, .88 kw night, 8.8 kw day (expanded band). *June 25*

**College Station, Tex.** (970616AI)—Bryan Broadcasting for AM at 1620 khz (expanded band). *June 25*

**Doss, Tex.** (BPED-970620MB)—American Broadcasting Educational Foundation (Barton Prideaux, president, 8103 Brodie Lane, Suite #3, Austin, Tex. 78745) for noncommercial FM at 88.1 mhz, 6 kw, ant. 100 m., 8.18 km from intersection of Hwy 290 and Reeh Road. *June 30*

**Fort Worth, Tex.** (970616AE)—Infinity Broadcasting Corp. for AM at 1630 khz (expanded band). *June 25*

**Midland, Tex.** (970623MA)—Paulino Bernal Evangelism (Paulino Bernal, president, P.O. Box 252, McAllen, Tex. 78505) for noncommercial FM at 90.1 mhz, 3 kw, ant. 100 m., N

of I-20, 6.9 km ENE of Midland. *July 1*

**Wake Village, Tex.** (970623MD)—Altus Ed Broadcasting Foundation (Michael D. Master-son, CEO, P.O. Box 837, Altus, Okla. 73522) for noncommercial FM at 92.5 mhz, 4.5 kw, ant. 118.7 m., 2515 W 7th St., Texarkana, Tex. *July 1*

**Plain City, Utah** (970613AT)—First National Broadcasting Corp. (4014 Beus, Ogden, Utah 84403) for AM at 1660 khz, 1 kw night, 10 kw day (expanded band). *June 16*

**Goochland, Va.** (BPH-970605ME)—Hubert N. Hoffman, Jr (president, Hoffman Communi-cations Inc., P.O. Box 4626, Alexandria, Va. 22303-0626) for FM at 100.5 mhz, 1.95 kw, ant. 176 m., intersection of SR 634 and USR 250 3.6 km SE of Gum Springs, Va. *June 5*

**Charlotte Amalie, V.I.** (970616AR)—Three Angels Corp. for AM at 1690 khz (expanded band). *June 25*

**Frederiksted, St. Croix, V.I.** (970613AC)—Reef Broadcasting Inc. (79-A Castle Coakley, Christiansted, St. Croix, V.I. 00820) for AM at 1620 khz, 10 kw, ant. 59 m., at WRRR tower site. *June 13*

**Seattle** (970616AU)—Inspiration Media Inc. (4880 Santa Rosa Road, Suite 300, Camarillo, Calif. 93012) for AM at 1680 khz (expanded band), 1 kw night, 10 kw day. *June 25*

**Madison, Wis.** (970616AL)—Mid-West Man-agement Inc. for AM at 1670 khz, 1 kw night, 10 kw day (expanded band). *June 25*

**Fox Farm, Wyo.** (970616AO)—Christus Broadcasting Inc. for AM at 1630 khz (expanded band). *June 25*

**Orchard Valley, Wyo.** (970620MD)—Edu-cational Media Foundation (Richard Jenk-ins, president, 1425 N. Market Blvd., Suite 9, Sacramento, Calif. 95834) for noncom-mercial FM at 89.7 mhz, 68 kw, ant. 201 m., off US 87, .6 miles S of Speer Road. *July 2*

### FACILITIES CHANGES

#### *Dismissed*

**Ocracoke, N.C.** (BMPH-970610IB)—Ocracoke Broadcasters for FM at 92.7 mhz: change TL. *June 30*

**Franklin, Tenn.** (BPH-960306ID)—Tuned-In Broadcasting Inc. for WRLT-FM: change class. *June 30*

**South Padre Island, Tex.** (BMPH-950727ID)—Alternative Broadcasting Corp. for KESO-FM: change class. *June 30*

#### *Returned*

**Santa Rosa, Calif.** (BPED-951031MD)—Rural California Broadcasting Corp. for KRCB-FM: change ERP, ant., TL, frequency. *June 26*

#### *Filed/Accepted for filing*

**Bisbee, Ariz.** (BMPED-970617IC)—World Radio Network Inc. for KRMB-FM: change main studio location. *July 2*

**San Carlos, Ariz.** (970617ID)—Desert West Air Ranchers Corp. for KCDX-FM: change frequency, class, TL. *July 2*

**Hot Springs, Ark.** (BPED-970618MA)—Central Arkansas Christian Broadcasting Inc. for KSBC-FM: change ERP, ant., TL. *June 30*

**Auberry, Calif.** (970613IH)—Lotus Com-munications Corp. for KLBN-FM: change ERP, ant. *July 2*

**Fairmead, Calif.** (BMPED-970620MC)—Educational Media Foundation Inc. for KLVY-FM: change ERP, TL, class. *June 30*

**Glendale, Calif.** (970613F)—Southern California Broadcasting Co. Inc. for KIEV(AM): change ant. *June 26*

**Gonzales, Calif.** (970616BN)—Monterey Co. Broadcasters Inc. for KKMC(AM): change city of license, increase night power, change TL, ant. system. *June 26*

**Los Angeles** (970616BC)—Citicasters Co. for KUIS(AM): increase power, change TL. *June 26*

**Magalia, Calif.** (BPED-970620ID)—Educa-tional Media Foundation for KLVC-FM: change ERP, class. *July 2*

**Turlock, Calif.** (BPED-970616ME)—Cali-fornia State University—Stanislaus for KCSS-FM: change ERP, ant. *June 30*

**Estes Park, Colo.** (970626IB)—Trail Broadcasting Co. Inc. for KEZZ-FM: change ant., TL. *July 8*

**Georgetown, Del.** (970620IA)—Great Scott Broadcasting for WZBH-FM: change ant., ERP, TL, directional ant., class. *July 1*

**Charlotte Harbor, Fla.** (970626II)—Inter-mart Broadcasting SW FL Inc. for WIKX-FM: change TL, ant. *July 8*

**Tallahassee, Fla.** (BP-970620AB)—HVS Partners for WHBT(AM): change TL. *June 30*

**Augusta, Ga.** (970626IE)—Davis Broad-casting Inc. for WFXA-FM: change ERP. *July 8*

**Gainesville, Ga.** (970701IA)—Capital Cities/ABC Inc. for WYAY-FM: change TL, ant. *July 8*

**Lakeland, Ga.** (970612IE)—Lakeland Broad-casters Inc. for WHFE-FM: change ERP, ant., TL, class. *June 30*

**Chicago** (BMP-970627AC)—Moody Bible Institute for WMBI(AM): change day power, change ant. system. *July 8*

**Seneca, Ill.** (970612IC)—Nelson Enterprises Inc. for WAIZ-FM: change ERP, TL, ant. *June 26*

**Waukegan, Ill.** (BP-970625AA)—Spring Broadcasting of Illinois, LLC for WKRS(AM): change night power. *July 8*

**Plainville, Kan.** (960616IA)—Charles Alan Farr for KFIX-FM: change frequency from 96.7 mhz to 96.9 mhz. *July 2*

**Dubach, La.** (970623IB)—William W. Brown for KPCH-FM: change frequency to 97.7 mhz. *July 2*

**Hermantown, Minn.** (970604IC)—Harbor Broadcasting Inc. for WWAX-FM: change ERP, class. *June 30*

**Corinth, Miss.** (BPH-970623IC)—Joe Taylor Jobe for WADI-FM: change ERP. *July 2*

—Compiled by Sara Brown

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# Datebook

## THIS WEEK

**Through July 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.

**Through July 18**—National Association of Broadcasters management development seminar for television executives. Northwestern University, Evanston, Ill. Contact: John Porter, (202) 429-2559.

**July 14-16**—"Optimizing the Functionality and Cost of Set-Top Box," conference presented by Institute for International Research. Hyatt Regency, San Francisco. Contact: (800) 999-3123.

**July 15**—Deadline for entries for the *duPont-Columbia Awards* for excellence in television and radio news. Contact: Denise Lester, (212) 854-5047.

**July 16**—Promotion Marketing Association reception to celebrate the launch of its New York Chapter. The Green House, New York City. Contact: Steven Style, (212) 465-1290.

**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 Luck, (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

**July 22**—Book forum on Robert Corn-Revere's *Rationales and Rationalizations*, presented by the Cato Institute, Washington. Contact: Heather Antilla, (202) 789-5229.

**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**—The Caucus for Producers, Writers & Directors general membership meeting. Jimmy's Restaurant, Beverly Hills, Calif. Contact: David Levy, (818) 843-7572.

**July 24**—"Telecommunications Careers and Staffing: What's Hot and What's Not," career seminar presented by the Rocky Mountain chapter of *Women in Cable & Telecommunications* and the *Association of Colorado Telecommunications Professionals*. University of Denver, Denver. Contact: (303) 628-6964.

**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 U.S. entries to the 40th *New York Festivals* International TV Programming & Promotion Awards competition. Contact: (914) 238-4481.

**Aug. 7**—"Kids Day III," *Hollywood Radio & Television Society* newsmaker luncheon and panel discussion. Regent Beverly Wilshire Hotel, Beverly Hills, Calif. Contact: (818) 789-1182.

**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 Acade-*

*my of Television Arts & Sciences*. Marriott Marquis Hotel, New York City. Contact: Stew Stoltz, (212) 586-8424.

**Sept. 11**—"Network Entertainment Presidents," *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. 15**—Deadline for overseas entries to the 40th *New York Festivals* International TV Programming & Promotion Awards competition. Contact: (914) 238-4481.

**Sept. 16**—*International Radio & Television Society Foundation* newsmaker luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

**Sept. 16**—Deadline for entries to the 40th *New York Festivals* International TV & Cinema Advertising Awards competition. Contact: (914) 238-4481.

**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. 20-22**—National Association of Broadcasters Hundred Plus Exchange. Hotel Monteleone, New Orleans. Contact: Carolyn Wilkins, (202) 429-5366.

**Sept. 23**—BROADCASTING & CABLE Interface XI conference. New York Grand Hyatt, New York City. Contact: Circles Special Events, (212) 213-5266.

**Sept. 23-25**—TV LINK '97, official congress and trade show of *ABTA (Brazilian Association of Pay Television)*. International Trade Mart, Sao Paulo, Brazil. Contact: Patrick Robinson, +44 181 910 7913.

**Sept. 24-26**—IEEE Broadcast Technology Society 47th annual Broadcast Symposium. Sheraton City Centre Hotel, Washington. Contact: Dr. Gerald Berman, (301) 881-4310.

**Sept. 24-28**—ANTENNES & Collectives-Réseaux, satellite, cable and digital TV exhibition presented by *Reed DIP*. Parc des Expositions Hall, Paris. Contact: Alain Cognard, (33) 01 41 90 47 56.

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

## NOVEMBER

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

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

## DECEMBER

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

## APRIL 1998

**April 6-9**—National Association of Broadcasters annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5300.

**Major Meeting dates in red**

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

## Television, day by day

**N**ightly directive for Lucy Johnson: pray to her Bob Barker and Bill Bell dolls.

Johnson likes to joke about her profound respect for Barker, the longtime host of *The Price is Right*, and Bell, creator of *The Young and the Restless* and *The Bold and the Beautiful*. But she's serious when it comes to recognizing the cornerstones of the successful daytime lineup at CBS, where she is senior vice president, daytime/children's programming and special projects, CBS Entertainment.

"They are geniuses at what they do," says Johnson. "They don't need to hear my opinion on how to do their job. My job is to support them and nurture the surroundings and make their life as comfortable as possible."

Humble words from a senior vice president whose daytime schedule has enjoyed a precedent-setting number 1 ranking for eight consecutive years. But equally humble were Johnson's beginnings in the business as a wanna-be graphic artist who yearned for a production gig in television.

"I was hungry for real life," says Johnson, who studied graphic design at Boston University before moving back to her native New York. "I don't think I could have articulated at the time what I wanted. I just wanted to be a part of a production team, working on variety shows or some kind of sitcom."

An entry-level job in NBC's record library gave access in the mid-'60s to the network's production department, where Johnson worked odd jobs on game shows, elections, daytime dramas and dramatic specials. In 1967 Johnson got a hankering for a serious vacation in Rome—but within six months she was back in New York looking for free-lance production work.

She hit pay dirt in 1968, picking up jobs as an assistant to the producer that had her feeling like a theater stage manager one day and an assistant film director the next. She worked on "juicy" TV projects from Harry Belafonte, Alan King and David Susskind.

Her marriage at the time to a TV and commercial producer eventually took her to Los Angeles, where the two developed a drama series for PBS with the help of a grant. The project never materialized but many contacts did, helping Johnson land a job as director of daytime programming at NBC.



*"Each Thursday I look at the ratings. I operate with a team of people that still focuses on the competition."*

### Lucy Johnson

**Senior VP, daytime/children's programming and special projects, CBS Entertainment, Los Angeles; b. July 14, 1945, New York; studied fine arts, Boston University; assistant in music record library and production department, NBC, New York, 1965-67; independent production work in comedy, drama and variety, New York, 1968-78; NBC, Los Angeles: director of daytime programming, 1978-80; director of development, Peacock Project, 1980-81; VP, daytime and children's programs, 1981-83; independent producer, Los Angeles, 1983-85; VP, daytime and children's programs, Lorimar Productions, Los Angeles, 1985-89; CBS, Los Angeles: VP, daytime programs/non-network special projects, 1989-94; senior VP, daytime programs, 1994-96; current position since July 1996.**

"I was so thrilled. I thought, 'They pay you to watch soap operas?'" she says of NBC, where supervising *Days of Our Lives* and searching for new game shows topped her daily agenda.

Johnson took a break from daytime in 1983, looking for the next great movie-of-the-week while developing animation and game shows for Lorimar Productions. But the writers' strike in the late 1980s had Johnson back at the network door. She interviewed with CBS's Michael Brockman, who had hired her at NBC.

"I'd been a fan of CBS shows since I was a kid. I knew how healthy the schedule was. I wouldn't be walking into a crisis-laden situation," Johnson recalls. "As I entered, Michael left. But I kind of ended up being in charge of myself, and it has turned out to be a fabulous, extraordinary ride. I've been able to concentrate on all forms. I'm not just putting out fires every five minutes."

Which brings her back to those fictitious Bell/Barker dolls. The continuity provided by those two men is what makes the daytime schedule so successful, Johnson says.

"One of the beauties of *The Young and the Restless* that helped it enormously for 25 years is that it has the same visionary at the helm who created those characters," Johnson says. "He's still writing for them. Other [daytime dramas] have a different writing team every 18 months."

The story is different over at children's entertainment, a division she inherited last July amid calls for higher ratings from the higher-ups and better shows from Washington. While she is concerned about the new block of news that will fill the Saturday morning lineup come fall ("It scares me. It interrupts the flow."), Johnson says she's enthusiastic about her new responsibility. At the very least, it has led to an introduction to the President.

"I think it's been one of the most exciting years," says Johnson. "It's been very hard work. But while it's been extremely demanding and very energizing, it's made my daytime work more stimulating."

"We still have a tough job ahead of us," Johnson says of the entire daytime lineup. "From the day I walked in there, I haven't taken anything for granted. Each Thursday I look at the ratings. I operate with a team of people that still focuses on the competition. We have a big job ahead of us." —LR

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## BROADCAST TV



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**Robert Gluck**, VP/GM, WTIC-TV Hartford, Conn., joins WLVI-TV Cambridge/Boston, Mass., in same capacity.

Appointments at WBFF-TV Baltimore: **Josh Eure**, weekday producer, WFMV-TV

Greensboro, N.C., and **Alison Saltz**, weekday producer, WBOC-TV Salisbury, Md., join as producers. 6:30 p.m. news: **Nick Clausen** and **Katy Weber** join as photographers; **Kevin Byrd** and **Mike Cox** join as live truck photographers; **Malcolm O'Sullivan** joins as editor.

**Wes Sarginson**, news anchor, WFLA-TV Tampa, Fla., joins WXIA-TV Atlanta as co-anchor. *11 Alive News Today* morning newscast.



Collura

**Deborah Collura**, VP, news, WTVJ-TV Miami, joins WDIV-TV Detroit as news director.

Appointments at KMEX-TV Los Angeles: **Peter Pouliopoulos**, account executive, named West

Coast national sales manager: **Gustavo Adolfo Dominguez**, promotions manager, Energy Communications Corp., San Diego, joins as sales promotion manager.

Appointments at KDKA-TV Pittsburgh: **Mark Berryhill**, assistant news director, named news director; **Jeff Weissbart**, news production manager, named assistant news director; **Adeline Weissert** named news business manager.

Five department heads have been promoted to vice presidents at KTBC-TV Austin, Tex.: **Becky Dan**, VP, creative services; **Jim Kauffman**, VP, engineering and operations; **Gayle Renfro**, VP, finance; **Rob Martin**, VP, news director; **Sharon Fanto**, VP/general sales manager.

**Scott Simensky**, VP, National Television Sales, New York, named general sales manager, WABC-TV there.

## Charles Kuralt, 1934-1997

Charles Kuralt, 62, CBS News reporter, correspondent and host, died July 4 in New York of complications from lupis. Kuralt had a 37-year career at CBS and was probably best known for his "On the Road" pieces shot on location as he and a crew traveled the back roads of America looking for unusual people and places.

He began his journalism career at the University of North Carolina as editor of *The Daily Tar Heel*. After graduation he joined the *Charlotte News* in his native North Carolina as a reporter and columnist. He joined CBS in 1957 as a writer, moved to the assignment desk the following year and became the youngest CBS News correspondent ever in 1959 at age 24. In 1960, he became the first host of the CBS News prime time show *Eyewitness* and also covered that year's presidential campaign. The next year he was chosen to head the network's new Latin American bureau, later becoming a roving reporter. In 1963 he moved to Los Angeles as West Coast correspondent, returning to CBS News headquarters in New York in 1964.



He did four tours covering Vietnam. In 1967 he decided he'd had enough of hard news and began a three-month trial of "On the Road," eventually covering all 50 states and logging more than 50,000 miles a year in his motor home.

In 1979, while still traveling, he began hosting *Sunday Morning*, CBS's 90-minute magazine. It was known for its leisurely pace and sharp writing, the latter a Kuralt trademark. In 1980-81 he interrupted his traveling to anchor *Morning with Charles Kuralt* on weekday mornings.

He retired three years ago, telling his audience: "I aim to do some traveling and reading and writing." And he did, writing "Charles Kuralt's America," a 1995 collection of his favorite spots in the country, one for each month (his sixth book). Then he returned to TV screens earlier this year as host of *I Remember* on CBS Eye on Cable (the last of the show's 10 first-run episodes appeared on July 1; they will be rerun beginning July 15). He also appeared in *An American Moment*, a series of 90-second vignettes on people, places and other aspects of Americana syndicated by Ninth Wave Productions of Austin, Tex., and was seen in reruns of *On the Road* on The Travel Channel.

In September 1995 he also became a station owner, buying WELY-AM-FM in Ely, Minn., one of those 12 perfect spots in the country he described in "Charles Kuralt's America."

He won numerous awards, including 12 Emmys (one was a sports Emmy for his reports from the 1992 winter Olympics), three Peabodys and the George Polk Memorial Award. In 1983 he was named Broadcaster of the Year by the International Radio-Television Society.

President Clinton commented: "Charles Kuralt's extraordinary imagination and skill gave America a unique view of itself. He helped us see the beauty and strength of our small towns and countryside. In so doing, he brought all members of the American family closer together."

He is survived by his wife, Petie Baird Kuralt; two daughters from a previous marriage, and two grandsons.

—MKM



**Doug Barrington**, director, advertising, Garden State Cable Television, Philadelphia, joins WIBW-TV Topeka, Kan., as local sales manager.

**Carla Wohl**, reporter, *Real Life* and KCBS-TV Los Angeles, joins ABC NewsOne there as correspondent.

**Maureen Ruddy**, executive news producer, WMTW-TV Poland Spring, Me., joins WTOG(TV) St. Petersburg, Fla., in same capacity.

**Noah Finz**, sports anchor, KEYE-TV Austin, Tex., joins WTNH-TV New Haven, Conn., as sports director.

**John Fusco**, general sales manager, WOVK-TV Huntington/Charleston, W. Va., joins WTAJ-TV Altoona, Pa., in same capacity.

**Julie Shaffer**, regional sales representative, WWSB(TV) Sarasota, Fla., named national sales manager.



**Bauer-Gonzales**

**Nancy Bauer-Gonzales**, assistant news director, KNBC(TV) Los Angeles, named VP, news.

**Patrick Collins**, account executive, Camelot Entertainment Sales Inc. (King World's advertising sales division), New York, named VP, sales.

**Anzio Williams**, producer, WSVN(TV) Miami, joins WLWT(TV) Cincinnati as executive producer, early evening news.

**Ray Wilck**, assistant news director, WKBD(TV) Detroit, joins WIFR(TV) Freeport, Ill., as news director.

Appointments at WDZL(TV) Miami:

**Michael Brouder**, director, creative services, Ovation Network, joins as creative services director; **Eric Berkowitz**, on-air promotion supervisor, named promotions manager.

**Joy Robertson** and **Theresa Petry** join KOLR-TV Springfield, Mo., as anchor and reporter, respectively.

**Julie Buck**, afternoon host, *Julie & Craig Show*, and **Lance Hildebrand**, traffic reporter, join KPLR-TV St. Louis, as voice-over talent for the station's promotion spots.

**Juleann Pasqualini**, sales executive, Katz Television Group, Houston, named sales manager.

**Tom Wise**, account executive, KYW-TV

## B&C production changes



**Higgs**

Broadcasting & Cable's advertising production department is moving from New York to Washington effective July 21. Rick Higgs will be the magazine's production manager. All advertising material should be sent to 1705 DeSales Street, N.W., 6th floor, Washington, D.C. 20036. Higgs can be reached directly at 202-463-3718; e-mail: r.higgs@b&c.cahners.com.

Philadelphia, named local sales manager.

**Tim Redmond**, director, technical operations, WWJ-TV Detroit, joins WIBK-TV there as director, engineering.

## PROGRAMING



**Fortson**

**Kevin Fortson**, VP, production, Telepictures Productions, Burbank, Calif., named senior VP. Appointments at Public Broadcasting Service's learning ventures division, Alexandria, Va.: **Will**

**Philipp**, director, marketing, named senior director; **Stan Cahill**, director, marketing and business affairs, named senior director.

**Paul Schreiber**, territory manager, Midwest, Carsey-Werner Distribution, Chicago, named division manager.

Appointments at News Travel Network, San Francisco: **Peter Jacobus**, director, news programming, named VP; **Jim Finnerty**, director, entertainment programming, named VP.

**Roger Fishman**, executive VP, marketing, Tele-TV, joins News Corp., Los Angeles, as senior VP, marketing.

Appointments at Paramount Domestic Television's *Real TV*, Hollywood: **Richard Wortman**, coordinating producer,

named senior producer: **Danny Tobias**, producer, and **Joe Hamill**, assignment editor, named coordinating producers.

**Dan Pasternack**, VP, network programs, The Fred Silverman Co., joins Granada Entertainment USA, Los Angeles, as VP, creative affairs.



**Levine**

**Gary Levine**, president, Witt-Thomas Productions, joins Warner Bros. Television, Burbank, Calif., as executive VP, creative affairs.

**Delilah Loud**, director, print advertising, King World, New York, named VP, print advertising and special events, King World Productions.

**Stacey Gualandi**, correspondent, *Strange Universe*, Rysher Entertainment/United Television, joins *American Journal*, New York, as correspondent, *American Journal Coast to Coast*.

## RADIO

**Trey Workman**, sports account manager, WSB(AM) Atlanta, named sports sales manager; **Eric Wunnenberg**, account manager, WSB(AM), named local sales manager, WSB(AM) and WCNN(AM) North Atlanta.

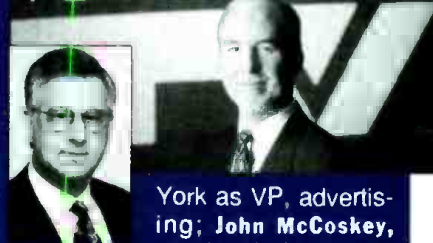
**Tony Perry**, San Diego bureau chief, *Los Angeles Times*, joins KPBS-FM San Diego as Friday host, *These Days*.

**Mary Hawkins**, station relations manager,

### Your Choice appointments

**Art Cohen** (inset), national advertising sales director, AT&T WorldNet Service, joins Your Choice TV's advertising headquarters in New

## YOUR CHOICE



York as VP, advertising; **John McCoskey**, previously in charge of technology and network operations, Your Choice TV, Bethesda, Md., named senior VP, operations.

Public Radio International, Minneapolis, named on-air promotion and fundraising manager.

Appointments at Greater Media Radio, East Brunswick, N.J.: **Dennis Begley**, **Tom Bender** and **Peter Smyth**, VP/GMs in Philadelphia, Detroit and Boston, respectively, named senior VPs/regional GMs (Smyth is also VP, radio sales, for all company stations); general sales manager suppld to VP/director, sales: Mike Chires, Detroit; Rick Feinblatt, Philadelphia, and Frank Kelley, Boston.

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## CABLE



**Shawn**

**Eric Shawn**, general assignment reporter, Fox News Channel, New York bureau, named senior correspondent.

Appointments at International Family Entertainment, New York:

**Dennis Prechtl**, account executive, Nielsen Homevideo Index, New York, joins as manager, sales resource development; **Jennifer O'Dea**, research supervisor, named manager, sales research.

**David Sussman**, executive VP/general counsel, New York Yankees, joins MTV Networks, New York, as senior VP/general counsel, law and business affairs.

**Nancy McCabe**, partner/producer, Greatview Entertainment, joins Lifetime Television, Los Angeles, as director, original movies.

**Steven Lehrman**, senior writer/producer, on-air promotion, USA Networks, New York, named director, creative services.

**Rob Stoddard**, director, corporate communications, US West Media Group, Boston, named VP.

Appointments at Comcast Cable Communications' operations in Philadelphia area: **Wayne Tuttle** named director, marketing and sales; **Kathy Flannery** named director, human resources; **Andy Gribshaw** named director, business management; **Patrick O'Hare** named director, engineering; **Rick Pettyford** named director, advertising.

**Deborah Richman**, VP, marketing and product management, Ameritech Library Services, joins Encore Media

Corp., Englewood, Colo., as VP, business development.

**Scott Webb**, senior VP, Nickelodeon Media Works, New York, has been additionally named executive creative director; **Thomas Ascheim**, VP, business development, Viacom New Media, joins Nickelodeon, New York, as VP, business development, publishing and multimedia.

**Linda McLoof**, manager, audience research, Showtime Networks Inc., New York, named director, audience research and analysis.

**Bryant McAfee**, regional director, Eastern division, Playboy Entertainment Group, New York, named VP, sales and affiliate relations, Playboy TV and AdultTVision, Western region.

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## ADVERTISING/MARKETING PUBLIC RELATIONS

**Joan French**, media planner/buyer, Keller Crescent, Evansville, Ind., named senior media planner/buyer.



**Garfinkel**

**Mike Garfinkel**, free-lance writer, joins Asbury Communications, Hollywood, as senior publicist.

**Gary Shipper**, VP/account director, D'Arcy Masius Benton & Bowles, St. Louis, named senior VP.

**David Levy**, executive VP, international ad sales, Turner Broadcasting Sales Inc., elected chairman, The Multichannel Advertising Bureau board, New York.



**Wheeler**



**Ridlon**

**Bob Wheeler**, most recently VP, media relations, Liberty Sports Inc., has joined his wife, **Florence Ridlon**, to form Wheeler/Ridlon Communications, a public relations firm based in Irving, Tex.

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## TECHNOLOGY



**Skelton**

**Terry Skelton**, independent audio consultant, joins Clear-Com Intercom Systems, Berkeley, Calif., as Southwest regional sales manager.

**Matthew Tietze**, senior program manager, GE

Spacenet, joins Comark Digital Services, Alexandria, Va., as director, sales and marketing.

**Fred Banks**, senior VP, development and technical support, Relay Technology, joins LCC International Inc., McLean, Va., as VP, product development.

**Robert Leeper**, product support manager, video and networking division, Tektronix, joins Leitch Inc., Chesapeake, Va., as customer service manager.

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## MULTIMEDIA

Appointments at Metro Networks: **Mike Laurel**, director, operations, Austin, Tex., joins Houston office in same capacity; **Betty Berneman**, sales manager, Eastern division, Associated Press, joins as national affiliation director, news division, Houston.

Appointments at Katz Millenium Marketing: **Greg O'Brien**, sales manager, Gold team, Katz Continental Television, Los Angeles, joins as West Coast sales manager there; **Alan Cohen**, executive VP, ALIN-TV, joins as VP/director, television and marketing, New York.

**William McCall**, director, business development, TCI Internet Services, Denver, joins Cox Enterprises Inc., Atlanta, as director, new media development.

Appointments at Metro Networks: **Elen Schultheis**, promotions manager, KBEQ-FM Kansas City, named GM, Kansas City; **Michael McCollum**, director, human resources, Prudential Insurance Co. of America, Houston, joins as VP, human resources, Houston.

**Andrew Sharpless**, senior VP, Progressive Networks, joins Discovery Enterprises Worldwide, Bethesda, Md., as senior VP, interactive media.

**Michael Carnes**, free-lance producer/director/writer, Nashville, joins PVS Speer International there as producer/

director, program and production development.

**David Leibowitz**, former executive VP/general counsel, Recording Industry of America, joins ARIS Technologies, Cambridge, Mass., as vice chairman of the board.

**Ron Sylvester**, senior VP, production, Edelman Public Relations Worldwide, New York, joins Electronic Media Communications, Newport Beach, Calif., as executive VP/GM.

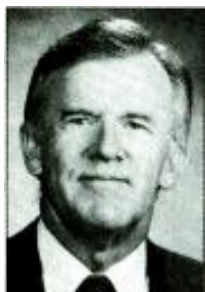
## ASSOCIATIONS/LAW FIRMS

**Steve Bell**, president, TCI's Encore Entertainment Group, joins The Museum of Television & Radio, Los Angeles, as VP/director.

**Kent Bressie**, lawyer, Steptoe & Johnson, Washington, joins Gibson, Dunn & Crutcher LLP there in their association communications practice group.

**John Smith**, of counsel, Wilkinson, Barker, Knauer & Quinn, joins Fletcher, Heald & Hildreth, Rosslyn, Va.

## ALLIED FIELDS



Poulson

**Dick Poulson**, president, Digital Equipment Corp. International, joins SeaChange International Inc., Maynard, Mass., as VP, operations.

Appointments at Juntunen Video, Minneapolis: **Tan Mayhall**, editor,

named GM, post production; **Debra Bauer**, assistant editor, named editor.

**Linda Berman**, owner, Fig. 1, joins Metro-Goldwyn-Mayer Inc., Santa Monica, Calif., as executive VP, MGM consumer products.

**Bob Howard**, VP, agency and rep systems, Columbine/JDS, joins Digital Generation Systems Inc., San Francisco, as VP, sales.

**Gary Roth**, senior legal counsel, BMI, New York, named assistant VP, legal and business affairs, performing rights.

**Meryl Van Wassenhove**, producer, Manhattan Transfer, joins Pittard Sullivan, New York, as executive producer.

**Steve Miller**, VP, creative advertising, MGM/United Artists Motion Pictures, joins Creative Domain, Los Angeles, as VP/executive producer.

## Sky Latin America LLC names key executives

The direct-to-home digital television service offered by the the alliance of Organizações, Grupo Televisa, The New Corp. Ltd. and Tele-Communications International Inc., based in Los Angeles, has made the following appointments: **Walt Sammis**, GM, distribution and marketing, STAR TV, Hong Kong, joins as senior VP, operations; **Bethany Bunnell**, director, creative services, STAR TV, joins as VP, creative services; **Miro Copic**, VP, marketing and strategic planning, Savoy Brands International, joins as VP, sales and marketing; **John Duff**, director, programing acquisition and development, DIRECTV International, joins as VP, programing.



Sammis



Bunnell



Copic



Duff

## SATELLITE/WIRELESS

**Pete Buchner**, manager, consumer advertising, U.S. Satellite Broadcasting, St. Paul-Minneapolis, named director, advertising.

Appointments at Teledesic Corp., Kirkland, Wash.: **Jose Paulo Albuquerque**, manager, international standards and regulations, Intelsat, joins as director, international regulatory affairs, Kirkland; **Suzanne Hutchings**, legal adviser, DTH fixed satellite and DBS services, FCC International Bureau, joins as regulatory counsel, Washington.

Appointments at Primestar Partners, Bala Cynwyd, Pa.: **Dave Soucy**, GM, Northeast region, Continental Satellite Co. joins as director, special accounts; **Robert Chasen** joins as director, business systems.

**John Cusick**, president, Innova International Corp., joins WorldSpace Management Corp., Washington, as president/CEO.

Appointments at Scientific-Atlanta: **Rüttger Keienburg**, CEO/president, Philips BTS, joins as VP/managing director, Europe; **Mark Chiknas** named director, sales, MPEG-2/DVB digital video compression systems, Asia Pacific region.

## TELEMEDIA

Appointments at The Hub, New York: **Marshall Klein**, director, accounting, New Line Cinema, joins as director, business affairs; **Annie West**, art director, named creative director.

**Richy Glassberg**, VP/GM, Turner Interactive Marketing & Sales, New York, named senior VP/GM.

**William Newell**, producer, Philips Media Inc., joins Digital Planet, Culver City, Calif., as VP, production.

## DEATHS

**Rita Morley Harvey**, 69, television actress, died of cancer June 28 in Simsbury, Conn. Harvey appeared several times during the 1950s and 1960s in such soap operas as *The Edge of Night*, *As the World Turns* and *Secret Storm*.

**Buren C. Robbins**, 91, broadcaster and educator, died July 1 at Memorial Hospital of Carbondale in Illinois. His health had been declining for the past year. Robbins's broadcasting career began in the '30s, when he became a part-time announcer at WHO(AM) Des Moines, Iowa, and a producer, announcer and writer at Stoner-McRay Advertising Agency. He was continuity writer for WSGN(AM) Birmingham, Ala., and announcer and program director at WSOY(AM) Decatur, Ill. While working toward a doctoral degree in broadcasting at Ohio State University, Robbins taught radio announcing, writing and analysis, and radio drama writing classes. He later joined Southern Illinois University at Carbondale (SIUC) as director, broadcasting service. During his tenure at SIUC, Robbins developed and designed the broadcasting service and the television and radio departments. He was instrumental in putting the university stations on the air and in enhancing the programing. He is survived by his wife, Mary Jane; a daughter, and a brother.

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

A *New York Times Magazine* article in Sunday's paper (and in the works for nearly a year) provided a **new twist to the ongoing drama of Jamie Tarses**, ABC's entertainment president. Writer Lynn Hirschberg, who was granted a surprising amount of access to the 33-year-old executive (typically shy around the press), said Tarses' lawyers have been in talks with ABC about a possible departure from the network. The story also included a no-holds-barred quote from former ABC Chairman Ted Harbert, who showed some sympathy for Tarses but added that "the town hates her, and I'm not sure even hits will fix that."

**Seagram & Co. appealed to a Delaware judge to hold Viacom Inc. to the terms of the partnership agreement** in their 50-50 USA Networks Inc. either by selling MTV Networks or naming its price for USA. Friday, in a final round of briefs before Judge Myron Steele decides how to break up the partnership, Seagram reiterated its request that would likely force Viacom to trigger a "buy-sell" clause, put a value on USA Net-

## Who the H asked for the D?

Now that the ratings talks are over, one question looms large: Where did the D for suggestive dialogue come from in the new TV ratings system?

National Cable Television Association President Decker Anstrom says NBC requested it. "NBC was the network that was supportive of adding that D," Anstrom says. "When you think about their prime time schedule, it makes sense." Top NBC shows like *Friends* and *Seinfeld* are laden with sexual innuendo.

But NBC said reports that it asked for the D rating were "absolutely wrong," according to a spokesperson.

Another theory is that industry came up with the D rating to bring NBC on board, which, as the world now knows, did not work. One thing is sure, the new rating did not come from the advocacy groups.

"We were ambivalent about it," one source said.—PA

works and let Seagram decide whether to buy out Viacom or sell its half. Since Steele found that Viacom's other basic networks violated a noncompete clause when Viacom bought Paramount and its USA Networks stake, Seagram argued that the judge should not reward Viacom by honoring its request for a public auction. Viacom's filing was not available at press time.

**Lawmakers last week were looking to help jumpstart an FCC inquiry into digital TV**

**public interest obligations.** FCC Chairman Reed Hundt has been looking to launch an inquiry into the public interest obligations of DTV broadcasters and other spectrum users, but commissioners James Quello and Rachele Chong have opposed the plan. Last week, 38 House members wrote the FCC in support of the inquiry. "If the process is delayed, new public service obligations are in danger of becoming an ineffectual afterthought, cheating the public out of the compensation owned

them by the broadcasters for use of the spectrum," the lawmakers said.

**FCC officials Friday were wrapping up their replies to network concerns about children's programming preemptions.** Officials are expected to OK network plans to reschedule some weekend educational programming around sports events during the first year of the commission's new educational programming rules. Officials expected the letters to ABC, CBS and NBC to go out either late Friday or today.

Shortly after buying WENN-FM and three other radio stations in Birmingham, Ala., **Cox Broadcasting Inc. turned around and is selling WENN-FM to Dick Broadcasting Co. for \$14.5 million** (see "Changing Hands," page 42). The divestiture will "facilitate the administrative review process by the Department of Justice," Robert F. Neil, president of Cox Radio Inc., said in a news release. Including WENN-FM, Cox would own five of the top 10 stations in the market, according to Arbitron's winter 1997 book. WENN-FM is eighth in the market in terms of AQH share, leaving Cox with stations one, two, five and seven. Market share is among the issues that Justice considers when looking at the antitrust implications of a large deal.

**Boxing promoter Don King filed a libel suit against ABC and its KABC-TV Los Angeles** over remarks made by KABC-TV sportscaster Rick Lozano regarding the outcome of the second Mike Tyson-Evander Holyfield fight. King is seeking compensatory damages in excess of \$1 million and another \$5

## Have a house, man!



While Fox's animated *Simpsons* may not be real, their real estate is. Fox, Fox Interactive, Pepsi-Cola and Kaufman & Broad Home Corp. are giving away a life-size replica of Homer's home. The 2,200 square-foot, four-bedroom, split-level house can be won with "Simpsons House Giveaway" game pieces on Slice, Orange Slice, Mug root beer, Brisk and Josta beverages. The promotion celebrates the award-winning show's ninth season. The house is in the Las Vegas suburb of Henderson, Nev., in Springfield, a new development named after the Simpsons' home town.

million in punitive damages. The suit contends that Lozano attributed remarks made by a newspaper writer to King. Comments King alleges were mis-attributed include: "Shame on me if I ever again contribute to one of his pay-days." Station officials had no comment.

**George S. Flinn Jr. once again has won FCC permission to own a TV and radio stations in Memphis.** The commission last Tuesday said Flinn can buy WJOI(FM) Memphis and own it along with WFBI(TV), WHBQ(AM), WOWW(AM) and KXHT(FM). Flinn already had a permanent waiver for the TV and three radios. In granting a permanent waiver for WJOI, the FCC noted that all Flinn's stations will have a combined advertising share of just .5%. Competition won't be affected, the FCC said: There are 35 other radio stations licensed to 17 different owners, and nine separate owners of the TVs in the market. Flinn

announced plans to buy WJOI from Omni Broadcasting Co. for \$4.5 million this past April.

**The Black Broadcasters Alliance has opened its doors.** The Baltimore group's mission is to increase the role of African Americans in upper-level broadcasting management. BBA founder/chairman Eddie Edwards, owner of WPTT Inc. and Glencairn Broadcast Properties, says he started the group because he doesn't "see the number of African Americans employed in some senior positions in the broadcasting industry." He adds that African Americans are particularly absent in the area of broadcast ownership. The group's "utmost concern," according to Edwards, "is the absence of capital" for potential African-American broadcasting entrepreneurs. The organization's mission includes approaching investors to open doors for black ownership.

**MSG Network was scheduled to air improved baseball graphics last Friday night** for its telecast of the Yankees-Tigers matchup. QuesTec Imaging has enhanced its SuperVision graphic ballistic tracking product, which provides MSG with animated replays of pitches, to create a more realistic Yankee Stadium backdrop. "Now you can see the lawnmower stripes in the grass," says QuesTec's Mike Russo.

**More lawmakers are pushing for rural representation on the FCC.** In a July 2 letter to President Clinton, 16 House members urged the president to consider a candidate with rural credentials for one of the commission vacancies. "We are very concerned about the effect of the implementation of the Telecommunications Act of 1996 and other communications decision on our rural constituents," said the letter, whose signers included

Representative Ron Klink (D-Pa.). "We believe they need a voice on the FCC in order to ensure affordable access to telecommunications services in rural areas."

With its July meeting approaching last week, **FCC officials still were trying to wrap up business from the commission's June assembly.** In that brief get-together, commissioners voted on one item—a new schedule of suggested fines for violations of FCC rules. The new "forfeiture guidelines" will replace the guidelines that the U.S. Court of Appeals in Washington threw out in a 1994 ruling. Officials from the FCC Compliance and Information Bureau initially said they would issue the new fine schedule on June 19, the day of the FCC vote. Nearly three weeks later, however, FCC officials were still tinkering with the new fine guide and were not ready to release it.

### Errata

Tribune Broadcasting, Chicago, has a management agreement and an option to buy WDC-TV Washington. It does not have a time brokerage agreement with the station, as stated in the special report on the "Top 25 TV Groups" in the June 30 issue, page 32. Also, the company headquarters is located in Suite 1800 of 435 N. Michigan Ave.

Regarding Viacom's holdings, as described in the special report on the "Top 25 Media Groups," July 7, page 23, the company no longer owns any radio stations; it owns TV Land and Famous Music, as well as 50% of UPN, USA Networks, Comedy Central and All News Channel.

Cablevision Systems should have been included in July 7's "Top 25 Media Groups." With revenue of \$1.3 billion and operating profit of \$74.4 million, Cablevision would have ranked 20th among the 25.



Drawn for BROADCASTING & CABLE by Jack Schmidt

"...And for our beach report, an unexpected high tide has covered the jetty at Oceanview"

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### Incorporating The Fifth Estate TELEVISION Broadcasting

## The voice of America

In 1949, a 14-year-old with a toothy grin and wavy pompadour came to Washington, the winner of the NAB's Voice of Democracy contest for budding broadcasters. He was Charles Kuralt of Charlotte, N.C., and one of the judges who picked him was BROADCASTING founder Sol Taishoff, who took pride in having eyed his talent early on.

Kuralt grew to be a big man in life and in broadcasting, and both dimensions seemed to suit him. In fact, he may have had to be big to contain a combination of Walt Whitman, Woody Guthrie and Walter Cronkite. He celebrated the commonplace, providing a window for the art and craft of everyday life and a showplace for people who were usu-

ally too busy working to show themselves off. He took us with him to places we might never have gone, and did so with an unpatronizing eye and a voice that did for language what a Stradivarius does for music.

Kuralt's *On the Road* series put him among the people and places he loved best in a CBS career that stretched 37 years, but *Sunday Morning* fit him like an easy chair. It was a laid-back *60 Minutes*, where instead of a stopwatch urging us on to the next big story, there was the sound of rushing water, or sea birds calling or the rustle of wind in a sea of grass. Where most people looked for the pearl, Kuralt showed us how marvelous was the oyster. He was pretty marvelous himself.

## They know not what they do

Our tribute to Charles Kuralt goes first on this week's editorial page because we'd rather celebrate the triumph of his contributions to broadcasting than the tragedy of those who failed broadcasting and cable last week. For the second time, the leadership of the electronic press caved in to congressional and so-called advocacy group pressure to sign away First Amendment rights. We now add July 10, 1997, to the list of dates that will live in infamy. They've now denied the First Amendment at least twice; we fear thrice isn't far away.

We no longer blame the Congress; that's a job for the courts, if they ever find out what's happening to this country's freedom of expression. We blame the National Association of Broadcasters (along with ABC, CBS and Fox) and the National Cable Television Association, which have sold out their constituents' birthrights for a mess of pottage. In an ultimate demonstration of going along to get along, they have put the First Amendment last among the priorities for which they fight in Washington. Only NBC has had the wisdom and the gumption to say no.

So much for the past. Here's what to expect in the future.

■ Once the new ratings are in effect, the PTA and other advocacy groups will complain about the manner in which they're executed and the interpretations presented by the networks. Now, inside the tent, they will use their five full votes to intimidate and dominate the monitoring committee and the ratings process.

■ Congress will pass legislation codifying the voluntary system. The NAB will not object; broadcasters will be allowed to keep the analog spectrum. The NCTA will not object; all cable rates will be deregulated.

■ Having made the system mandatory, Congress will begin a continuing review process (censorship) to ensure that any programs they and the advocacy groups find unacceptable will not appear on the air.

Would this all were fanciful. In fact, it is virtually ordained by precedent and political inclination. This page has been committed to the First Amendment and the Fifth Estate for 65 years. The balance has tipped, in our view, because the opposition grows more numerous and the industry no longer cares. The pursuit of money has won out over the pursuit of principle.

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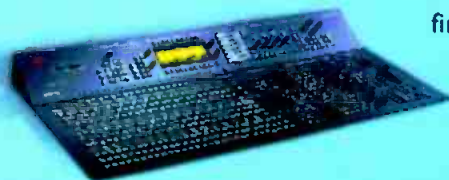
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