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Broadcasting Cable

The Newsweekly of Television and Radio

Vol. 127 No. 33 66th Year 1997 A Cahners Publication

**WB's Jamie Kellner
and Michigan J. Frog**

PLAYING FOR KEEPS

**Moonves is Top
Gainer in CBS
Reorganization**

**MediaOne Heads
West Without
Hostetter**

SPECIAL REPORT
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Fast Track

Must Reading from

**Broadcasting
& Cable**

August 11, 1997

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MediaOne heads west without Hostetter US West Media Group has yanked the plug on the MSO's Boston headquarters to pack it off to UMG's home in Denver. MediaOne's highly regarded chairman and co-founder, Amos Hostetter, issued a stinging rebuke when the move was disclosed and abruptly quit, citing "irreconcilable differences" with US West. / 4

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Microsoft steps further into the stream Microsoft Corp. made its second major investment in as many weeks in multimedia streaming, purchasing VXtreme last week. With the 10% stake in Progressive Networks it bought last month, Microsoft has considerable influence over the most popular streaming technologies. / 10

Fox minds the kids As Fox prepares to enter the kids cable network business, changes are in store for the Fox Kid's Network (FKN), the kids service aired by the network's broadcast affiliates. Among the likely changes: the departure of Margaret Loesch. / 11



▲ **Leslie Moonves** last week was named president of CBS Television, and will join the CBS executive committee. / 10

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◀ **Donny and Marie** are a little bit country, a little bit rock 'n' roll and quite a bit older; they hope to sink their famous teeth into a talk/variety audience. / 25

Station-rich owners get richer Telecommunications reform is paying off spectacularly for big-getting-bigger radio companies. Several consolidators reported record quarters last week. / 31

COVER STORY

WB's Jamie Kellner: Playing for Keeps

Jamie Kellner talks with BROADCASTING & CABLE about the emerging network, the battle for affiliates and why he thinks that the deal with Sinclair Communications represents "the single most important decision we have made" since the network's launch in 1995. / 20

Cover photo by Bill Reitzel



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CNN remakes itself CNN News Group has restructured management at its four networks, in part to look more like broadcast news operations. Veteran ABC and CBS news producer Richard Kaplan was named the new president of the core CNN domestic news network. / 33

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During the NFL's first weekend of pre-season games, five stations aired virtual billboards created with Princeton Video Image's L-VIS live insertion system. / 41 ▶

NextLevel puts \$1 million into ACTV GI unit NextLevel Systems, which invested \$1 million in ACTV, plans to market ACTV's interactive software to cable operators contemplating digital TV. / 42



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High-speed cable modems The Internet has captured PC users, but they are becoming impatient; cable companies offer modems that speed the process dramatically; telcos have an alphabet soup of high-speed technologies. / 43

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Progressive, MCI boost online video, audio Progressive Networks and MCI premiered their version of an Internet broadcast network with the introduction of RealNetwork last week. / 50

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'Boston massacre'

Hostetter and Schleyer quit MediaOne over planned Denver move; others may follow

By John M. Higgins

Will they stay or will they go?

That's the big question about executives at cable operator MediaOne, now that US West Media Group has yanked the plug on the MSO's Boston headquarters to pack it off to UMG's home in Denver.

While ostensibly aiming to improve the integration of the MSO formerly known as Continental Cablevision into UMG's corporate operations, UMG Chairman Charles Lillis may have shattered one of the cable business's top management teams.

Clearly gone are MediaOne's highly regarded chairman and co-founder, Amos Hostetter, who issued a stinging rebuke against Lillis when the move was disclosed last Wednesday. Hostetter abruptly quit, citing "irreconcilable differences" with US West Media over the move and worry about the implications for "MediaOne's business and its senior management team."

Reached the morning of what some MediaOne staffers half-jokingly called the "Boston massacre," Hostetter wouldn't elaborate. However, associates said that the previous day Hostetter at one point had been near tears over the disruption he believes UMG is triggering.

MediaOne President William Schleyer is following Hostetter out the door, though he will remain a consultant.

After initially expressing confidence about the move, Lillis may have been less so a day later, when he and new MediaOne CEO Janice Peters dropped by the MSO's waterfront headquarters. They came to rally employees about the relocation to Denver and to start assessing how many would make the move.

MediaOne insiders say Lillis encountered more anger from the tight-



Hostetter, MediaOne's outgoing chairman (l), rebuked parent US West Media Group for disrupting Boston operation. Janice Peters, 15-year US West veteran, is new CEO of MediaOne.



knit group than he had expected, remarking at one point that the move had "sounded like a good idea."

Although UMG has offered to relocate all 150 headquarters executives and workers, MediaOne executives estimate that Lillis will be paying far more severance benefits than Allied Van Lines bills. One executive estimates that the move could flush out all but four of the MSO's roughly 30 top executives and all but 20-30 of the remaining 120 workers.

Associates say Hostetter feels betrayed after having pitched workers to stay following last fall's sale, promising that no relocation was in the works based on Lillis's assurances. He tried to appeal to the UMG's directors, but was rebuffed and told it "was not a matter for the board."

Hostetter has complained to associates about disagreements over Lillis's decision not to buy any additional systems to fill out its clusters; the status of international investments, and what one characterized as the telco unit's "culture of consultation and clearances."

Cable executives see the clash as fueled partly by Lillis's reluctance to be overshadowed by Hostetter. With plans to shed its cellular directory businesses, US West Media's portfolio is coming to

be dominated by cable. "As long as Bud was there, he'd be the guy everybody sees," says one industry executive, referring to Hostetter's nickname. "Lillis wouldn't get the credit. Bud would."

"He suddenly realizes that he's not running the company—the entrepreneur is," another executive says. "He's got his name and reputation on the line; he wants the opportunity to affect the outcome."

One MediaOne executive dismisses that view. "It's a shallow portrayal of Chuck that I don't buy," he says. "I have not seen

any pettiness."

And a US West executive insists that the move was the only conflict between Hostetter and Lillis.

Former Continental president and ongoing MediaOne consultant Tim Neher calls the relocations "terribly disappointing and wrong-minded in the long run." He notes that UMG's agreement to pay \$10.4 billion, or 11.3 times cash flow, for Continental relied heavily on the MSO's management group to run systems serving 5 million subscribers.

Indeed, for months US West executives had extolled the virtues of Continental's management. Even when pressed, Lillis and US West Chairman Richard McCormick insisted that they wanted to keep Continental's team intact, running the whole cable operation from Boston.

"I thought they were paying a premium for the team," says Neher, who heard Continental's management repeatedly praised during the 18 months he spent negotiating the sale. "It hard to believe that in the 10 months since buying it things have changed so much."

Wall Street wasn't cheering, initially slicing UMG's stock price by almost 10%, where it stayed trading at \$21.75

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FCC finds 70 in-market LMAs

By Chris McConnell and Sara Brown

Local marketing agreements between stations located in the same market number at least 70, according to a new FCC survey.

Earlier this summer, the commission conducted a study of LMAs as part of its effort to craft new rules on TV ownership. Because the FCC has proposed changing its rules to start treating the LMAs as "owned" stations, officials said they wanted more information about the number of LMAs now in existence.

A June 17 notice instructed all parties to the deals to report the agreements to the commission and to answer a series of questions, including the lengths of the contracts, the amount of time brokered and the size of the market.

Survey responses—which numbered more than 100—show most brokering stations using all or most of the airtime on the brokered stations. For deals struck between stations in the same market, there is a long list of 10-year contracts, but only one deal runs longer than a decade without first hitting a renewal date (Clear Channel's in Harrisburg, Pa.).

The ability to renew in-market LMAs once they expire has been thrown into doubt by last fall's FCC ownership proposal. Commissioners proposed grandfathering any deals that would run afoul of local duopoly restrictions, but only

until the existing deals expire.

Late last month, lawmakers addressed the issue in a conference report on budget legislation. The lawmakers voiced an expectation that the FCC will grandfather LMAs. The language, however, does not require commissioners to do so.

In June, the commission said the additional LMA data would help officials decide what sort of grandfather provisions they should write for the agreements.

Previously, the commission had received reports on the number of LMA deals from the Association of Local Television Stations. The group counted about 60 deals in effect.

The total number of agreements comes to more than 100 when deals struck between stations or companies in different markets are included. The responses show more than 30 such out-of-market deals in effect. (BROADCASTING & CABLE will publish the out-of-market deals Aug. 18.)

ALTV and others have defended the marketing agreements as a tool for helping struggling stations and adding to the supply of local programming. Other broadcasters have charged that the deals have permitted some broadcasters to circumvent duopoly restrictions.

The LMA study is part of an FCC review of several ownership rules. In addition to examining the LMAs, regulators also are considering changes to the rules that bar companies from holding more than one television station in the same market. ■

THE WORLD OF DE FACTO DUOPOLIES

DMA/Market	Brokering Station (ch.)	Owner	Affil.	Brokered Station (ch.)	Owner	Affil.	Start Date	Term (Years)	Time brokered
8 Dallas	KOFW-TV (4)	Fox TV	Fox	KDFI-TV (27)	New Dallas Med.	Ind.	5/20/94	4	96.4%
8 Dallas	KXAS-TV (5)	N. Tex. Bcst.	NBC	KXTX-TV (39)	KXTX of Tex.	Ind.	6/1/94	10	Nearly all
10 Atlanta	WTLK-TV (14)	Paxson Comm.	Ind.	WNGM-TV (34)	Global Bcst.	Ind.	4/19/96	10	96.4%
12 Seattle	KING-TV (5)	A.H. Belo	NBC	KONG-TV (16)	Zeus	Ind.	5/14/96	10	99%
13 Cleveland	WOIO-TV (19)	Malrite Comm.	CBS	WUAB-TV (43)	Cannell Cleveland	UPN	8/18/94	10	98%
13 Cleveland	WAKC (23)	Paxson Comm.	Ind.	WOAC-TV (67)	Global Bcst.	Ind.	10/30/95	10	96.4%
16 Miami	WFOR-TV (4)	CBS	CBS	WEYS-TV (22)	WEYS TV	Ind.	1/1/97	1	100%
17 Phoenix	KTVK-TV (3)	Media America	Ind.	KASW-TV (61)	Brooks Bcst.	WB/Fox Kids	TBD	10	98%
19 Pittsburgh	WPGH (53)	Sinclair Bcst.	Fox	WPTT (22)	Glencairn	UPN	1/6/92	10	83%
20 Sacramento, Calif.	KCRA-TV (3)	Kelly Media	NBC	KOCA (58)	Channel 58 Inc.	UPN	12/30/94	5	Nearly all
22 Orlando, Fla.	WFTV-TV (9)	Cox Bcst.	ABC	WZVY-TV (27)	Reece Assoc.	Dark	TBD	10	NA
27 Hartford, Conn.	WTNH-TV (8)	WTNH Bcst.	ABC	WBNE-TV (59)	K-W TV	WB	12/9/94	10	Nearly all
27 Hartford	WVIT (30)	Viacom	NBC	WTTX (20)	Counterpoint Comm.	UPN	7/19/96	3	17.97%
28 Charlotte, N.C.	WJZY-TV (46)	Capitol Bcst.	UPN	WFVT-TV (55)	TV 55 LLC	WB	6/6/94	5	98.8%
29 Raleigh, N.C.	WRAL-TV (5)	Capitol Bcst.	CBS	WRAZ-TV (50)	Carolina Bcst. Sys.	WB	6/8/94	10	99%
32 Kansas City	KMBC-TV (9)	Hearst	ABC	KCWB (29)	KCWB-TV Inc.	WB	9/14/96	5	98%
32 Kansas City	KSHB-TV (41)	Scripps Howard	NBC	KMCI (38)	Miller Bcst.	Ind.	3/27/96	10	Nearly all
33 Nashville	WZTV (17)	Sullivan Bcst./ABRY	Fox	WUXP-TV (30)	Sullivan Bcst./ABRY	UPN	2/22/96	5	99%
34 Columbus, Ohio	WCMH-TV (4)	NBC	NBC	WWHO (53)	Fant Bcst.	WB	3/18/94	10	Nearly all
35 Greenville, S.C.	WFBC (40)	Sinclair Bcst.	Ind.	WLOS (13)	Sinclair Bcst. (buying)	ABC	5/31/96	TBD	99%
35 Greenville	WSPA-TV (7)	Spartan Comm.	CBS	WASV (62)	Pappas	WB	3/22/96	5	Nearly all
35 Greenville	WSPA-TV (7)	Spartan Comm.	CBS	WNEG-TV (32)	Stephens Co. Bcst.	CBS	8/18/95	2	Nearly all
37 Grand Rapids, Mich.	W000-TV (8)	LHC Comm.	NBC	WOTV (41)	Channel 41 Inc.	ABC	11/11/91	11	Nearly all

Top of the Week

DMA/Market	Brokering Station (ch.)	Owner	Affil.	Brokered Station (ch.)	Owner	Affil.	Start Date	Term (Years)	Time brokered
38 San Antonio, Tex.	KABB (29)	Sinclair Bcst.	Fox	KRRT (35)	Glencairn	UPN	8/3/95	5	96%
40 Norfolk, Va.	WAVY-TV (10)	LIN TV	NBC	WVBT (43)	Beach 43	WB	12/14/94	10	Nearly all
42 Memphis	WPTY-TV (24)	Clear Channel	ABC	WLMT-TV(30)	TV Marketing	UPN	8/19/93	10	Nearly all
44 W. Palm Beach, Fla.	WTGL (52)	Good Life Bcst.	Ind.	w69bo(LPTV) (69)	Witkovski-Gammon	Ind.	2/97	2 ³	100%
45 Harrisburg, Pa.	WHP-TV (21)	Clear Channel	CBS	WLYH-TV (15)	Gateway Comm.	UPN	11/1/95	20	Nearly all
47 Providence, R.I.	WPRI-TV (12)	Clear Channel	CBS	WNAC-TV (64)	Argyle TV	Fox	6/30/96	10	Nearly all
47 Providence	WJAR (10)	NBC	NBC	WLWC (28)	Fant Bcst.	WB	4/14/97	10	Nearly all
48 Albuquerque, N.M.	KROE-TV (13)	Lee Ent.	CBS	KASY-TV (50)	Ramar Comm.	UPN	12/12/94	5	100%
49 Wilkes-Barre, Pa.	WWFL-TV (56)	Pegasus Comm.	Fox	WOLF-TV (38)	WOLF License Corp. ⁴	Fox	TBD	5	Nearly all
50 Louisville, Ky.	WDRB-TV (41)	Ind. TV	Fox	WFTE-TV (58)	Kentuckiana Bcst.	UPN	3/15/94	7	83.3%
51 Birmingham, Ala.	WCFT-TV (33)	Allbritton Comm.	ABC	WJSU-TV (40)	RKZ TV	ABC	12/29/95	10	100%
54 Jacksonville, Fla.	WJXX (25)	Allbritton Comm.	ABC	WBSG-TV (21)	WBSG-TV LP	ABC	2/12/97	10	100%
54 Jacksonville	WAWS-TV (30)	Clear Channel	Fox	WTEV-TV (47)	RDS Bcst.	UPN	9/25/95	5	Nearly all
57 Little Rock, Ark.	KLRT-TV (16)	Clear Channel	Fox	KASN-TV (38)	Mercury Bcst.	UPN	1/1/95	10	Nearly all
58 Tulsa, Okla.	KOKI-TV (23)	Clear Channel	Fox	KTFQ-TV (41)	RDS Bcst.	UPN	11/3/93	10	Nearly all
61 Mobile, Ala.	WPML-TV (15)	Clear Channel	NBC	WJTC-TV (44)	Mercury Bcst.	UPN	1/1/95	10	Nearly all
61 Mobile	WEAR-TV (3)	Heritage Media	ABC	WFGX-TV (35)	TV Fit for Life	WB	3/1/96	5	98%
63 Austin, Tex.	KXAN-TV (36)	KXAN Inc.	NBC	KNVA (54)	54 Bcst.	WB	6/24/94	10	Nearly all
65 Wichita, Kan.	KSAS-TV (24)	Clear Channel	Fox	KWAJ ¹ (36)	3 Feathers Comm.	Ind.	2/1/96	5	NA
68 Syracuse, N.Y.	WSYT-TV (68)	Max Media	Fox	WNYS-TV (43)	RKM Media	UPN	7/2/96	10	94%
69 Honolulu	KHNL-TV (13)	A.H. Belo	NBC	KFVE-TV (5)	KFVE JV	UPN	5/5/93	10	100%
70 Green Bay, Wis.	WGBA (26)	Aires Telecomm.	NBC	WACY (32)	Ace TV	UPN	6/2/94	1	94%
73 Spokane, Wash.	KREM-TV (2)	A.H. Belo	CBS	KSKN-TV (22)	KSKN-TV Inc.	HSC ²	7/1/96	10	100%
75 Omaha	KPTM (42)	Pappas Tcst.	Fox/UPN	KXVO (15)	Gary Cocola	WB	6/10/95	10	Nearly all
77 Shreveport, La.	KMSS-TV (33)	CCA ⁵	Fox	KSHV-TV (45)	White Knight Bcst.	UPN/WB	TBD	5	NA
78 Tucson, Ariz.	KMSB-TV (11)	A.H. Belo	Fox	KTTU-TV (18)	Clear Channel	UPN	10/7/91	10	Nearly all
79 Paducah, Ky.	KBSI-TV (23)	Max Media	Fox	WDKA-TV (49)	WDKA Acq.	UPN	12/15/95	10	94%
80 Portland, Me.	WPXT-TV (51)	Pegasus Comm.	Fox	WPME ¹ (35)	New England TV	Dark/UPN	1/29/96	5	Nearly all
83 Ft. Myers, Fla.	WBBH-TV (20)	Waterman Bcst.	NBC	WZVN-TV (26)	Raycom Media	ABC	6/1/94	10	40%
86 Cedar Rapids, Iowa	KFXA (28)	2nd Generation	Fox	KFXB (40)	Dubuque TV	Fox	8/13/95	5	100%
91 Burlington, Vt.	WPTZ-TV (5)	Heritage Media	NBC	WFFF-TV ¹ (44)	Champlain Valley Tcst.	Fox	TBD	5	Nearly all
92 Johnstown, Pa.	WWCP-TV (8)	US Bcst.	Fox	WATM-TV (23)	Advent V Capital	ABC	3/11/96	10	Nearly all
94 Waco, Tex.	KWKT-TV (44)	CCA ⁵	Fox	KAKW-TV (62)	White Knight Bcst.	UPN/WB	TBD	5	NA
105 Greenville, N.C.	WFXI-TV (8)	GOCOM	Fox	WYOO-TV (14)	KS Family TV	Fox	11/3/92	9	Nearly all
108 Tyler, Tex.	KETK-TV (19)	Max Media	NBC	KLSB-TV (56)	KLSB Acq.	NBC	10/29/96	10	94%
114 Tallahassee, Fla.	WTLH-TV (49)	Pegasus Comm.	Fox	WFXU-TV ¹ (57)	L.O. Telecast	Dark/Fox	TBD	5	Nearly all
116 Florence, S.C.	WPDE-TV (15)	Diversified Comm.	ABC	WWMB-TV (21)	Atlantic Media	UPN	4/8/94	5	100%
119 Reno	KRXI-TV (11)	Cox Bcst. (buying)	Fox	KAME-TV (21)	Bcst. Development	UPN	8/31/95	5	100%
122 Monterey, Calif.	KCBA-TV (35)	Ackerley Gp.	Fox	KION-TV (46)	Harron TV	CBS	4/24/96	3 ³	99.4%
129 Columbus, Miss.	WTVA (9)	WTVA Inc.	NBC	WLOV-TV (27)	Lingard Bcst.	Fox	8/12/94	7	68.7%
135 Wausau, Wis.	WAOW-TV (9)	Shockley Comm.	ABC/Fox	WYOW-TV (34)	Northwoods Ed. TV	ABC/Fox	5/9/96	8	90%
167 Billings, Mont.	KSVI-TV (6)	Great Trails(buying)	ABC	KHMT-TV (4)	Wolf Mtn. Bcst.	Fox	8/95	10	Nearly all
183 Meridian, Miss.	WMDN-TV (24)	WMDN Inc.	CBS/Fox	WGBC-TV (30)	Global Comm.	NBC/Fox	8/1/95	5	98%
191 Gr. Junction, Colo.	KREX-TV (5)	W. Russell Withers Jr.	CBS	WFOX-TV ¹ (4)	John Harvey Rees	Fox	TBD	4	100%
206 Victoria, Tex.	KAVU-TV (25)	Withers Bcst.	ABC	KVCT-TV (19)	VictoriaVision	Fox	1/1/95	5	100%
NA Puerto Rico	WLIJ-TV (11)	Estrella Brillante TV	Ind.	WSTE-TV (7)	Siete Grande TV	Ind.	1/1/95 ⁶	5	34%
NA Puerto Rico	WAPA (4)	Pegasus Bcst.	Ind.	WTIN (14)	Estate of Hector Nicolau	Ind.	10/1/94	3	Nearly all

1—construction permit, 2—affiliation to be terminated shortly, 3—or until prohibited, 4—Pegasus currently owns both stations but plans to sell subsidiary WOLF License Corp., 5—Communications Corporation of America, 6—deal supersedes original deal starting Feb. '93 in which 36% of time was broke ed

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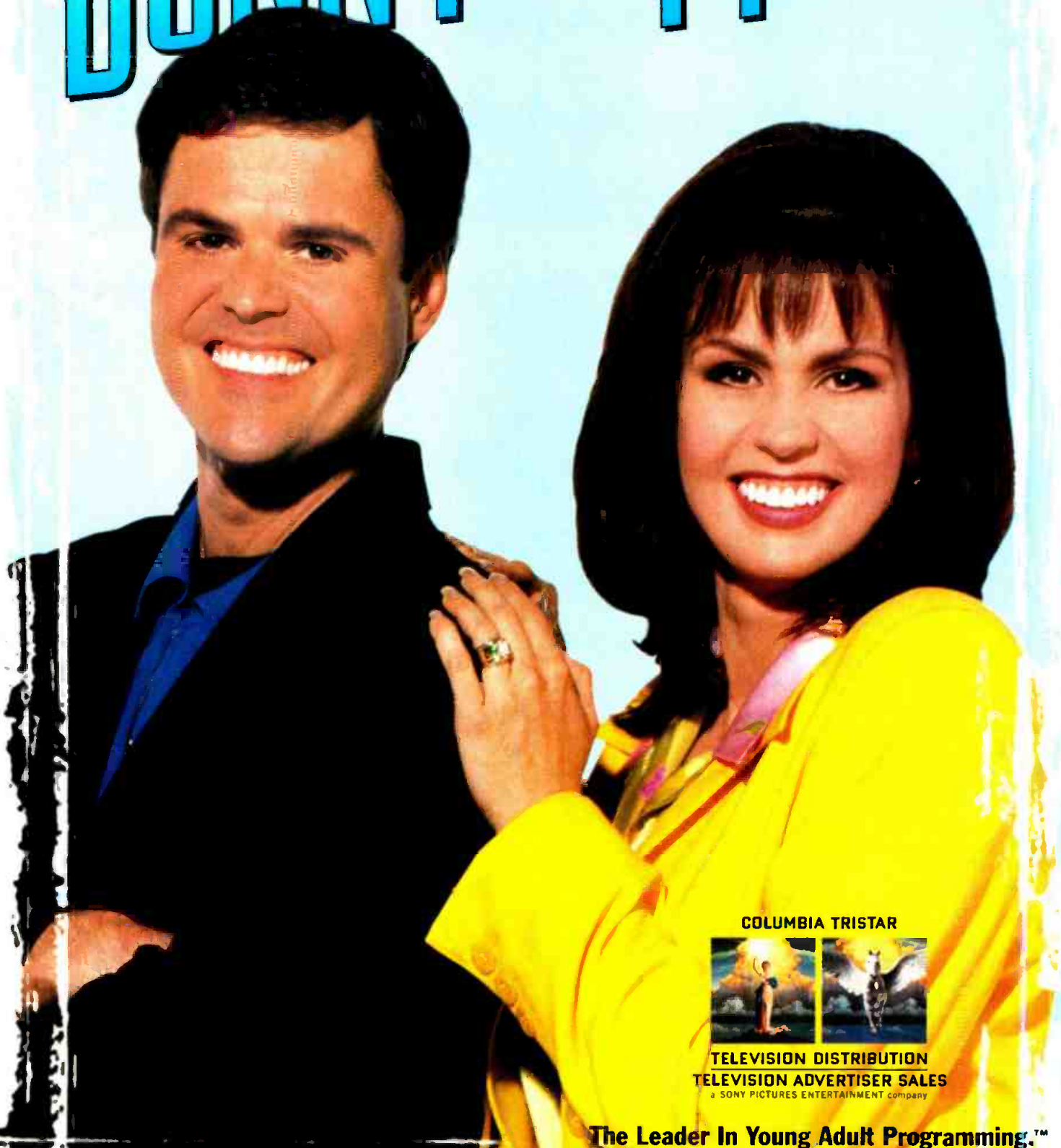
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Moonves to run CBS TV

Entertainment chief adds some of Lund's former duties

By Lynette Rice

Closing the gap after Peter Lund's sudden departure in May, CBS Entertainment President Leslie Moonves has assumed some of the duties of the former chief executive officer.

As expected, Moonves last week was named president, CBS Television—the first step in the conversion of Westinghouse Electric Co. into a pure-play media company. The conversion will culminate this fall with the spin-off of the industrial units.

In addition to his role in network entertainment programming, Moonves now will manage network marketing and sales, CBS Productions and CBS Enterprises, as well as Eyemark Entertainment, the company's domestic and international syndication unit.



Leslie Moonves is joining the CBS executive committee, which includes Michael Jordan, Mel Karmazin and CBS Chief Financial Officer Frederic Reynolds.

Continuing to report to Jordan are CBS News, headed by Andrew Heyward; CBS Sports, under Sean Manus; affiliate relations, under Peter Schruth, and CBS Cable, under Don Mitzner.

"My first priority is programming. I will still be very hands-on," Moonves says. "The good news is that our team has gelled so well on the West Coast in terms of entertainment that I can pull back a little bit."

Separately, James Warner—whose position of CBS Television president

was eliminated in the restructuring—will leave the company. Divisions that reported to Warner were sales, marketing and research, affiliate relations and program practices.

All of the division heads other than Jonathan Klein, president of the CBS Television station group, began to report to Jordan after Lund announced in May that he would step down as president and CEO of CBS Inc.

Word of Lund's departure—based on Jordan's decision to consolidate the CBS radio and television stations under Karmazin—came the day of Moonves's presentation of the new fall schedule to advertisers in New York.

Sources at CBS and on Wall Street believe Moonves's promotion may lead to even broader responsibilities that could involve the supervision of news and sports.

Before joining CBS in 1995, Moonves was president of Warner Bros. Television. ■

Microsoft takes another step into the stream

By Richard Tedesco

Apparently playing to corner the market, Microsoft Corp. made its second major investment in as many weeks in multimedia streaming, purchasing VXTreme last week.

With the 10% stake Microsoft bought in Progressive Networks last month ("Telemedia," July 28), the VXTreme deal gives the Redmond, Wash., software monolith considerable influence over the most popular streaming technologies. Microsoft also has a minority stake in VDOnet Corp., which will now use its VDOLive streaming technology to enhance Microsoft's NetShow 2.0 streamer for broadband networks.

Last week, AudioNet also made a commitment to step up its use of NetShow. Vivo Software will base its broadcast-tool product line on NetShow and Microsoft's Active Streaming Format specification.

Microsoft's recent streaming moves indicate an intention to be at the center

of multimedia Internet streaming technology. Michael Ahearn, NetShow and Site Server product manager for Microsoft, says, "This is an early investment in having a strong product and trying to grow the market."

Unifying file format standards for streaming video by establishing standards would ease content providers' anxiety about which of the existing formats they should use. Microsoft is encouraging its own ASF spec.

Microsoft says it will incorporate VXTreme's source code in its next iteration of NetShow, permitting video to be streamed at variable bit rates. It will also enhance NetShow with technology from the so-called Tiger full-screen video product it is developing. Microsoft previously indicated plans to incorporate some source code from Progressive Networks' RealAudio and RealVideo 4.0 products in NetShow.

Ahearn says Microsoft is not seeking to merge the various streaming technologies, but rather is trying to unify streaming standards.

"As bandwidth increases it makes it more realistic for consumers to use this technology," says Daniel Amdur, Internet market strategies analyst for The Yankee Group. "Microsoft is making its bid now to ensure compatibility and standards in its product line to cover the widest possible consumer base." Amdur believes that there probably is room for a few different streaming formats in the cyberspace market.

Analysts agree that Microsoft seems inclined to buy another company's technology rather than grow it internally. But Ahearn denies the company is disenchanted with NetShow: "It's in no way an admission that NetShow didn't go where we wanted it to."

Richard Scocozzo, software analyst for Brown Brothers Harriman, sees the streaming strategy as part of Microsoft's "moving very strongly to become a media company." Microsoft also invested \$150 million in Apple Computer last week, with a tangential deal to make its Internet Explorer browser the default browser on Macintosh machines. ■

Fox minds the kids

Company prepares cable foray; changes in store for FKN

By Steve McClellan and
Lynette Rice

As Fox prepares to enter the kids cable network business, changes are in store for the Fox Kids Network (FKN), the kids service aired by the network's broadcast affiliates.

Among those changes is the likely departure of Margaret Loesch, FKN's founding president and vice chairman of Fox Kids Worldwide. FKW is the joint venture of News Corp. and Haim Saban that encompasses FKN, similar overseas programming services and The Family Channel.

Sources say Loesch is considering leaving the company, having lost creative control of FKN to Saban. Loesch could not be reached for comment. Sources say she has been contacted by at least two other studios.

Other changes involve a restructuring of the financial relationship between the FKN affiliates and FKW.

Fox and its affiliates have been talking for several months. Those talks took on more importance after FKW acquired The Family Channel with plans to challenge Nickelodeon and Disney on the kids cable front.

At a meeting in Los Angeles two weeks ago, the parties considered a



plan in which Fox broadcast affiliates would share FKW revenue, says Pat Mullen, general manager of Fox affiliate WXXM(TV) Grand Rapids, Mich., and chairman of the affiliate advisory board.

One proposal would exclude Fox affiliates from participating in the cable venture. Another would dissolve the current profit participation mechanism for affiliates in FKN in return for a lump sum payment. The parties also talked about exclusivity windows for FKN and cross-promotion between FKN and The Family Channel.

"It's hard to say where it will end up," says Mullen. "The only certainty is that FKN exists and will continue to exist, and affiliates will continue to air the programming." Mullen bases that certainty on "my conversations with [Fox Television Stations Chairman] Chase Carey and Haim Saban."



Loesch



Saban

News Corp.'s commitment to Fox Kids—and the talk of synergy with The Family Channel—were confirmed by Kevin O'Brien, general manager of KTVU(TV) San Francisco and a member of the FKN oversight board.

"It's like the legs of a chair. I see [FKN and Family] being co-dependent on each other for cross-promotion and economies of scale," says O'Brien.

There has been mounting speculation about the commitment of the Fox-owned stations to FKN as those stations seek to expand news programming and focus on adult viewers. Indeed, the New World stations, which were acquired by Fox last year and which cover about 13% of the U.S. TV homes, do not carry—and will not be carrying—FKN.

The Fox stations in New York and Los Angeles have acquired enough adult syndicated product for the future, including such top sitcoms as *Drew Carey*, *Grace Under Fire* and *Third Rock from the Sun*, that they could easily program adult fare throughout the day.

The managers at both stations feel they could do better without FKN. However, the word from Fox higher-ups is that the station group (excluding the New World stations) is committed to carrying FKN for the foreseeable future. A big reason for that commitment is the need to cross-promote kids fare between different dayparts and between broadcast and cable distribution platforms—seen as essential to executing a successful kids programming strategy.

There is nothing planned in terms of a switch anytime soon," says a Fox source. Fox Stations Inc. President Mitchell Stern declined comment.

The absence of the Fox-owned stations would hurt FKN's ratings. Yet affiliates believe that if some Fox O&Os do drop out, they will be replaced by other stations in the market. ■

Kennard gets Clinton thumbs-up

President Clinton last week made it official that he is choosing FCC General Counsel William Kennard as the next FCC chairman.

Kennard's designation as chairman had been expected since late July, when word surfaced that the White House was planning an FCC package that also would include New Mexico regulator Gloria Tristani as a commissioner. Once the White House nominates Tristani, senators will have four FCC nominees to confirm. The administration already has nominated House Commerce Committee economist Harold Furchtgott-Roth and the Justice Department's Michael Powell to the FCC.

Sources say the nominees could come before senators for confirmation hearings in September. Kennard is expected to encounter resistance from Senator Ernest Hollings (D-S.C.), who had been pushing the administration to name his former aide, Washington lawyer Ralph Everett, as chairman.



Kennard

—CM

Strong starts for 'Wayans,' 'Vibe'

Buena Vista's late-night entry attracts 20% more viewers

By Joe Schlosser

The President talked. The bands played. The stars dropped by. The monologues were touch and go. The audiences danced. And a transformer blew out. That was just the first week in the life of the two new late-night talk and variety shows.

But all that really matters to the brass at Columbia TriStar, distributors of *Vibe*, and at Buena Vista, syndicator of *The Keenen Ivory Wayans Show*, is the numbers.

For the first week (the first four days, actually), *Wayans'* averaged a 3.6 rating/9 share, and *Vibe*, 3.0/7. The ratings are compiled from Nielsen Media Research's 38 metered-markets representing roughly 59% of the nation.

But media reps say ratings for the first week mean only so much. "Four days does not a trend make," says Katz Media's Bill Carroll. "You are looking at two shows that are very competitive. Realistically, since they started in August they are going to get a bye until early September. By then, they should be on stride, and the competition and viewing patterns will be in place."

"Objectively, in terms of ratings, they are both doing reasonably well," says Petry's Dick Kurlander. "It's a



disservice to be overly critical now, but I think both shows need some work."

Both *Vibe* and *Wayans* have had ups and downs across the nation. Through Thursday, *Wayans* averaged 3.6/9 in Los Angeles, compared with *Vibe's* 3.0/7. In Atlanta, *Wayans* scored 5.8/13; *Vibe*, 4.9/11. In New Orleans, *Vibe* averaged 8.6/16 to *Wayans'* 6.6/12. (*Vibe* is carried on WNOI-TV, a WB affiliate owned by *Vibe* executive producer Quincy Jones.) In New York, *Wayans* has the early edge with 5.7/11, compared with *Vibe's* 4.9/10.

"What's exciting is that it's [*The Tonight Show with Jay*] Leno, Keenen, *Letterman* and then *Vibe* in many markets," says Mort Marcus, president of Buena Vista Television, distributor of *Wayans*. "It is significant for a show that just came on to beat someone like



Last Tuesday, both 'Wayans' (above) and 'Vibe' beat 'Letterman' in New York.

Letterman in quite a few markets."

Carroll says the late-night shows that were already in place have been taking hits as a result of the new shows, but *Letterman* seems to be hit the hardest. For the first three days of the week, *Letterman* averaged a 3.6 rating nationally, compared with *Wayans'* 3.7.

At *Vibe*, Columbia TriStar Television President Barry Thurston says he is pleased with the show's progress. "We are getting defections from the other late-night shows and also are seeing defection from cable," he says.

As for the transformer, KTTV-TV Los Angeles went to black for nearly 12 minutes on Wednesday during *Wayans'* show. That night, coincidentally, *Vibe* scored its highest ratings of the week, nationally and in Los Angeles, beating *Wayans* on both fronts. ■

New shows must be captioned by 2006, FCC mandates

Broadcasters, cable operators and satellite TV providers have eight years to put closed captions on all their new shows.

Under rules adopted by the FCC last week, 95% of new shows must have closed captioning by first quarter 2006. Not all new programming will be subject to the new rules, however. Shows exempted include advertisements of less than five minutes, promos and public service announcements.

The commission also gave the industry additional time to caption older, "library" material. The rules set a 10-year deadline for captioning 75% of all shows first shown before Jan. 1, 1998.

The rules, mandated by the 1996 Telecommunications Act, drew warm words from broadcast and cable groups.

"Today's decision...is a reasonable, good-faith effort to balance the needs of the deaf and hard-of-hearing community with the business realities faced by the cable industry," says National Cable Television Association President Decker Anstrom.

"It looks like we did pretty well," adds National Association of Broadcasters Vice President Jack Goodman.

Goodman voices disappointment with the FCC's decision to make program distributors—rather than producers—responsible for complying with the new rules. But he praises the exemptions included in the rules, including the overnight news feeds that networks deliver to affiliates.

Some locally produced and distributed programming will be exempt from the rules, as well as non-English-language programming and non-vocal music programming. The FCC did not, however, exempt music videos.

The commission did exempt smaller program providers from the rules. Companies with annual gross revenue less than \$3 million will not be required to deliver captions with their shows. Additionally, the commission said that companies will not need to devote more than 2% of their gross revenue to captioning.

For programming that is not exempted from the rules, the commission established three benchmarks for achieving the eight-year captioning target. The first benchmark, which arrives in 2000, calls for an average of five hours of captioned programming per day.

The requirement goes to 10 hours per day after four years, and 15 hours per day after six years. —CM

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TCI revenue up, subs down

Second-quarter financials are on target, but sub losses are troubling

By Price Colman

With second-quarter financial results for Tele-Communications Inc.'s cable operations on target, subscriber growth will be the do-or-die issue for the rest of the year.

"If I don't add subscribers in the fourth quarter, I'm going to kill myself," TCI President Leo Hindery said during a conference call last week.

TCI lost 89,000 subs during the period; Hindery attributed the .6% drop to weak marketing and customer retention programs and seasonal fluctuations. TCI did not report premium service and PPV figures, telling analysts those results were no longer meaningful. Most MSOs have experienced substantial declines in pay units.

RCN taking on Washington

Insurgent cable and telephone challenger RCN Corp. is teaming with utility Potomac Electric Power Co. to take on the Washington-Baltimore market. RCN—a subsidiary of MSO and small telco C-Tec Corp.—and Pepco will spend \$300 million building the system over the next three to five years, offering a combined package of 105 channels of cable, phone and Internet services to homes. The system—similar to RCN operations in New York and Boston—will reach 40 towns. Partnering with a utility gives RCN access to cash, poles and other rights of way and Pepco's existing fiber-optic plant. C-Tec Chairman David McCourt says that the venture will be able to extend the system to pass 175,000 homes a year. The market has about 6.6 million homes. One target will be District Cablevision, the troubled D.C. system run by Tele-Communications Inc. General manager Frances Turner says she welcomes the competition. "Be assured TCI will do what is best to secure our business both on the regulatory and marketing front," she says.

—JMH

TCI cable operations grew operating cash flow 29.3%, to \$706 million; increased revenue 12.2%, to \$1.605 billion, and cut debt to \$14.1 billion, hitting the 5:1 debt-to-cash flow ratio the company had promised by year's end. Cable operations had \$282 million in free cash flow, on target to hit the \$750 million-\$1 billion previously forecast for the year. Capital spending will increase from \$93 million in the second quarter to roughly \$275 million in each of the third and

fourth quarters.

Hindery promised news about more joint ventures and system swaps by Labor Day, but quashed rumors that he was talking with Adelphia. He said TCI will launch cable modem service in Nashville and Seattle in September, but said this year's emphasis is on digital cable.

As for the ALL TV name for its digital cable product, "we've abandoned that forever," Hindery said. The new name is Digital Cable. ■

B&C repositions for future

Donald V. West, editor of BROADCASTING & CABLE since 1982, has been named editor at large of the Broadcasting & Cable Publishing Group, with headquarters in New York City. His appointment is effective immediately. Harry Jessell, executive editor of BROADCASTING & CABLE, will assume day-to-day responsibility for the weekly magazine.



Jessell will run the weekly magazine while West becomes editor at large, based in New York.

"The need for this restructuring has been building for some time," says Peggy Conlon, group publisher of the BROADCASTING & CABLE publications. "As Don has worked in partnership with me on the group's strategic plans, he has had to travel to various parts of our business universe. As a result, Harry has assumed more and more of the magazine's operational control. These new responsibilities will allow us to continue our rapid growth, while continuing to publish the industry's leading and most respected newsweekly."

The Broadcasting & Cable group of publications currently includes BROADCASTING & CABLE weekly, BROADCASTING & CABLE International, the BROADCASTING &

CABLE Yearbook, the TV Fax and Cableday daily faxes, Television Asia, Asia Image and the new Television Europe that premieres this September.

West admits to regret at leaving BROADCASTING & CABLE. "But 39 years is a long time to spend in one's first job. I'm delighted to try so many new things, and especially to renew my association with the broadcasting and cable businesses in New York, where I spent 13 productive years. Readers will find

the transition to Harry Jessell's leadership essentially seamless." West will continue to direct such events as the BROADCASTING & CABLE Interface conference and Hall of Fame Awards.

"We will all miss Don's daily presence and leadership," says Jessell. "But as I take on my new responsibilities, I am encouraged that he is in a position where he can continue to lend his advice and support. Don set high standards of journalism and argued unceasingly for full First Amendment rights for broadcasting and cable on the editorial page. With the help of my colleagues here, I intend to maintain both traditions." ■

TV is good? Not at ABC.

Bad management. Low morale. Even lower ratings. ABC has turned into a soap opera that no one wants to watch, and advertisers and affiliates are worried.

Facts, management turmoil behind the scenes has a real impact on the quality of what goes on the air, and it's going to take more than a new promo campaign to turn things around.

It's time for ABC to invest in quality programming and the people who help create it.

Stop attacks on loyal, long-time employees. Stop replacing experienced, highly-skilled technicians and camera operators with temporary workers.

And stop threatening employee health care and pensions.

Let's work together to make ABC #1 again.



**A MESSAGE FROM THE MEN AND WOMEN OF NABET/CWA.
NEGOTIATING FOR A FAIR CONTRACT AT DISNEY/ABC.**

'Massacre'

continued from page 4

last Friday morning. "I don't think losing Hostetter in and of itself is a tragedy," says one Wall Street executive, noting that after getting \$1.2 billion worth of the telco unit's stock Hostetter hadn't been expected to stay long. "I think losing all the people underneath him is." Lillis told securities analysts that Continental's historical focus has been financial, always building or accumulating systems to create its massive cable portfolio.

Now, however, the company needs to maximize revenue per subscriber, particularly by successfully driving new products—digital cable, high-speed Internet and telephone services—into the home. "It's a fundamental change; that's why we're bringing in the hard-core marketers," one analyst quotes Lillis as saying. One UMG executive argues that a big part of MediaOne/Continental's strength is in the field: the company's local and regional system managers. "They're not affected," the executive notes.

Charged with pulling it all together is Peters, currently president of UMG's cellular operations and managing director of London-based One 2 One. A 15-year US West veteran, Peters was tapped for her experience in marketing amid tough wireless phone competition.

She's bringing with her Julie Dexter Berg, executive vice president of Air-Touch Cellular, who will become MediaOne executive vice president and chief marketing officer.

At least two MediaOne executives will stay. Ron Cooper, executive vice president, marketing and new business development, will become executive vice president of operations, responsible for the MSO's six regions. Jeff DeLorme, MediaOne executive vice president, operations, will become executive vice president of Multimedia Ventures, responsible for UMG's contentious partnership with Time Warner Inc.

Senior cable officials regard Hostetter's exit as the loss of a key industry leader. "Amos is my hero," says Tele-Communications Inc. President Leo Hindery. "There wasn't a constituency that he encountered—industry, regulators, Wall Street—that doesn't think he was the best."

"You don't replace an Amos Hostetter," says NCTA President Decker Anstrom. ■

Closed Circuit

DENVER

Bell sour note

In the first public evidence of friction between Jones Intercable and part-owner Bell Canada International, Jones disclosed in a recent Securities and Exchange Commission filing that Bell Canada's three border members voted against Jones's plans to purchase an Independence, Mo., cable system (see story, page 40). In addition, Bell Canada's board members and two independent board members voted against Jones's upcoming 7.8 million-share stock offering. Jones won on both issues but noted in the SEC filing that "should such disagreements occur in the future, the company's ability to implement its strategic plan or take other action could be frustrated, delayed or prevented."

BETHESDA

Justice eyes American

The Justice Department is investigating the San Jose, Calif., holdings of radio group owner American Radio Systems Corp., ARS President Steven B. Dodge said last week. And although ARS has met Justice requirements in Sacramento, Calif., that market is still under scrutiny, Dodge said. Justice's attention on San Jose likely was snagged because, according to Duncan's American Radio, ARS's four FMs control 51.4% of the radio revenue there. That's far above the 35% that Justice officials have said would trigger an investigation. And of the four FMs, three are the top three stations in the market, according to Arbitron's spring book. Meanwhile, in Sacramento, ARS controls 35.1% of the radio revenue. Four of its stations rank in the top six.

Discovery may land Travel

Discovery Communications Inc. may be close to purchasing Travel Channel in Latin America from Landmark Communications. Industry sources say discussions have been active between the two companies. Landmark recently sold the U.S. version of The Travel Channel to Pax-

son Communications for \$75 million. Although there is speculation that Discovery may want to make a major investment in Travel under Paxson, sources could not confirm that such a deal was imminent.

NEW YORK

For sale signs

Word circulating in financial circles last week was that Boston-based Sullivan Broadcasting was negotiating to acquire Petracom Broadcasting, based in Lutz, Fla. Petracom owns four radio stations and five TV stations. The TVs are WQRF-TV Rockford, Ill.; WTVW(TV) Evansville, Ind.; KARD(TV) West Monroe, La.; KDEB-TV Springfield, Mo., and KLBK-TV Lubbock, Tex. Sullivan owns 10 TV stations: WUTV(TV) Buffalo, WUHF(TV) Rochester, WFXV(TV) Utica, all New York; WXLV(TV) Winston-Salem, N.C.; WRGT-TV Dayton, Ohio; WTAT-TV Charleston, S.C.; WZTV(TV) Nashville; WRLH-TV Richmond, Va.; WVAH-TV Charleston, W.V., and WMSN-TV Madison, Wis. Heads of both companies, Sullivan's Dan Sullivan and Petracom's Henry Ash, didn't return calls by deadline last week. Word of talks follows the announcement that Sullivan is buying KOKH-TV Oklahoma City for \$60 million.

Oops

Someone out there other than Amos Hostetter is really mad about US West Media Group Inc.'s decision to relocate its MediaOne cable unit's HQ from Boston to Denver. The day before the announcement of the move sent MediaOne Chairman Hostetter out the door, trashing UMG's stock price, some unfortunate soul bought a 7.2 million-share block of UMG shares at \$24 per share. That's \$172.8 million—about \$21 million more than the stock was worth after the news broke. UMG wouldn't identify the buyer, saying only that it was an institutional player who had Smith Barney assembling the block for several days beforehand.

In 1996, the Cable Industry Paid \$5.6 Million for Original Programming Increased Demand for New Shows Expected to Set New Spending Records

Special Report: *Original Cable Programming*

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Copyright Office proposes— cable opposes—higher fees

'Fair market rate' system would resemble satellite scheme

By Chris McConnell

Cable systems could pay some higher copyright fees under a plan sent to Congress by the U.S. Copyright Office last week.

Issuing its report on copyright payment schemes, the Copyright Office recommended that Congress set a new "fair market" rate for the cable compulsory license. The license gives cable operators the right to retransmit broadcast signals without first negotiating royalty fees with the program copyright holders.

Cable operators currently pay a license fee based on a sliding scale of gross receipt percentages. The fees go to a money pool at the Copyright Office, which redistributes the funds to copyright holders.

The National Cable Television Association estimates the industry has paid copyright owners more than \$2.3 billion since 1978.

Reviewing the system for assessing the cable copyright fees, the Copyright Office recommended establishment of a simplified system. "This would eliminate many of the administrative costs



The Copyright Office said DBS companies should be allowed to beam local TV signals to subscribers.

and uncertainties created by the present royalty mechanism, eliminate under-compensation to authors, and treat cable systems similarly to satellite carriers," the report said.

The office recommended the fair market-value rates be decided through an arbitration proceeding. Satellite carriers last month wrapped up arguments in an arbitration proceeding to determine the copyright fees that satellite carriers should pay for the right to retransmit broadcast signals. Arbitra-

tors in that proceeding are scheduled to issue their decision Aug. 29.

Copyright officials said the cable rate system should be adjusted to more closely resemble the satellite copyright scheme.

Satellite carriers currently pay 6 cents per subscriber per month for the right to rebroadcast network affiliate signals. Rates for rebroadcasting superstation signals vary from 14 cents to 17.5 cents per subscriber per month.

Regulators said the cable fees should be based on a similar per-subscriber fee. "It would provide an easy comparison of the rates paid by cable systems and the rates paid by satellite carriers to facilitate the goal of achieving comparable rates between the two retransmission industries," the report said.

The words won no praise from cable lawyers. "Cable has a lot of regulatory constraints that don't apply to satellites," says Washington communications lawyer Seth Davidson. Davidson and others in the cable industry say they prefer to stick with the current copyright system.

"It's been working for 20 years," says Steve Effros, president of the Cable Telecommunications Association. "Why mess with it?"

But Effros and others say they're confident that the Copyright report will lead to little in the way of new copyright law. "This is advisory," Effros says.

"All of these proposals appear to

Court ruling means higher bills, cable says

A court ruling on cable franchise fees could mean a slight boost in the cable bill for some viewers, cable lawyers say.

In a July 31 ruling, the United States Court of Appeals for the Fifth Circuit threw out an FCC decision not to require cable operators to include franchise fees collected from subscribers in tallying their gross revenue.

The commission had issued the ruling to resolve a dispute between the city of Baltimore and United Artists Cable of Baltimore. Previously, the city had said franchise fee payments should count toward an operator's gross revenue. Cable operators had maintained that would allow the city to impose a "tax on a tax" when franchise fees are calculated as a percentage of gross revenue.

While the commission sided with the cable operators, the court sided with the city.

"Gross revenue normally includes all revenue collect-

ed from any source," Circuit Judge E. Grady Jolly wrote. "No evidence has been presented to show that Congress intended to depart from this standard definition."

"It means our prices will go up," says Daniel Brenner of the National Cable Television Association. "Municipal coffers can grow a little bit."

"It's going to cost subscribers money. And of course we'll get blamed for it," adds Cable Telecommunications Association President Steve Effros.

Communications lawyer Seth Davidson agrees that operators will pass any increases in franchise fees to subscribers. "I don't think anybody wants to eat this additional cost," Davidson says. "It's really tough not to identify and pass that through," adds communications lawyer Wesley Heppler.

Davidson adds that operators already may be including the franchise fees in calculating gross revenue. In such cases the court's ruling will not affect subscriber bills. "It's going to vary," Davidson says.

—CM

propose increasing the copyright royalty scheme," adds communications lawyer Frank Lloyd. "You end up with a pass-through to consumers."

Lloyd speculates that lawmakers may shy away from reforms that might lead to higher cable bills.

Satellite industry executives, meanwhile, applaud the idea of placing the cable and satellite industries on equal copyright footing. "We're certainly pleased," says Andy Paul, senior vice president of the Satellite Broadcasting and Communications Association.

But Paul voices no enthusiasm for the current arbitration process for establishing copyright rates. "It's very expensive and very complex."

In addition to addressing the issue of cable and satellite compulsory copyright fees, last week's report dealt with what had been a heated topic in the satellite business earlier this year. The office said Congress should allow DBS operators to rebroadcast local TV signals back into their local markets.

News Corp. and EchoStar had been

pressing lawmakers to clear their plan to rebroadcast local TV signals back to viewers within the local markets. The venture fell apart with the collapse of the News Corp./EchoStar partnership.

Addressing the issue nonetheless, the Copyright Office said that allowing subscribers to receive local TV signals would eliminate the need to import distant network signals.

The issue of delivering distant network signals to satellite subscribers has prompted a series of lawsuits by broadcasters who insist that their signals are going to ineligible viewers. The Satellite Home Viewer Act forbids satellite carriers from sending affiliate signals to viewers who can receive them locally off the air.

Satellite carriers have contended that many homes within reach of local stations still do not get a clear TV signal. One carrier—PrimeTime 24—has suggested that the government adopt a new standard based on picture quality to determine whether or not a viewer is

served by a local TV station.

The Copyright Office rejected that idea, maintaining that it would be too "subjective, legally insufficient and administratively unworkable."

Instead, the report recommended a system that would divide viewers into those within a station's local market (the red zone) and those outside the local market of an affiliate station (the green zone). Green-zone residents would be eligible for the retransmitted signals, while the red-zone viewers would not.

However, the Copyright Office said that it would favor allowing the red-zone residents to receive distant network signals if the subscribers paid a surcharge to the Copyright Office for redistribution to affiliates.

Broadcasters oppose the idea. "This controversial policy, if adopted, would have the ultimate effect of undermining localism by allowing unimpeded importation of distant broadcast signals into every local market," says NAB President Eddie Fritts. ■

Reid will lobby for Time Warner

Former House Commerce Committee senior telecommunications counsel Catherine Reid is moving to Time Warner's Washington office. Reid will join the company next month as vice president, law and public policy. Since January, Reid has been a partner at Washington's Williams and Jensen law firm. Before that she had worked as a House Commerce Committee counsel since 1991.

FCC will let Gannett overlap signals in Georgia

Regulators are allowing Gannett Co. to hold two Georgia TV stations with overlapping signals. The FCC in 1995 gave the company one year to sell either WMAZ-TV Macon or WXIA-TV Atlanta. Since then, however, the FCC has proposed changing its rules to allow common ownership of stations in which the outer portions of the signals overlap. Citing the proposed change, Gannett asked the FCC to let it keep both stations until the commission wraps up the rulemaking. Last week, the FCC granted the request.

Politics and the lowest units

The FCC last week ordered WCTV(TV) Thomasville, Ga., to turn a series of advertising contracts and invoices over to former gubernatorial candidates Zell Miller and Johny Isakson in response to a complaint that the station had violated political advertising rules during the 1990 Georgia governor's race. The former candidates have said the station overcharged them for airtime, in violation of the FCC's lowest-unit-charge rule. Last week the commis-

sion said the complaints appeared strong enough to warrant further investigation. In the same ruling, the FCC also dismissed a pair of lowest-unit-charge complaints that had been filed against the station by Lawton Chiles and Bill Nelson.

Fine upheld

The FCC last week rejected a petition by Tidewater Communications to reconsider a \$15,000 fine. Regulators assessed the fine last year for violations of the commission's equal employment opportunity policies.

The commission issued the "notice of apparent liability" as part of a decision to renew the licenses of WNOR-AM-FM Norfolk and WAFX(FM) Suffolk, both Virginia. The commission found the broadcaster's petition

to reconsider the action without merit, and ordered the stations to pay the fine.

Congested airways

The FCC says it has been receiving reports of aircraft collisions with radio towers. "Accident reports and studies reveal that radio tower owners and FCC licensees need to be more aware of the need for conformance to FCC-issued obstruction marking and lighting specifications," the commission said in a notice on the subject late last month. "Appropriate action, including issuance of fines and/or revocation of the station license, will be taken against the user or owner of any unauthorized or improperly marked radio tower."

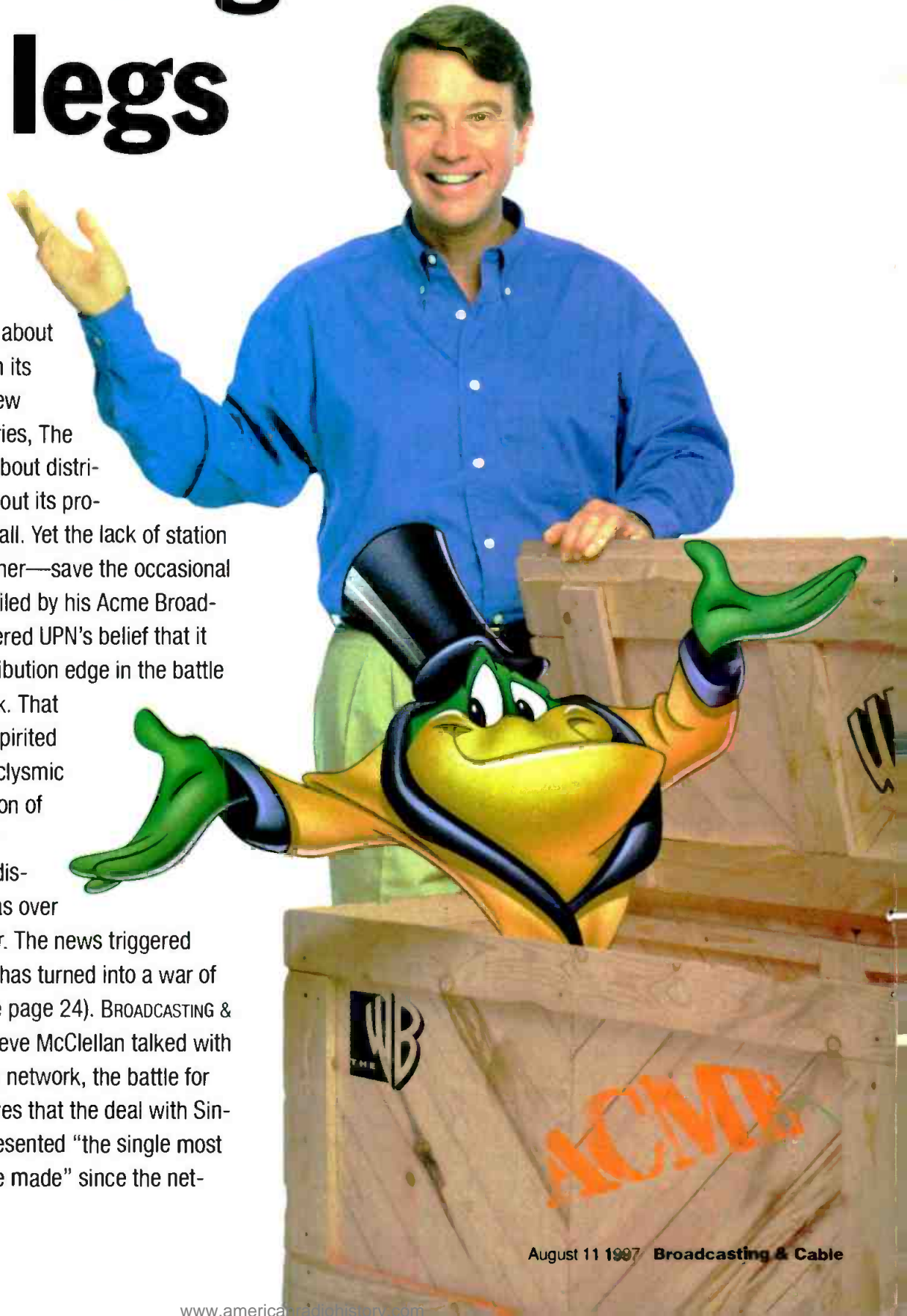


Edited by Chris McConnell

Kellner's Latest Surprise:

The WB gets new legs

While UPN crowed in June about swiping more stations from its competitor and securing new agreements with its primaries, The WB remained oddly quiet about distribution—opting instead to tout its programming and branding for fall. Yet the lack of station news from CEO Jamie Kellner—save the occasional FCC purchase application filed by his Acme Broadcasting Group—only bolstered UPN's belief that it continued to have the distribution edge in the battle to become the fifth network. That changed July 14, when a spirited Kellner announced a “cataclysmic blow to UPN”—the defection of five Sinclair stations to The WB, reducing the primary distribution advantage UPN has over its dubba dubba competitor. The news triggered infighting for affiliates that has turned into a war of words and legal filings (see page 24). BROADCASTING & CABLE's Lynette Rice and Steve McClellan talked with Kellner about the emerging network, the battle for affiliates and why he believes that the deal with Sinclair Communications represented “the single most important decision we have made” since the network's launch in 1995.



How much money do you expect The WB to lose this year, and when do you expect it to break even?

It will [make the] turn in 2000. Our losses are tracking at about \$40 million less than UPN's for the year [based on ad sales performance].

Is that 2000 date in line with original projections?

We're very close to the business plan.

The next year to two years [will be] the telling point. We have sustained growth from year one to year two to year three. We're the only network that has grown over those three years. Unfortunately, when people look at the networks, they also look at really broad demographics. From our standpoint, we've set out to do something that is not as broad as the bigger networks, so in some ways the success is camouflaged. We set out to try to have teens as a major component of our audience. We set out to attract the family audience. We made a real effort to focus on teens first, 18 to 34 second and 18 to 49 third—and kids consistently—by doing a bunch of different dayparts. In terms of broadening out, we're more targeted than any of the other networks.

All the networks have said they have sustained growth this year. Why do you say you're the only one?

I'm talking about from the first season to the second to the third in 18 to 49 or in households, we are the only network that has grown consistently.

You often refer to your days at Fox. Is Rupert Murdoch's network your model for The WB?

I've always believed that the reason we would succeed in this business where others might fail was that almost everybody in a skilled position at The WB has gone through a network start-up. You have in this company as many years of senior executive tenure as you have in any of the networks we compete against. That is the advantage we have. We've gone over this road before. We were able to set a business plan from day one and then consistently follow it over the past three years. We started with enormous distribution disadvantages, but those are going away. And programatically, the fact that Madison Avenue looks at us the way they do and makes those kinds of commitments to us suggests that they're betting on us to become the fifth network.

You often speak of reassembling your team from Fox [where Kellner served as the founding president for eight years]. If Margaret Loesch decides to depart Fox Kids Worldwide in the wake of uncertainty over her new role as vice chairman, would there be a place for her here?

I would love to work with Margaret again. She and I had a wonderful period of collaboration [in] starting up a business. I think we complement each other's talents very well. But she's under contract at this point. Whether she wants to stay, I don't know. I'm very fortunate to have a creative partner in Jean MacCurdy [head of children's programming at The WB].

Jean and Margaret have worked together for many years and have a lot of similar talents.

Harry Pappas, a major WB affiliate owner, said he enjoyed a most-favored-nations clause in his agreement with the network, suggesting that he too should get compensation in the light of last month's Sinclair deal. Will he? And what about others who might make the case that they add to the coffers as well?

[Harry Pappas] is not covered under a favored-nations agreement. I'm in kind of an interesting place right now because I also have the beginnings of a portfolio of stations that are going to be affiliated with The WB. If I put my station hat on, the first thing I would say is "I'd love to get money from the network" and "Doesn't everybody like to get somebody to send them a check?" The answer is: of course. The next answer is, from the standpoint of Acme and all The WB affiliates, the real opportunity of the television network is not about getting a small check, because it does come down to being a relatively small amount of compensation.

What the network offered [Sinclair] is a chance to enter the big leagues and compete against NBC, CBS and ABC for money it wouldn't get a chance to compete for, an audience it would never get a chance to compete for. If you go back and study Fox, we obviously paid compensation in the early years and then we removed the compensation. It was obvious the stations were benefiting while the network was still losing money. Station to station, I think people ultimately want us to build a network that will compete with the big guys and increase the value of their television stations and protect their stations from other competitors by having

high-quality programs. From an Acme standpoint, I can assure you that's far more important than getting a check from the network. Especially given the fact that the network has to sustain significant losses in the start-up years, primarily because of the inefficiency of the stations we're talking about, their inability to attract a large number.

Are there any other opportunities out there like the Sinclair deal?

There's nothing like Sinclair because those markets are markets where we worked very hard to get in, and there's just no way to get in with any kind of quality distribution. It isn't just about coverage, because coverage doesn't mean anything. It's about an efficiency of distribution that comes from being on stations that have a high network circulation. Those stations have a promotional platform to get the audience to their programs, they have an audience flow throughout the evening that leads into prime time, and they have credibility in the community. Sinclair has that in those stations, and that is why they are so important to us.

It obviously caught UPN by surprise when it learned July 14—the morning of your press conference—that Sinclair was defecting to The WB. What's to say that Sinclair's Barry Baker and David Smith won't give you the same

"I've always believed that the reason we would succeed in this business where others might fail was that almost everybody in a skilled position at The WB has gone through a network start-up."

about-face down the road?

We have a 10-year deal. Ten years from now, we'll all have to look at the marketplace and decide what's best for all of us. But being 50 years old right now, 10 years makes me feel very comfortable. I doubt I'll be too weak to keep fighting.

How big a blow to your distribution was losing stations in Columbus, Providence and Sacramento to UPN?

There's no blow in Sacramento at all. In Columbus and Providence, we have affiliation agreements that call for the programing to be carried for the next two and a half years.

Is anyone at Warner Bros. suggesting a conflict of interest with your investment in Acme?

There isn't anything that relates to anything financial between Acme and The WB. We have a system in place where I'm able to step out of it while Doug Gealy [Acme president] and Tom Allen [Acme CFO] deal directly with a representative of Warner Brothers. There are only a handful of places where you get into any kind of [conflict], like approving co-op budgets for promotion. All affiliates are treated fairly and equally.

How much of your own money are you putting in Acme?

Tom, Doug and I all have put money in Acme to finance the beginning of the company, and we're all working without a salary in the beginning. All of our interests are on the back end of building the company up for the investors as well as ourselves.

Has the bond offering to finance station buys been completed?

No. It will go out right after everyone gets back from holiday.

At this point, how much money will you raise from your equity, your bond and your preferred stock?

I'm not supposed to indicate those numbers. It will be enough to purchase and operate and build out a minimum of five stations.

You don't endorse secondary affiliations. How vulnerable do you think UPN's secondary affiliations are in its overall distribution?

In many ways it's the Achilles heel of UPN. We just looked at the performance of their secondaries, and the performance was pathetic. The programs are not working in these markets, in these time periods. If anything, they are confusing the imagery of the Fox station where they have the Fox network. I just don't think it works.

Will Warner Bros. be in a position to give financial assis-**tance to any of The WB affiliates applying to the FCC for stations?**

Warner Bros. won't have to, because there will be Acme and other interested investment partners looking to acquire CPs in the appropriate markets.

Last month a rumor began to circulate that Ted Turner wanted to shut down The WB network. Any truth to it?

I've had no concern about the commitment of Time Warner since early on, when there were meetings with NBC about joining forces. There was a discussion as to whether they should buy a mature network, part of a mature network—or whether they should build a network. Warner Brothers has some specific needs. One of them is the animation business. In a mature network, there is no long-term place to be in the animation business on any scale. You may be able to keep some little island of programs on Saturday mornings, but that doesn't mean you can play in the kids business. Fox is the only broadcast network today that is a real player in the kids business. Beginning this fall we go to as many hours as Fox,

and hopefully we'll grow our business and be a major player as well. So from the standpoint of Warner Brothers' needs, designing a network that has appeal to kids and their parents and being able to put a lot of animated programing on it was intriguing and important to them and [something] they couldn't have gotten if they bought ABC, NBC or CBS.

The license fees for the NBC drama *ER* which is produced by Warner Brothers Television—will be up for renegotiation this year. In the spirit of company synergy, will The WB make a play for it and, if so, can it offer market rate?

It depends on what market rate is. I'm not a big believer in programs being moved from one network to another. When we did it with *Sister, Sister* somewhat successfully, the program fit perfectly into what we're all about. But [usually] it doesn't work particularly well. It damages the stations and the network, and it damages the show. I would doubt the dollars would make sense. From a strategic standpoint, Bob Daly [Warner Bros. co-chairman] and Barry Meyer [Warner Bros. COO] have to decide whether it's important to do. I feel all of these programs are partnerships between the network and the studio. And while there's a limit to the number of years the network has a legal right, wherever it's possible there should be an effort to keep networks and programing together.

What was your reaction to the infamous brooch—the frog impaled on a dagger—worn at the affiliate meeting by UPN CEO Lucie Salhany?

There's been a lot of unnetwork-like activity, an approach to the business much more like the syndicators. I thought it was silly and somewhat desperate. Beyond that, I haven't thought very much about it.

Characterize the competition between The WB and UPN.

That's what I don't understand. They think they are fighting



Bill Heazel

"If we hadn't established ourselves as a leader in programing and promotion, we couldn't have gotten them to consider moving the stations to The WB."

us. We think we are trying to challenge ABC, NBC and CBS, because that's where the rating points are. We don't spend any time at all, really, trying to fight UPN or think about them. Our focus is: Is there a demographic opening on this night or that night to try to attract this audience or that audience?

You're saying you don't compete with UPN?

From a programing standpoint, we certainly believe our job is to compete with the big networks for a share of the audience. In terms of trying to attract new affiliates, we are directly competitive with UPN.

What's your reaction to UPN's decision to file a lawsuit in an effort to prevent Sinclair from switching five of its stations to The WB come January?

Sinclair informed us of what their position was and why. We agreed with it, and we don't think there is any merit [to the lawsuit]. I think Sinclair is the only large group of stations that can change the balance of power in the effort to establish a fifth network, and that's causing a desperate effort on their part.

How were you able to attract Sinclair, and how does this change the competitive landscape between The WB and UPN?

I've always believed this battle would be won through programing and promotion. If we hadn't established ourselves as a leader in programing and promotion, we couldn't have gotten them to consider moving the stations to The WB. This now gives us a competitive advantage that we never could have expected to build, even with good programing and promotion in the next two to three years. It allows us in January to step up with a much more competitive lineup, and I think that will create momentum for our network. Yet it will create deceleration, the loss of momentum, for the UPN network.

***Dawson's Creek*, the drama from Columbia TriStar, has been embraced by the advertising community and TV critics. Why not use it to launch the season rather than for the fourth night of programing in the first quarter?**

We wanted to give them time to get it right, not put a lot of pressure on the new show. And we've had luck starting in January. In the new-network business you have to be practical with how loud your voice is in September and October. In January, after the press and everybody have started to take apart the big-network schedules and the audience has tried and been disappointed by a lot of the big-network shows, I think the audience is more open to giving us a chance.

If you knew that show wasn't going to be slotted at 8



"Network television is a team sport," says CEO Jamie Kellner. "And I was fortunate enough to bring back a number of Fox executives to complement my great WB group." Kellner's former team at Fox, now at The WB (l-r): Brad Turell, senior VP, publicity and talent relations; Garth Ancier, entertainment president; Susanne Daniels, executive VP of programing; Lewis Goldstein, executive VP of marketing; Bob Bibb, executive VP of marketing. Not pictured: Jed Petrick, senior VP of sales in New York.

p.m., why did you roll it out as such at the New York upfronts?

When I look at the program, adults are far more preoccupied by sex than the teenagers. And whenever you're doing a pilot, one thing you're not trying to do is impose a lot of standards and practices on it. You're really trying to get a sense of vision from the writer and the director. What's on that program today, in that pilot, could easily be adjusted from a standards and practices standpoint down to the eight o'clock time period. And we could do that if we wanted to. When we put our schedule together, we didn't spend even five minutes thinking of that

because we really focused on the three nights that would go on in the fall. And we hadn't even had a creative meeting with [executive producer] Kevin Williamson. It was never going to be in that time period. In January, we don't know which shows we're moving because we don't know which shows are going to succeed and which are going to fail.

Obviously you didn't anticipate that *Dawson's Creek* would be put under a microscope by TV critics and UPN's *Sal* any for its suggestive dialogue about teenage masturbation and sex.

I kind of like where it is, under the microscope. No matter how many times I say it, people don't necessarily understand it: We're not trying to be goody-two-shoes. When you talk about family programing, many times people assume that you're trying to be Nickelodeon. And we're not. *Buffy the Vampire Slayer* is a show that could play on Fox. It probably would have more sexuality, the language would go a bit further. The word family to me is a non-adult concept. There are teens involved, there are kids involved. Family doesn't mean G-rated. Family means it's something adults and kids can watch together. Some of it is perfectly appropriate for all of the kids in the households, and some of it is appropriate for parents to watch with teenagers.

***Buffy* has certainly enjoyed its share of critical acclaim. Is it frustrating that the show hasn't averaged more than a 4 share?**

Not at all. We've been on a mission to get a sample. We do our focus sample on a regular basis, and there is enormous enthusiasm for the show. I think in the fourth or first quarter we'll start to see *Buffy* step up. We have a flow problem on Monday nights because *Seventh Heaven* is being found by a little more conservative family audience—not the ideal mate to *Buffy*, which is far more aggressive and out there.

***Savannah* started out as your signature show but didn't last through the 1996-97 season. What happened?**

We had a very good idea for a show, we cast it very well and

the idea was strong enough that we got a good sampling quickly. And then I don't think we delivered what we originally set out to do. *Savannah* was supposed to be "Cat on a Hot Tin Roof," and it became a soap opera with po' boys.

The British game show *In the Dark* appeared to have so much potential as a midseason show for The WB. Why did you decide not to air it?

Again, we had an execution problem on the show. We didn't feel it was up to the standards we had for this network. The stunts didn't deliver the kind of comedy we wished for. It puts a lot of burden on the host [Britain's Julian Clary] to be very, very funny. And it forced him to reach.

Any plans to expand your dayparts beyond the kids lineup?

We don't really have a plan beyond trying to roll out the prime time schedule and the kids. But there are a lot of interesting things that can be done once you have the consensus from your affiliates.

When do you expect The WB to offer seven nights of programming?

We're going to try to add a night each year. Whether we do that isn't particularly important to me and will be dictated by how well we're able to establish the new night we put on in the current season. ■

The WB vs. UPN: The battle escalates

Networks square off over Sinclair affiliation switch

By Lynette Rice

In this corner, a network looking for retribution over the loss of five key affiliates.

In this corner, the nation's 15th-largest station group, with the power to yank its business at a moment's notice.

The enormity of the \$84 million Sinclair affiliation deal with The WB became all too apparent last week, as UPN came out swinging in an attempt to stop the five top 100 stations from defecting in January. What began as a warning letter to Sinclair Communications quickly became a lawsuit in Los Angeles County Superior Court, with UPN looking for a permanent injunction against the Sinclair deal.

UPN claims that Sinclair failed to provide written notification of its plan to switch affiliations—thereby automatically extending the station group's deal with the Paramount/Chris Craft network for three years.

Sinclair announced July 14 that five stations now affiliated with UPN—WPTT-TV Pittsburgh, WNUV-TV Baltimore, WSTR-TV Cincinnati, KRRT(TV) San Antonio, Tex., and KOCB(TV) Oklahoma City—will switch to The WB. The deal marked the first time The WB has compensated any affiliate.

Early last week, Sinclair first countered with threatening letters by claiming that UPN defamed its reputation with published reports of UPN's so-called breach-of-contract claim and demanded that it "cease and desist from any further tortious actions."

Sinclair attorney Robert E. Quicksilver reminded Paramount Television

Group Chairman Kerry McCluggage by letter that CEO-designate Barry Baker told UPN brass in person about the defection July 14 before the press conference announcing the deal. Multiple published reports about Sinclair, Quicksilver wrote, provided the so-called proof in writing.

Ultimately, Sinclair filed a counter-suit in Baltimore that essentially asks the court to ratify the affiliation agreement. In the meantime, Baker has asked its stations to stop discussing the issue with Paramount while the station group "reevaluates its relationship with them," he told BROADCASTING & CABLE.

UPN's only acknowledgment of the Sinclair issue came indirectly last week during Viacom's second-quarter earnings conference call Tuesday. Chairman Sumner Redstone told analysts that Viacom does not intend to pay compensation to affiliates and that "we don't think [The WB] did us any good or themselves any good in paying that kind of money for distribution."

Redstone's comments struck Baker as "comical," given that UPN offered compensation to Sinclair in an effort to keep the station group. Programming and branding, not just compensation, prompted Sinclair to switch to The WB, Baker said.

"Nobody understands what they're doing.... It's incredible stuff," Baker said. "If I were a UPN affiliate, all I'd want them to do is focus on getting ahead of the network and worrying about programming in the fall, not this."

"It's not leaving a great taste in our

mouths," he said. "We are evaluating our whole relationship based on this."

Speaking about the other Sinclair stations that remain affiliated with UPN, Baker said: "We lived for a long time in Milwaukee and Birmingham with no affiliate, purely independent. Certainly there are options for stations not to be affiliated with parties."

Meanwhile, UPN kept up its promise to take stations from The WB and announced new primary affiliation agreements with WAWB(TV) in Richmond, Va., and WGVP(TV) Valdosta, Ga. (licensed to Tallahassee but with the majority of its viewing in the Albany, Ga., DMA). Both have been WB affiliates since January 1995 and both are switching to UPN Aug. 25. The release about the pickups read more like a scorecard of other steals from The WB in the past six months, including UPN's pickup of WDRG(TV) Roanoke, Va., WBNU(TV) Charleston, S.C., and WUBI(TV) Savannah, Ga.

"These two stations have tremendous potential, and we are thrilled to add full-power primary affiliates under long-term agreements in these previously nonaffiliated markets," says Kevin Tannehill, UPN's executive vice president of distribution.

The WB countered that its programming can still be seen in Richmond via WGN-TV, while WGVP represents a bottom 100 market in which the network will create WeB stations bowing in 1998. "UPN is desperately trying to do whatever they can to reverse the blow dealt to them by losing the five strong, major-market Sinclair stations," said WB spokesman Brad Turell. ■

Broadcasting

August 11, 1997

Donny and Marie return

Singing siblings will try their hands at talk/variety show

By Joe Schlosser

They're a little bit country, a little bit rock 'n' roll and they're back. Columbia TriStar Television Distribution is reuniting Donny and Marie Osmond for a new talk/variety show.

Slated for a fall 1998 launch, *Donny and Marie* has been cleared by Columbia TriStar on Fox owned-and-operated stations in Los Angeles, New York, Chicago, Phoenix and Salt Lake City.

Dick Clark, who has been named the show's executive producer, shot the pilot for *Donny and Marie* in June. Columbia TriStar officials say the new version will be anything but an updated version of the duo's ABC prime time variety show in the late 1970s.

"This is going to be completely different in terms of the elements of the show," says Russ Krasnoff, executive vice president of programing at Columbia TriStar. "It is not going to be like anything on television right now either."

Both Osmonds will sing and perform, as they did on their former show, Kras-

noff says. But there will be more celebrity interviews, comedy skits and other surprises.

"I thought it was an excellent presentation tape," says Petry's Dick Kurlander of the pilot. "Some viewers might consider them a little saccharine, but that is probably the minority."

The Osmonds, who were originally from Utah and are Mormons, have a large following in the region. KSTU(TV) Salt Lake City picked up *Donny and Marie*, and sources say the price was comparable to prices in New York and L.A., where \$15,000-\$20,000 was said to have been the range in weekly cash license fees.

"We've said since the beginning that the reality is going to be better than everybody's preconceived perceptions," Krasnoff says. "When we first sat down with them, their playfulness and skills really got us excited. It's not going to be what you expect."

Krasnoff and Columbia TriStar Television Distribution President Barry Thurston say they sat down with many



'Donny and Marie' is being shopped as a daytime-early fringe show.

different producers when first putting the show together. Thurston says Clark was the natural choice.

"Dick's whole life has been in entertainment," Thurston says. "When we say entertainment, that encompasses everything from music, singing, dancing, comedy and all of that."

Donny and Marie is being shopped as a daytime-early fringe show. All the clearances on the Fox stations are between 11 a.m. and 3 p.m. The fall 1998 launch date is not set in stone, Thurston says; Columbia TriStar officials say they are leaving the option open for a summer 1998 launch. ■

CBS aims for the top of the morning

CBS is making several changes on *This Morning* effective today (Aug. 11), the show's first anniversary. And Al Berman, who took over as executive producer last month, says more changes are likely as the program gears up to take on what he believes is a vulnerable, soon-to-be-Joan Lunden-less *Good Morning America*.

GMA's executive producer, Mark Lukasiewicz, has been in place for about a month. Lukasiewicz declined several requests for an interview to discuss his plans for the show. Lunden, a 20-year veteran of the program, departs in September.

Changes in *This Morning*—which include a pre-fed national news bulletin that affiliates can insert anytime in the first 15 minutes of the broadcast—are designed to make the show "more viewer-friendly," says Berman. Previously, the 90-second bulletin was fed live at 7:08 a.m. and often looked "awkward," he says; affiliates often would break from a local segment, air a commercial and go right to the live national feed. "It looked like

two different shows," Berman says.

The network also is pre-feeding a headline package to air anywhere in the second quarter hour—a move also designed to improve the program's flow.

Meanwhile, Berman has been focusing on "helping form and better define [*This Morning*]'s personality." Berman stresses that he is 100% behind the current on-air team of Jane Robelot, Mark McEwen and Jose Belart-Diaz. At the same time, he wants to see the interaction among them become "more freewheeling and less forced. I want the audience to see what I see when they aren't on camera."

The program also is preparing for September, when Berman says it will air "some of the best programing we're capable of" in a bid for Lunden loyalists in the TV audience. "There's a tremendous opportunity with Joan's departure, and it's our job to take full advantage of that," he says.

Berman is mum on the details of that special programing, although he says some of the series being developed will have tie-in opportunities for affiliates.

—SM

Merv, Kelly 'Click' on kids game site

Game show veteran allies with Kelly News and Entertainment

By Joe Schlosser

Merv Griffin is a player in the game show business again, but this time he is turning his attention to children's fare.

Griffin, the creator of *Jeopardy!* and *Wheel of Fortune*, has developed a new game aimed at teenagers and their computers. Called *Click*, the show will test teens' knowledge of academic subjects and current affairs.

Click is the first game show under Griffin's name in more than five years and his first for children.

The show, a collaborative effort of Kelly News and Entertainment and Merv Griffin Entertainment, is being packaged as an hour block with another Kelly game show—*Peer Pressure*. Producers say both shows are FCC-friendly. *Peer Pressure* was created by Burt Wheeler and Sharon Sussman, the creators of MTV's *Singled Out*. The one-hour block has been cleared on 120 stations representing 82% of the nation for a Sept. 1 debut.

Griffin says a new-found love for computers prompted his entry into the children's programming business. (Griffin, who has a computer in every bedroom in his homes, spends more than two hours a day online.) "It's been a number of years, and I haven't really wanted to do a game for a while," Griffin says. "They've been bringing back all these old game shows, and I said I wouldn't come back until there was a brand-new format. This computer thing is really catching on with the kids, and the idea of combining teens and computers was very appealing."

Click gets its name from the fact that the game board is an oversize functioning computer screen.

"The first day of taping we went to start it up and it didn't work," Griffin says. "It took us seven days to get the computer up and running."

The show will combine action and education, according to Griffin, but the education "won't overpreach to the kids." Contestants will compete for computers and cash prizes.

"I'm afraid the cash is going to start a trend in schools," Griffin says. "When a



teacher asks a question of them, kids might start saying: 'What are you going to pay me for the answer?'"

Peer Pressure will put teens on a

life-size game board, the path of which is filled with the kinds of tough decisions that kids face when dealing with their peers. ■

John Claster steps down

Sally Bell becomes president of kids distributor

By Joe Schlosser

After nearly 25 years as president of Claster Television, John Claster wants to do something else, although he also says he wants to stay in the business.

He is leaving the company, to be succeeded by his sister, Sally C. Bell, executive vice president of the company and former executive producer and host of Claster's first big syndicated series, *Romper Room*. Bell will take over as president at the end of the year.

Claster says he wants to pursue other interests but is not likely to leave the broadcast industry. In 1973, with the retirement of his father (Claster Television founder Bert Claster), John, then 27, became president of the company. Since taking control, he has overseen the distribution of such children's hits as *G.I. Joe*, *My Little Pony*, *Muppet Babies*, *Fred Flintstone and Friends* and *Pink Panther*.

"I've been doing this for a long time," Claster says. "I can't imagine having had a better job, and I've loved working in the industry. But I thought it was a reasonable time in my life to look at other opportunities."

Claster has not ruled out going to a competitor or a cable network such as

Nickelodeon or Cartoon Network. What has been ruled out is retirement.

"I'm too young to hang it up," says the 52-year-old Claster. "I'll probably take off a little time, but not much. I think there will be some very interesting things to be involved in down the road."

Claster joined his father in 1968, working in promotion and publicity. He moved on to merchandising a year later, the same year Hasbro Inc. acquired Claster Television. In 1971 he was named head of Claster's sales division. Two years later he replaced his father and began to expand the company. Claster Television at the time was primarily involved in *Romper Room* and a few local programs in Baltimore, and Claster says he saw room for expansion. Nearly 25 years later, Claster Television has become one of the foremost syndicators in children's television.

"When I first started there was no such thing as first-run syndication," he says. "We helped change that and broke a lot of new ground. We did some of the earliest animated syndication with *Fred Flintstone and Friends* and some of the first first-run projects."

Claster, who has put together a string of TV hits during his tenure, says there have been only two real failures. One was a series on the all-time great



Time for CBS

CBS has released the rollout dates for its fall lineup: Sept. 11, *48 Hours*; Sept. 15, *Cosby*, *The Gregory Hines Show* (special preview), *Cybill*, *George & Leo*, *Michael Hayes* (special preview); Sept. 19, *Family Matters*, *Meego*, *The Gregory Hines Show* (time-period premiere), *Step by Step*, *Nash Bridges*; Sept. 21, *60 Minutes*, *Touched by an Angel*, *CBS Sunday Movie*; Sept. 22, *Everybody Loves Raymond*, *Brooklyn South*; Sept. 23, *JAG*, *Michael Hayes* (time-period premiere), *Dellaventura*; Sept. 25, *Promised Land*, *Diagnosis Murder*; Sept. 27, *Dr. Quinn*, *Medicine Woman*, *Early Edition*, *Walker*, *Texas Ranger*; Oct. 1, *The Nanny*, *Murphy Brown*, *Public Eye* with Bryant Gumbel, *Chicago Hope*.

Lawrence meets 'World'

Matthew Lawrence, who began his television career at age 4 on the ABC drama *Dynasty*, has joined the cast of ABC's *Boy Meets World*. Lawrence plays Jack, Eric's (Will Friedle) college roommate and long-lost son of Shawn's (Rider Strong) father. *Boy Meets World*, which begins its fifth season this fall, airs in ABC's TGIF lineup on Friday at 8:30-9 p.m.

Fisher signs with Universal

Can we expect *Leia: Warrior Princess*? Carrie Fisher, the famous co-star of the "Star Wars" trilogy who jumped to a successful career in writing, has signed a multiyear comedy development deal with Universal Television. Fisher, a three-time novelist who also wrote the screenplay based on her book "Postcards from the Edge," will develop and write comedies for the studio.

ABC picks up 'Hercules'

ABC has picked 13 episodes of the new *Hercules: The Wonder Boy Years* for fall 1998 from Walt Disney Television Animation. The strip will air on Saturday mornings.

Fox's kids lineup

Fox Kids has announced the debut of its fall schedule: Saturday, beginning Sept. 6: 8 a.m., *Bobby's World*; 8:30, *Stickin' Around*; 9, *Casper* (Sept. 6-Oct. 11); *Ned's Newt* (Oct. 18 premiere); 9:30, *Space Goofs* (formerly *Home o Rent*); 10, *Ultimate Goosebumps*; 10:30, *Eerie Indiana* (Sept. 6-27), *Sam & Max* (premiere Oct. 4); 11, *Life with Louie*; 11:30, *X-Men*. Weekday schedule, beginning Sept. 8: 7 a.m., *Bobby's World* (Monday-Thursday); *C-Bear and Jamal* (Friday); 7:30, *Casper*; 3 p.m., *Spider-Man*; 3:30, *Beetleborgs Metallix*; 4, *Power Rangers Turbo*; 4:30, *Goosebumps* (Monday-Thursday), *Ninja Turtles: The Next Mutation* (Friday). —IR

crimes; the other was a weekend music show to be hosted by Tina Turner. In 1981, Claster says, the Turner show was cleared in more than 70% of the country and had all the makings of a hit. But that year, he says, the barter marketplace dried up and the show never reached air.

As for passing the reins to his sister, Claster says he has nothing but confidence in her. He has been working side-by-side with Bell since he began at the company and says they have a great working relationship.

"We do fine together and I'm not being pushed out by her at all," Claster says. "I just think it's time for me to move on and for her to have a shot at it."

Bell, who has been in children's television her whole life, is the executive vice president of Claster Television and vice president, program development, for parent company Hasbro. Bell will maintain her title with Hasbro when she assumes the president's role at Claster in January. She characterizes her relationship with her brother as no different from any normal sibling relationship.

"Whenever the going gets tough we stick together," Bell says. "John has been vital and great for the company, but I'm nicer, smarter and better-looking than he is." ■

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Broadcasting & Cable PEOPLE'S CHOICE Ratings according to Nielsen July 28-Aug. 3

KEY: RANKING/SHOW [PROGRAM RATING/SHARE] • TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED • TELEVISION UNIVERSE ESTIMATED AT 97.0 MILLION HOUSEHOLDS: ONE RATINGS POINT=970,000 TV HOMES
YELLOW TINT IS WINNER OF TIME SLOT • (NR)=NOT RANKED; RATING/SHARE ESTIMATED FOR PERIOD SHOWN • *PREMIERE • SOURCES: NIELSEN MEDIA RESEARCH, CBS RESEARCH • GRAPHIC BY KENNETH RAY

Week 45	abc	CBS	NBC	FOX	UPN	WB
	7.5/13	6.5/12	7.3/13	6.1/11	2.7/5	2.2/4
MONDAY	8:00 70. ABC World of Discovery 4.7/9	31. Cosby 6.8/13	46. Suddenly Susan 6.1/12	31. UFOs: Best Evidence Caught on Tape 6.8/13	96. In the House 2.8/5	104. 7th Heaven 2.4/5
	8:30	37. Ev Loves Raymd 6.6/12	57. Fired Up 5.5/10		94. Mal & Eddie 3.0/5	
	9:00 12. ABC Monday Night Movie—Lies of the Heart 8.9/16	41. Cybill 6.4/11	42. Caroline in/City 6.3/11	61. Roar 5.4/9	100. Sparks 2.5/4	111. Buffy/Vampire Slayer 2.0/3
	9:30	51. Murphy Brown 5.8/10	50. Wings 5.9/10		104. Goode Bhvr 2.4/4	
	10:00 37. Chicago Hope 6.6/12		6. Dateline NBC 9.8/18			
TUESDAY	8:00 6.4/12	8.0/15	7.9/14	3.6/7	2.5/4	
	8:30 62. Roseanne 5.2/10	46. Promised Land 6.1/12	26. Mad About You 7.2/14	82. Fox Tuesday Night Movie—Alien Nation: The Udara Legacy 3.6/7	90. Moesha 3.2/6	
	9:00 66. Life's Work 5.0/9		40. NewsRadio 6.5/12		106. Soc Studies 2.3/4	
	9:30 21. Home Imprvmt 7.5/13	11. CBS Tuesday Movie—In the Best of Families, Part 2 9.0/16	18. Frasier 7.9/14		109. Mal & Eddie 2.1/4	
	10:00 25. Spin City 7.3/13		26. Just Shoot Me 7.2/12		100. In the House 2.5/4	
WEDNESDAY	8:00 37. NYPD Blue 6.6/12		7. Dateline NBC 9.4/17			
	8:30 7.1/13	5.9/11	8.4/16	3.7/7	2.5/5	2.7/5
	9:00 62. Grace Undr Fire 5.2/11	43. The Nanny 6.2/13	16. NBC Movie of the Week—She Fought Alone 8.0/15	69. Prophecies of the Millennium 4.8/10	106. The Sentinel 2.3/5	100. Sister, Sist 2.5/5
	8:30 56. Coach 5.6/11	72. Murphy Brown 4.5/9		99. Pacific Palisades 2.6/5	98. Star Trek: Voyager 2.7/5	100. Steve Harvey 2.5/5
	9:00 19. Drew Carey 7.8/15	73. Coast to Coast 4.4/8			96. Jamie Fox 2.8/5	91. Wayans Br 3.1/5
THURSDAY	8:00 24. Ellen 7.4/13	14. PrimeTime Live 8.4/15	16. 48 Hours 8.0/15	10. Law & Order 9.2/17		
	8:30 5.0/9	7.7/14	10.3/19	4.0/7		
	9:00 79. High Incident 4.0/8	20. Diagnosis Murder 7.7/14	7. Friends 9.4/19	75. Martin 4.3/9		
	8:30 77. High Incident 4.2/7		12. Men Bhvg Badly 8.9/17	75. Living Single 4.3/8		
	9:00 30. Turning Point 6.9/12	21. 48 Hours 7.5/13	1. Seinfeld 12.4/22	82. New York Undercover 3.6/6		
FRIDAY	8:00 7.7/16	5.6/12	6.3/13	3.3/7		
	8:30 57. Step by Step 5.5/13	66. Ordinary/Extraordinary 6.1/13	46. Unsolved Mysteries 6.1/14	91. Sliders 3.1/7		
	9:00 57. Boy Meets World 5.5/12	49. JAG 6.0/12	15. Dateline NBC 8.1/16	87. Millennium 3.5/7		
	9:30 33. Sabrina/Witch 6.7/14	54. Nash Bridges 5.7/12	71. Homicide: Life on the Streets 4.6/9			
	9:30 33. Clueless 6.7/13					
SATURDAY	8:00 2. 20/20 11.0/22					
	8:30 3.4/8	5.3/12	4.8/11	3.9/9		
	9:00 89. Family Matters 3.3/8	79. Dr. Quinn, Medicine Woman 4.0/9	73. The Pretender 4.4/10	82. Cops 3.6/9		
	8:30 91. Hangin' w/Mr. C 3.1/7	64. Early Edition 5.1/11	64. NBC Saturday Night Movie—Unsolved Mysteries: Voices from the Grave 5.1/11	81. Cops 3.9/9		
	9:00 82. Comedy Club Superstars 3.6/8	33. Walker, Texas Ranger 6.7/14		78. AMW: America Fights Back 4.1/9		
SUNDAY	8:00 88. The Practice 3.4/7					
	8:30 5.5/10	8.6/16	6.5/12	5.5/11	1.8/3	
	9:00 94. Second Noah 3.0/6	5. 60 Minutes 9.9/21	43. Dateline NBC 6.2/13	82. Beyond Belief: Fact or Fiction? 3.6/8	113. Nick Freno 1.6/4	
	7:00 68. Am Fun Hm Vid 4.9/10	7. Touched by an Angel 9.4/18	43. 3rd Rock fr/Sun 6.2/12	51. The Simpsons 5.8/11	114. Parent'Hood 1.5/3	
	7:30 51. Am Fun Hm Vid 5.8/11		54. NewsRadio 5.7/11	57. King of the Hill 5.5/10	112. Buffy, Vampire Slayer 1.7/3	
WEEK AVG	33. ABC Sunday Night Movie—One of Her Own 6.7/12	21. CBS Sunday Movie—Is There Life Out There? 7.5/13	29. NBC Saturday Night Movie—Unsolved Mysteries: The Sleep-walker Killings 7.0/13	26. The X-Files 7.2/13	109. Unhap Ev A 2.1/4	108. Wayans Bros 2.2/4
STD AVG	6.1/12	6.9/13	7.3/14	4.4/9	2.6/5	2.2/4
	8.5/15	9.0/16	9.9/17	7.0/12	3.0/5	2.5/4

Changing Hands

The week's tabulation
of station sales

Proposed station trades

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

THIS WEEK:

TVs **\$44,618,000** **2**
Combos **\$41,800,000** **4**
FMs **\$8,000,000** **5**
AMs **\$1,800,000** **2**
Total **\$96,218,000** **13**

SO FAR IN 1997:

TVs **\$3,942,306,684** **72**
Combos **\$5,829,673,404** **200**
FMs **\$1,631,906,243** **254**
AMs **\$255,781,761** **141**
Total **\$11,659,668,092** **667**

SAME PERIOD IN 1996:

TVs **\$4,649,693,896** **60**
Combos **\$9,779,635,479** **235**
FMs **\$1,526,329,953** **261**
AMs **\$140,839,688** **148**
Total **\$16,096,499,016** **704**

Source: BROADCASTING & CABLE

TV

WFLI-TV Cleveland/Chattanooga, Tenn.

Price: \$7 million

Buyer: Lambert Broadcasting of Tennessee LLC, Los Angeles (Michael Lambert, 79% owner); no other broadcast interests

Seller: WFLI Inc., Lookout Mountain, Tenn. (Ying Benns, president/70.7% owner); owns WFLI(AM) Lookout Mountain

Facilities: Ch. 53, 1,306 kw visual, 131 kw aural, ant. 1,065 ft.

Affiliation: Independent

COMBOS

KDON(AM) (formerly KHTX)-KDON-FM, KTOM-AM-FM, KRQC-FM and KOCN (FM) Salinas/Monterey, Calif.

Price: \$23.7 million

Buyer: Clear Channel Communications Inc., San Antonio, Tex. (L. Lowry Mays, president); owns/is buying 127 FMs, 73 AMs and 11 TVs

Seller: Lartique Multimedia Systems Inc., San Diego (John T. Lynch, president/owner); is buying seven FMs and one AM. Note: Lartique is in process of buying the stations for \$22.75 million: \$8.25 million for KDON-AM-FM and KRQC-FM (B&C, March 3), \$8 million for KTOM-AM-FM (March 10) and \$6.5 million for KOCN (March 24).

Facilities: KDON(AM): 1460 khz, 5 kw; KDON-FM: 102.5 mhz, 18.5 kw, ant. 2,270 ft.; KTOM(AM): 1380 khz, 5 kw;

Paramount continues station spree

Paramount Stations Group Inc. last week added another owned station to the UPN roster, buying WUPL(TV) Slidell/New Orleans, La. Pending FCC approval, the station will increase Paramount's coverage to 22.12% of U.S. TV households, or 11.83% by the FCC's measure.

The station is going for "substantially more" than the \$850,000 Larry Safir paid for its license in June 1995, says one source familiar with the deal, but the latest price could not be determined. Most of the money, however, will go to Cox Broadcasting Inc., which has an LMA with the station as well as an option to buy it, the source says. A Cox spokesperson declined comment.

WUPL already is a UPN affiliate. The week before, Paramount bought WB affiliate KPWB-TV Sacramento, Calif. WUPL will be Paramount's 15th station, including options to buy two others.

Argyle finds Providence taker

Meanwhile, Argyle Television Inc. has found a buyer for WNAC-TV Providence, R.I. The buyer will pay \$47.5 million, according to documents filed recently with the Securities and Exchange Commission. But who is the buyer? The obvious choice is Clear Channel Communications, which operates the station under an LMA. However, Clear Channel already owns a station in the market: WPRI-TV. "We'll disclose [the buyer] when we get definite agreements," an Argyle executive says. A Clear Channel official declined comment.

Argyle is divesting WNAC-TV, a Fox affiliate, to make way for WCVB-TV Boston, an ABC affiliate owned by Argyle's merger partner, Hearst Corp. The documents say Argyle also is in talks to sell WDTN(TV) Dayton, Ohio, which overlaps with Hearst's WLWT(TV) Cincinnati.

—EAR

Wichita Falls Super-Duopoly

Apex Broadcasting, L.L.C.

Bruce Holberg, President

has agreed to purchase

KNIN-FM

\$2,000,000

KWFS-AM/FM

\$1,400,000

KTLT-FM

\$1,400,000

Patrick Communications was proud to serve as the
broker in this transaction.



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Chancellor, Bonneville plan \$740 million swap

With a swap valued at \$740 million, the to-be Chancellor Media Corp. would become the only radio operator with five FM stations in New York. Chancellor, which is being formed by the merger of Chancellor Broadcasting Co. and Evergreen Media Corp., last Thursday signaled its intent to do the deal with Bonneville International Corp. once the merger closes. That is expected in the next two-three weeks.

In the swap, which must be approved by the FCC and the Justice Department, Chancellor will trade WTOP(AM) and WGMS-FM Washington and the format and signal of KZLA-FM Los Angeles for Bonneville's KBIG-FM Los Angeles, WDBZ(FM) New York and KLDE(FM) Houston. In addition to gaining a fifth FM in New York—the most allowed by the FCC—Chancellor adds a third FM in Houston and improves its signal in Los Angeles. Bonneville gains a third FM in Washington and L.A.'s only country station.

"It's a win-win," says broker Paul Leonard of Star Media Group Inc. Chancellor beats all in the nation's No. 1 market even though "it's difficult to get stations freed up in the top 10 markets. Bonneville, meanwhile, was "not going to go out and try to beat CBS and beat Evergreen...in New York and L.A." —**EAR**

KTOM-FM: 100.7 mhz, 910 w, ant. 2,575 ft.; **KROC-FM:** 92.7 mhz, 6.9 kw, ant. 567 ft.; **KOCN:** 105.1 mhz, 1.8 kw, ant. 600 ft.

Formats: KDON(AM): dark; KDON-FM: contemporary hits; KTOM-AM-FM: Spanish; KROC-FM: classic rock; KOCN: oldies

KEZQ(AM)-KURB-FM and KVLO-FM Little Rock, Ark.

Price: \$12 million

Buyer: Citadel Communications Corp, Bigfork, Mont. (Lawrence R. Wilson, president/19.1% owner; ABRY Broadcast Partners II LP, 37.2% owner); is buying KYTN(FM), KKRN(FM), KIPR(FM), KESR(FM), KARN (FM), KARN(AM), KRNN(AM), KEZQ(AM)-KURB-FM and KVLO-FM Little Rock and CP for KAFN(FM) Gould, Ark. Citadel owns/is buying 60 FMs and 25 AMs.

Seller: GHB Broadcasting, Atlanta (George Buck, owner)

Facilities: AM: 1250 khz, 2.5 kw day, 1.2 kw night; FM: 98.5 mhz, 99 kw, ant. 1,286 ft.; KVLO-FM: 102.9 mhz, 50 kw, ant. 387 ft.

Formats: AM: adult standards; FM: hot AC; KVLO: soft AC

Broker: Bergner & Co.

KWFS-AM-FM, KNIN-FM and KTLT-FM Wichita Falls, Tex.

Price: \$4.8 million (\$1.4 million for KWFS-AM-FM; \$2 million for KNIN-FM; \$1.4 million for KTLT-FM)

Buyer: Apex Broadcasting LLC, Lafayette Hill, Pa. (Bruce H. Holberg, owner); no other broadcast interests

Sellers: KWFS-AM-FM: American General Media, Bakersfield, Calif. (Anthony S. Brandon and L. Rogers Brandon, owners). Brandons own/are buying 12 FMs and eight AMs. ■ KNIN-FM: Moran

Broadcasting, Wichita Falls (Richard J. Moran, president); ■ KTLT-FM: Pegasus Broadcasting Inc., Wichita Falls (Kenneth R. Schroder, president); no other broadcast interests

Facilities: KWFS(AM): 1290 khz, 5 kw day, 250 w night; KWFS-FM: 103.3 mhz, 100 kw, ant. 449 ft.; KNIN-FM: 92.9 mhz, 100 kw, ant. 930 ft.; KTLT-FM: 106.3 mhz, 2.4 kw, ant. 423 ft.

Formats: KWFS(AM): oldies; KWFS-FM: country; KNIN-FM: Christian; KTLT-FM: AC
Broker: Patrick Communications

KLYQ(AM)-KBMG(FM) Hamilton, Mont.

Price: \$1.3 million

Buyer: American Cities Broadcasting, Chicago (Bruce Buzil, co-chairman/4% equity manager); is buying nine radio stations in Montana. Buzil owns Marathon Media III LP, which owns/is buying six FMs and two AMs.

Seller: Benedict Communications Inc., Hamilton (Steve Benedict, president); no other broadcast interests

Facilities: AM: 1240 khz, 1 kw; FM: 95.9 mhz, 16 kw, ant. 393 ft.

Formats: AM: C&W; FM: AC

Broker: Media Services Group Inc.

RADIO: FM

KTOZ-FM Pleasant Hope/Springfield, Mo.

Price: \$3.3 million

Buyer: Sunburst Media, Dallas (John Borders and Don Turner, principals); owns KGMV-AM-FM, KGBX(FM) and KXUS(FM) Springfield and three FMs in Texas

Seller: Radio 2000 Mo. Inc., Kansas City (Frank Copsidas, principal); owns KHTO-FM and KQMO-FM Springfield

Facilities: 95.5 mhz, 50 kw, ant. 497 ft.

Format: Classic rock
Broker: Bergner & Co.

KNNC(FM) Georgetown, Tex.

Price: \$2 million

Buyer: Simmons Family Inc., Salt Lake City (Roy W. and Elizabeth E. Simmons Charitable Unitrust, 67% owner, H.H. Simmons trustee); owns seven FMs and three AMs

Seller: Rees-Slaymaker Radio Partnership I LP, Austin, Tex. (Richard D. Rees, president); no other broadcast interests

Facilities: 107.7 mhz, 25 kw, ant. 328 ft
Format: Progressive

KJEM(FM) Seligman/Joplin, Mo.

Price: \$1.75 million (option to buy)

Buyer: Capstar Broadcasting Partners LP (Thomas O. Hicks, owner); owns/is buying KEZA(FM) and KKIX(FM) Fayetteville, Ark. Capstar owns/is buying 164 FMs and 76 AMs.

Seller: Elvis Moody, Bentonville, Ark.; owns KESE(AM) Bentonville

Facilities: 93.3 mhz, 100 kw, ant. 492 ft.
Format: MOR

WBZN(FM) Old Town, Me.

Price: \$500,000

Buyer: Rudolf F. Haffenreffer IV, Brewer, Me.; owns WQBC(FM) Brewer

Seller: Eclipse Broadcasting Inc., Bangor, Maine (John Elliott, principal); no other broadcast interests

Facilities: 107.3 mhz, 50 kw, ant. 308 ft.
Format: Christian

WCVT-FM (formerly WVMX) Stowe, Vt.

Price: \$450,000

Buyer: Radio Vermont Classics LLC, Waterbury, Vt. (Kenley D. Squire, principal); owns WDEV(AM) Waterbury, WDEV(FM) Warren and WLVB(FM) Morrisville, Vt.

Seller: General Electric Capital Services, Stamford, Conn. (Gary Wendt, chairman)

Facilities: 101.7 mhz, 43 w, ant. 2,654 ft.

Format: Classic rock

Broker: Richard A. Foreman Associates

Big deal

The price of the merger of Cottonwood Communications LLC into GOCOM Communications LLC is \$37.618 million (B&C, July 21). Cottonwood owns three network TV affiliates: KCPM(TV) (NBC) Chico/Redding, Calif.; KSPR(TV) (ABC) Springfield, Mo., and KMID (TV) (ABC) Midland/Odessa, Tex. Broker on the deal was Communications Equity Associates Inc.

RADIO: AM

WIXZ(AM) McKeesport, Pa.

Price: \$1.25 million (assumption of liabilities)

Buyer: Renda Broadcasting Corp., Pittsburgh (Anthony F. Renda, president); owns WECZ(AM)-WPXZ(FM) Punxsutawney and WJAS(AM)-WSHH(FM) Pittsburgh, Pa., and eight other FMs

Seller: Serena Communications, McKeesport (Alan Serena, principal). Serena is a director of Renda.

Facilities: 810 khz, 1 kw day

Format: Talk

WLAT(AM) Manchester, Conn.

Price: \$550,000

Buyer: Mega Broadcasting Corp.,

Amplification

Citadel Communications Corp. is the actual buyer of KYTN(FM) Wrightsville/Little Rock, Ark. (B&C, June 9), FCC documents show. Citadel also is buying KKRN(FM), KIPR(FM), KESR(FM), KARN(FM), KARN(AM), KRNN(AM), KEZQ(AM)-KURB-FM and KVLO-FM Little Rock and the CP for KAFN(FM) Gould, Ark.

Englewood Cliffs, N.J. (Alfredo Alonso, 40% limited partner); owns WLAT(AM) Manchester and WNEZ(AM) New Britain, Conn.; WBDN(AM) Bradenton, Fla., and WURD(AM) Philadelphia

Seller: Latino Broadcasting Corp.,

Hartford, Conn. (Jeffrey Dressler president); no other broadcast interests

Facilities: 1230 khz, 1 kw

Formats: Spanish

WPPI(AM) Carrollton, Ga.

Price: \$60,000

Buyer: International Zenith Inc., Athens, Ga. (Dallas M. Tarkenton, president/67% owner); has interest in WBTR(FM) Carrollton; has applied to build TV in Greenville, Miss., and FM in Great Falls, Mont.

Seller: Radio Carrollton Inc., Carrollton (William P. Johnson, president)

Facilities: 1330 khz, 500 w day

Format: Country

—Compiled by Sara Brown

Station-rich owners get richer

Telcom reform has fueled record quarters for some radio consolidators

Radio

By Elizabeth A. Rathbun

Telecommunications reform is paying off spectacularly for big-getting-bigger radio companies.

Several consolidators reported record quarters last week. Not just record second quarters, but record quarters. Among them were Jacor Communications Inc., with a 214.6% rise in net revenue compared with second quarter 1996; American Radio Systems Corp., with a 167.6% revenue increase in the same period, and SFX Broadcasting Inc., posting 137% growth.

"The consolidation that's been taking place...has created clusters of stations that have been able to compete much more efficiently," says Richard Rosenstein, a media analyst with Goldman Sachs. And the numbers are showing that "the rationale for consolidation makes sense."

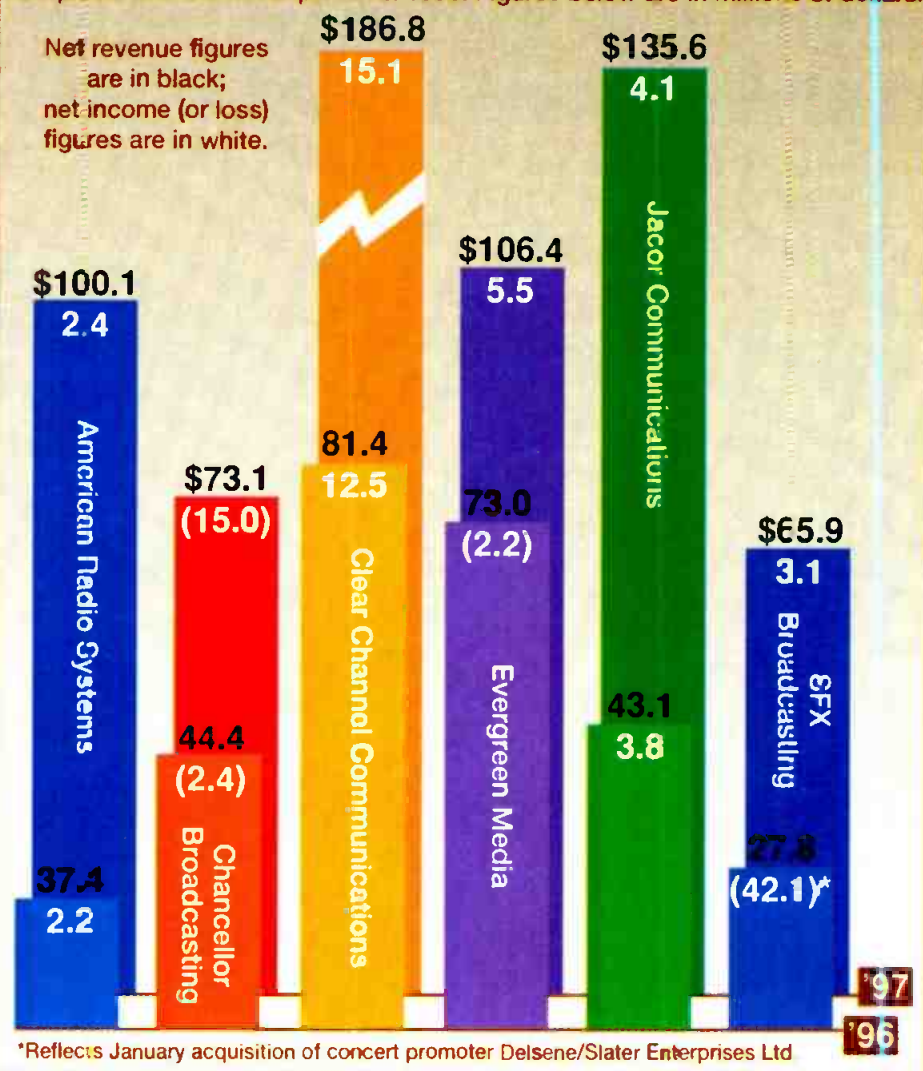
The Telecommunications Act of 1996 opened the door for broadcasters to own up to eight radio stations in a major market. With that kind of dominance, ratings—and thus advertising revenue—are being driven up.

"Revenue does chase ratings," says David Pearlman, ARS co-COO. "As we gain [audience] share, we are much more attractive to the advertiser, who is spending the money."

If consolidation is driving the gravy train, the economy is providing the steam, says Harry J. DeMott, media analyst with CS First Boston. "Radio

Second-quarter sensation

Radio companies posted dramatic increases in their second-quarter numbers compared with the same period in 1996. Figures below are in millions of dollars.



advertising is based on economic activity," DeMott says. And "the economy continues to churn ahead stronger than many people expected it to."

Radio broker Paul Leonard of Star Media Group Inc. also cites the economy in explaining the "abnormally high" second-quarter numbers. The results are only an "early bellwether of consolidated operations taking their baby steps," he says. But "neither I, nor even some of the radio operators, if they're being honest, expected this [kind of growth]."

The healthy second-quarter results cap what has been a good year for radio so far. "I don't think the company has ever been better positioned to grow," ARS Chairman Steven B. Dodge said last Tuesday during a conference call.

Things are going so well, in fact, that ARS may relax its focus on owning stations only in markets 10-60. "We also may look downstream" into smaller markets, Dodge said. He also sees ARS buying stations in two or three new markets by the end of the year.

More important than reported numbers are same-station results, which disclose the underlying performance of

a company, Rosenstein says. And the news there is good too.

Whereas pro forma radio revenue is up 10% industrywide, according to Rosenstein, Evergreen Media Corp.'s same-station revenue grew 20.9%, to \$134.7 million, this quarter. In a news release, Evergreen Chairman Scott K. Ginsburg cited "ratings momentum and operating efficiencies" as reasons for the dramatic increase.

Chancellor Broadcasting Co., which is merging with Evergreen to form Chancellor Media Corp., showed same-station revenue growth of 13.6%, to \$84.2 million. Chancellor, however, also reported a \$15 million net loss for the quarter. A combined Evergreen/Chancellor would own 101 radio stations.

Meanwhile, Jacor's same-station revenue increased 12%, to \$39.9 million, and SFX's grew 11%, the companies said. SFX's record revenue and cash-flow increases for the quarter are due to "our ability to simultaneously grow revenues at a robust pace while achieving substantial cost savings," Executive Chairman Robert F.X. Sillerman said in a statement. Jacor owns or is buying 149 radio stations; SFX's tally is 67.

Clear Channel, which always seems to enjoy record quarters, reported that the second quarter was its best, of any kind, ever. So far this year, Clear Channel has bought nearly \$1 billion worth of stations, including Paxson Communications Corp.'s 46.

ARS and Jacor officials agree that underdeveloped stations made a major contribution to their bottom lines. "These stick properties—53 of our 155-station portfolio—are Jacor's hidden value. They produced strong sales and cash flow in the quarter and are on a high growth curve," Jacor CEO Randy Michaels said in a statement.

They also can help divert Justice Department scrutiny if the deals are small enough, Dodge said. Thirty-nine of ARS's 81 FMs are considered "developing" or "highly underdeveloped," he said. But most of them "are going to start making real money very soon."

With that, he predicted that the third quarter could be the best of the year and that good numbers should continue through 1999. "We are uncharacteristically confident of the kind of growth rates we will be experiencing as we move forward."

R I D I N G G A I N

Westwood One sets record

Along with radio station group owners (see page 31), Westwood One Inc. last week reported record quarterly results in the second quarter of the year. Net revenue rose 45.6% over second quarter 1996, to \$66.1 million. Operating income rose 25.3%, to \$11.96 million, while operating costs went up 59%, to \$49.7 million. Westwood One attributes the increases partly to including the CBS Radio Network. Westwood One, which like the radio network is owned by CBS Corp., took over management of the network in April.

Katz investigation widens

The Justice Department is pressing its antitrust investigation into the \$373 million acquisition of rep firm Katz Media Group by radio group owner Chancellor Media Corp., Chancellor said last Wednesday. Chancellor said Justice has issued a request for additional information about the deal, which was made in July. Such a request, called a second request, indicates concern about the competitive aspects of the deal. "Evergreen Media

[Corp., which with Chancellor Broadcasting Co. is forming Chancellor Media] intends to comply with the request...as expeditiously as possible," the companies said in a release.

Mac is back

Westwood One and its MTV Radio Network plan to simulcast a recent reunion of Fleetwood Mac. The band has not performed a full-length concert together in 12 years. The 90-minute show, called *Fleetwood Mac: The Dance*, is slated for 10 p.m. (ET) tomorrow (Aug. 12).

FTC OKs Entercom buy

Entertainment Communications Inc. has won quick Federal Trade Commission approval to buy KBYA(FM) Fair Oaks/Sacramento, Calif., from Susquehanna Radio Corp. The FTC granted "early termination" of the \$15.9 million deal on Aug. 1. The deal was announced in July. Entercom already owns KSEG(FM), KRXQ-FM and KXOA-FM Sacramento.

WXRT makes rock memories

WXRT(FM) Chicago brought a bunch of

former DJs back to the mike recently to help celebrate the station's 25 years of playing rock. "Alumni Weekend," held Aug. 1-3, featured station co-founder John Platt, who also was the station's first program director and one of its original DJs. Other guests included first morning DJ Scott McConnell and former news director Charles "C.D." Jaco, known for his reports for CNN from the Persian Gulf War. The specials were broadcast from the city's Museum of Broadcast Communications. They are part of WXRT's year-long anniversary celebration, which has included free concerts by Sheryl Crow and Collective Soul.

Electric Village widens Web

World Wide Web radio content provider Electric Village is complementing its services with the recent acquisition of World Wide Radio, a provider of radio-station Web site design and Internet ad sales, Electric Village says. The deal makes Electric Village "the dominant player in the integration of radio and the Internet," CEO Ken Ketch said in a release.—EAR

CNN remakes itself

Kaplan to head core network; presidents named for CNN/ISI, CNNfn, and Headline News

By Donna Petrozzello

In a move to wean itself from virtual dependence on wars, celebrity murders and earthquakes for ratings, CNN News Group has restructured management at its four networks, in part to look more like broadcast news operations.

CNN News Group Chairman Tom Johnson's biggest appointment is veteran ABC and CBS news producer Richard Kaplan, the new president of the core CNN domestic news network. Johnson has also named presidents of start-ups CNN/ISI, CNNfn and Headline News.

The idea is to bring distinct management and editorial focus to the start-up operations, which to a great extent have stretched bits and pieces of core CNN network programming into 24-hour services.

More important, Johnson hopes that Kaplan can polish CNN's evening newscasts to draw viewers in the same way that NBC News captures audiences with Tom Brokaw or ABC News lures viewers with Peter Jennings. CNN failed recently to persuade Brokaw to leave NBC.

"The newscasts need more distinctive elements, and we need a strong anchor at 8 p.m.," Johnson said last week at a press conference to introduce Kaplan. "I want to create news shows that will become appointment viewing."

Johnson seeks to channel some of the ratings bang earned by CNN's breaking news coverage to its regular newscasts, with the help of Kaplan and news staffs dedicated to writing and reporting for a specific newscast. "CNN's ratings soar in breaking news, but the challenge is what to do in quieter news times," he says.



ABC and CBS news veteran Richard Kaplan will head CNN's domestic news network.

Indeed, CNN's ratings spike during breaking news coverage. The network peaked at 1.5 million households during the Andrew Cunanan story in July, then fell to an average 342,000 households in total-day ratings for the month, according to CNN spokesman Howard Polskin. CNN prime time ratings for July averaged a 1.0 rating, or 680,000 households.

Johnson is hoping that CNN's newscasts can command a regular audience just as CNN's *Larry King Live* and *Burden of Proof* have done. In July, *King* averaged a 1.6 rating (1.1 million households) and *Proof* averaged a 1.0 rating (729,000 households).

Kaplan, the first president named exclusively to oversee CNN's domestic news operation, brings a string of 34 Emmy Awards and credits as executive producer of ABC News's *PrimeTime Live*, *World News Tonight with Peter*

Jennings and Nightline.

In other appointments, Steve Korn, chief operating officer of the CNN News Group, also becomes a vice chairman; Lou Dobbs, who had been executive VP, managing editor of CNN financial news, responsible for CNNfn, has been named president of CNNfn; Bob Funnad, executive vice president and senior executive producer, has been named president of Headline News; Eason Jordan, who headed international newsgathering, has been named president of CNN International, CNN en Español and global newsgathering, and CNN sports head Jim Walton has been named president of CNN/ISI, the 24-hour sports news network that he helped to launch. All executives, including Kaplan, will report to Johnson.

"Each channel needs dedicated leadership to reach its target audience distinctly," Johnson said. "Other networks have crews dedicated all day to develop a single evening news show, while our crews focus on different [broadcast TV news] shows all day long."

Although Kaplan said his mandate is to upgrade programming carried by the domestic news network, he also said he's "totally committed to [covering] breaking news."

"A good, smart mix of hard news in every hour of every day, along with other programs to enhance that news, is a smart idea for a network," he said.

Kaplan, who had talked "for years" with Johnson about joining CNN, decided to make the move after he was "blown away" by a recent look at the "quality and intensity" of CNN's news reporting capabilities.

Although he did not disclose the full terms of his contract with CNN, Kaplan said it extends through 2000. Praising top brass at Time Warner and

Time Inc., he said he is "not worried" about having the money and resources he needs to retool CNN programming.

In other promotions, Chris Cramer, senior VP and managing editor, CNN International, was named executive vice president, CNN International,

and Rolando Santos, senior vice president of CNN en Español, was named executive vice president, CNN en Español. Both report to Jordan.

Also, Jack Womack, senior vice president of Headline News, was named executive vice president of

Headline News, reporting to Farnad. Burt Reinhardt continues as vice chairman of CNN News Group for international business, reporting to Johnson, while Gail Evans remains executive vice president of CNN, reporting to Kaplan. ■

TCI prepares to track TCI Ventures

Company looks to discover 'hidden values' in common stock

By Price Colman

Convolut stock strategies are nothing new at Tele-Communications Inc., and the cable giant's forthcoming creation of TCI Ventures Group is no exception.

TCI is proposing the TCI Ventures Group (TCIV) tracking stock—a tweaking of its earlier proposal of a TCI Telephony Group tracking stock—in order to unearth what it calls values of holdings hidden in the cable company's common stock.

The key question: Will it be a good deal for shareholders?

TCI President Leo Hindery has suggested that investors follow TCI Chairman John Malone's example. That won't be officially disclosed until next week, when TCI sends out an offering circular, but sources say Malone and Hindery plan to swap the maximum number of TCI shares they can for TCIV shares.

As detailed in a July 25 proxy, TCI shareholders will be able to swap one share of TCI common stock (TCOMA or TCOMB) for a share of common stock in TCI Ventures Group, pending Aug. 28 shareholder approval of the exchange offer. TCI intends to offer 205 million common shares for exchange. Shareholders who do swap will get a chance to hitch a ride on TCI's 31% stake in Teleport Communications Group (TCGI), 39% stake in At Home Corp. (ATHM), 85% interest in TCI International (TINTA) and 40% interest in United Video Satellite Group (USVGA), among others.

Teleport share prices have climbed nearly 39% since Jan. 1, hitting \$41.125 last week. And At Home Corp., which went public in mid-July at \$10.50, has more than doubled in value to \$22.125. Even TINTA, which has been an up-and-down performer in equity markets, has seen share prices climb nearly 25%

since Jan. 1 to a recent close of \$17. United Video Satellite Group shares have risen more than 35% since Jan. 1 to close at \$23 recently.

Whether those share prices will continue to rise is a question that potential investors in TCIV must answer. They also face questions about other TCIV holdings. Sprint Spectrum, in which TCI holds a 30% stake, faces financial pressure and substantial competition as it builds out its digital personal communications service (PCS) network.

The good news for TCI, and potentially for TCI Ventures Group shareholders, is that Deutsche Telekom and France Telecom reportedly are preparing bids to buy out Sprint Spectrum's cable partners (MediaOne, Comcast and Cox, in addition to TCI). Depending on when it happens, that buyout could mean a boost for

TCI Ventures Group stock.

The unknowns surrounding TCI's National Digital Television Center/Headend in the Sky operation, Western Tele-Communications Inc., SummiTrak and Antec are even greater, although those operations are small enough components of the tracking stock that they're likely to have minimal impact.

Where will TCI Ventures shares trade? "Based on the underlying value of the assets, they figure to trade at a premium to what the TCI shares trade at now," says Spencer Grimes, cable analyst at Smith Barney.

Grimes calculated that TCI Venture shares would be worth roughly \$22.61, based on his valuations for TCI holdings in the various companies that will compose TCI Ventures and a 30.8% discount from private

Tracking the Values of TCI Ventures Group

ASSET	TCI STAKE	TCI VALUE (IN MILLIONS)
Teleport Communications Group Inc. (TCGI)	31%	\$1,973.6
TCI International (TINTA)	85	\$1,665.2
@Home Corp. (ATHM)	39	\$865.3
Sprint Spectrum LP	30	\$1,430.0
United Video Satellite Group (USVGA)	40	\$337.6
Antec Inc. (ANTC)	16	\$85.4
National Digital Television Center/ HITS	100	\$200.0
Western TCI	100	\$40.0
Other investments*		\$100.0
TOTAL		\$6,697.1

* Includes cash from sale of Netscape securities, ETC w/TCI, SummiTrak
Source: Company information, Smith Barney estimates

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market valuations, which is roughly where Liberty stock trades. Using those calculations, which reflect current stock prices for the publicly traded components of TCI Ventures and other TCI holdings that will go into the tracker, Grimes arrived at an overall asset value of about \$6.7 billion for TCI Ventures. That represents roughly 31% of TCI's \$21.5 billion in assets.

"There was a time when I got here when all of TCOMA was trading at about \$7 billion," says Hindery. "There are some wonderfully valuable, powerful assets owned by the company, which shareholders have not been getting cred-

it for because they're hidden in the cable company."

In its proxy, TCI doesn't put a value on TCI Ventures or project a value for the shares. That will come in an offering circular to be mailed this week.

"No one here is intending to structure the deal so that anyone who does exchange gets an immediate pop on price," says Mark Salter, vice president of TCI Ventures.

The structure of TCI Ventures Group is similar to that of Liberty Media Group—a mix of publicly traded and private companies. Malone, whose longtime mantra has been to create shareholder value, would cer-

tainly like TCI Ventures to achieve the same kind of early success that the Liberty spin-off did. Initial investors in Liberty, which TCI spun off as a separate company in 1991, saw their stakes increase by as much as 1,000%.

But despite the strength of the company, Liberty's stock performance has been less remarkable since it returned to the TCI fold and subsequently was issued as a tracking stock. Several factors affected that: TCI itself was beginning to struggle operationally and financially, causing a drag on Liberty stock; also, Wall Street has been ambivalent about tracking stocks—embracing some, skeptical of others. ■

TCI shopping SummiTrak

Hindery says he's happy with system but wants 'strategic partner'

By Price Colman

On the brink of the nationwide launch of SummiTrak, Tele-Communications Inc.'s sophisticated customer-billing tracking system, the MSO is preparing to sell a controlling interest in the venture.

TCI is in talks with Cable Data, CSG Systems and Oracle for a strategic partnership in which the new partner would own a majority of SummiTrak and sell its services back to TCI, sources say. Ultimately, SummiTrak would be marketed to other MSOs, Internet service providers and wireless telephone providers.

SummiTrak is also one of the assets TCI is including in its proposed new tracking stock, TCI Ventures Group (see page 34).

More than three years in the making, SummiTrak is intended to handle everything from billing to dispatching for essentially all the services TCI offers, reducing costs by automating functions and enhancing efficiency. But its development cost—estimated to be tens of millions of dollars, though TCI isn't disclosing numbers—and the strategy of developing it in-house sparked concerns with TCI President Leo Hindery almost from the day he joined TCI in February.

"It was a make-or-buy proposition when it was conceived," says Hindery. "If I had it to do over again, I would have bought rather than made."

Nonetheless, Hindery is pleased with the result.

"Initially, I didn't know whether I had gotten my money's worth. I clearly have gotten my money's worth. I'm thrilled with the outcome. Thank God it works, works wonderfully well, but I've always thought it was more capably managed with a strategic partner."

Announcement of that partner appears to be imminent. Meanwhile, SummiTrak has just completed two successful "acceptance" tests, says Bill Rierden, vice president of Advanced Information Technology at TCI and point man for SummiTrak since Sadie Decker's recent departure.

With the conclusion of tests in Topeka, Kan., and Corvallis, Ore., SummiTrak is ready for national roll-out, Rierden says.

"The intention is to make the system available for all TCI systems in a three- to five-year time frame," Rierden says. "Where it's rolled out is the [local] cable operator's decision, in conjunction with regional and corporate decision-makers."

SummiTrak already is being used for billing and customer service functions for TCI's ALL TV digital cable service in Arlington Heights, Ill. and Fremont-Sunnyvale, Calif., two of TCI's three key test systems. ■

Fox/Liberty raising \$1.2 billion

The sports joint venture of News Corp. and Liberty Media Corp. is out looking for cash, seeking to borrow \$1.2 billion in the next few weeks primarily to pay for its purchase of 40% of Cablevision Systems Corp.'s sports operation.

Fox/Liberty Sports wants to sell \$600 million worth of junk bonds in two segments. A \$250 million series of 10-year bonds will not pay any cash interest for the first five years. A \$350 million tranche of 10-year bonds will pay cash interest immediately.

The deal is being sold by investment bankers Merrill Lynch & Co. and Bear Stearns & Co., so no financial disclosures were publicly available.

Fox/Liberty is also pitching a bank syndicate in search of \$600 million in loans.

Liberty Media Corp. President Robert Bennet said the regional sports network operation needs to come up with \$850 million to pay Cablevision for the stake in its SportsChannel operation. Most of the remaining money will go to refinance existing debt.

—JMH

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MSOs face boost in TBS conversion rate

Cost to operators of basic channel TBS is doubling

By Donna Petrozzello

Time Warner Inc.'s conversion of Superstation TBS to a conventional cable channel could double its cost to operators.

Sources close to the conversion deal say TBS expects to charge operators an average 26 cents per sub for the network as a basic channel.

That is about twice the current combined cost of a 3-cent monthly license fee to TBS Superstation distributor Southern Satellite Systems plus the 10 cents in copyright fees funneled to Hollywood studios that sell programming to the Atlanta station WTBS. The conversion is scheduled for Jan. 1.

The value added to MSOs, say TBS executives, is the increasing quality of the network's programming and the MSOs' new-found ability to sell local commercials on the network.

But operators are balking at doling out additional cash for TBS, whose programming now consists largely of Atlanta Braves baseball games, movies and off-network sitcoms.

"This is a product we were paying no license fee on before," says Bob Wilson, vice president of programming at Cox Communications. "Now, because TBS converted the status and will start charging a license fee, our perception is this is a total windfall for them."

Wilson sees the sharp increase compounding cable operators' overall problems with surging programming costs. "Number one, we can't necessarily pass it through to our customers. And if we do, it's a significant increase to pass through," he says.

On the ad sales side, the TBS conversion will give MSOs two minutes per hour of local ad time to sell.

Sources involved in negotiations with operators say TBS—the third-highest-rated cable network, whose Braves games attract strong male demos—estimates that MSOs will generate an average 32 cents per sub in local ad revenue from TBS alone.

Some cable operators are skeptical. Jeffrey Marcus, chairman of Marcus Cable Corp., says he'd like Turner to show him the money before he's con-

vinced. Marcus says he'll have to balance the license fees against what he can reasonably expect to generate from local ad sales on TBS.

The problem, Marcus says, is that selling local ads on TBS alongside his existing channels could simply divert sales from other channels.

"You have to ask yourself how much advertising is out there to sell, and are you cannibalizing other services so you can get revenue on TBS," says Marcus. "Are you better or worse off on a net basis? This is a purely subjective judgment at this point, but we've got to weigh all that."

"It's uncertain how that will play out," says Wilson. "We know that generally TBS's syndicated product is popular, but we're not sure Braves baseball will be popular enough with the rest of the country."

While Marcus calls the proposed 26-cent license fee "pretty hefty," he anticipates that Turner will find a way to work out deals. "Turner people are smart, and my guess is they'll figure out a way to make TBS a net benefit for operators." ■

Telewest and NTL in merger talks

TCI- and US West-backed Telewest Communications—the UK's second-largest cable operator—is in early merger talks with U.S. cable company NTL. The merger would spawn one of the UK's largest cable TV and telephone companies, with an estimated market capitalization of \$2.45 billion and some 6 million customers. NTL has confirmed discussions with Telewest about "a possible business transaction" but would not comment further "until such talks have been successfully concluded."

United News & Media may enter UK cable

UK-based United News & Media reportedly is mulling a foray into cable TV to create a \$1.6 billion rival to Cable and Wireless Communications. Under the plan, United News & Media would take a minority stake in the cable company that would be formed from a merger of Telewest Communications and NTL. United News & Media already has ownership stakes in terrestrial broadcaster ITV's regional franchises and in new national terrestrial commercial broadcaster Channel 5.



Hutchinson may sell AsiaSat stake

Hong Kong conglomerate Hutchison Whampoa is considering selling a 24.33% stake in Hong Kong-based satellite operator Asia Satellite Telecoms. News Corp., whose Star TV regional satellite network is AsiaSat's biggest customer, is a potential buyer. Merrill Lynch forecasts AsiaSat's year-end worth at \$274.8 million. Sources say Hutchison may need the cash to support its \$2 billion bond offering in the U.S. that has been raised for Hong Kong and China infrastructure projects.

Brazil releases cable/MMDS auction rules

The Brazilian government has issued rough drafts of the upcoming cable and MMDS auction process. The licenses will be issued for 15 years, after which they can be renewed for another 15-year term. Brazil ultimately will tender some 1,700 licenses, with the first 100 set for bidding in mid-September. Cable TV licenses must be at least 51% locally owned; however, foreign firms with offices in Brazil will be able to own a majority of the MMDS licenses.

—Michael Katz

Cablevision reports growth amid losses

Cablevision Systems Corp. reported strong growth in operating cash flow and revenue for the second quarter but said its net loss grew by about 9%. The Woodbury, N.Y.-based cable operator reported that operating cash flow grew 25.6%—15.8% on a pro forma basis—to \$143 million from \$114 million in the comparable quarter last year. Revenue increased 36.9%—12.3% on a pro forma basis—to \$438.5 million from \$320.3 million last year. Pro forma adjustments refer to Cablevision Systems' acquisition of U.S. Cable and Cablevision of Newark, N.J., during last year's third quarter and NBC's acquisition of a 25% stake in Rainbow Media. Also incorporated in the pro forma adjustments were Cablevision Systems' acquisition of Cablevision of Framingham (Mass.) Holdings, A-R Cable Partners and additional interest in Madison Square Garden LP in 1997's second quarter. During the quarter, Cablevision Systems added 58,000 subscribers—a 2.4% increase—through internal growth and 57,000 subscribers as a result of acquisitions. Average monthly revenue per subscriber increased about 6.7% to \$39.18. Pro forma adjustments do not include pending transactions, including Fox/Liberty's acquisition of ownership

interests in several sports programming businesses of Rainbow and MSG for \$850 million or Cablevision Systems' agreement to acquire 10 cable systems from Tele-Communications Inc. for 12.2 million newly issued shares of Cablevision stock and assumption of \$669 million in TCI debt.

Primestar Denver-bound

Primestar Inc. will move its headquarters to Denver once the restructuring of Primestar Partners is complete. Denver had been vying with Bala Cynwyd, Pa.—the current headquarters for Primestar Partners—for the headquarters spot. The move is expected to begin in early 1998 as Primestar completes its transition to a public company.

Primestar also named its senior management team: Daniel J. O'Brien, president/COO; Kenneth Carroll, CFO; Marcus O. Evans, general counsel; Joel Ginsparg, senior vice president, technology operations; Chris Sophinos, senior vice president, sales and distribution, and Denny Wilkinson, senior vice president, marketing and programming. O'Brien, now president of Time Warner Satellite Services, had been named earlier. Evans, Ginsparg and Wilkinson are currently executives at Primestar Partners, while

Carroll and Sophinos are at TCI Satellite Entertainment (TSAT). TSAT, which is one of the Primestar Partners, is the company into which Primestar's operations will be moved as the restructuring occurs. TSAT will eventually dissolve, with Primestar Inc. taking its place.

Vitac takes a read on captioning

Pittsburgh-based captioning company Vitac wasn't waiting for the FCC's ruling on implementation of the Telecommunications Act's captioning provisions to capitalize on the potential boost in business. Vitac President Joseph Karlovits was in Washington to see how several remaining issues would be resolved by the Aug. 8 deadline. Among those are the time tables for captioning new and library programming. Vitac, one of the top three captioning companies in the country and the only for-profit venture among the three, is aggressively promoting a four-part strategy to help cable and broadcast programmers and distributors deal with the new federal requirements that their programming be captioned. The company has set up a toll-free number, 1-800-78VITAC, to answer questions about the new captioning obligations and the company's services.

Belo scrubs America's Health

AHN buys out stake in cable network

By John M. Higgins

Unwilling to support the network during its latest round of troubles, broadcaster and publisher A.H. Belo is exiting the America's Health Network.

The troubled AHN has bought out Belo's 65% stake, although it isn't clear how much it paid and how much of the price was in cash. AHN is reeling from the loss of a new investor—Columbia/HCA Healthcare Inc. The hospital chain backed out of a deal to buy Belo's stake for about \$50 million after two of its top officials resigned under pressure and three others were indicted for Medicare fraud.



After the Columbia deal cratered, AHN virtually shut down, laying off 161 of 200 employees at least temporarily and filling its air almost entirely with reruns.

Belo acquired its stake as part of February's takeover of Providence Journal Co. It has said all along that it had no interest in continuing to support the network, which has lost \$75 million after just one year of operation. By getting out, at whatever the price, Belo avoids

calls on partners for more capital.

"We reached the conclusion that no other buyer was available," one Belo executive says. "This was clearly a substantial reduction in any exposure."

Neither company would disclose the financial terms, although AHN acknowledged that some cash was paid. The old Columbia deal called for the hospital chain to pay less than half of the \$50 million price in cash.

"This makes it easier to attract other investors," says AHN President Joseph Maddox, adding that the cash in the buy-out came from reserves from earlier financing rounds. "They only have to deal with us, without having to buy out a majority partner."

Jones looks for \$95 million from public offering

Jones Intercable's move to sell 7.8 million shares at an estimated \$13 per share in a public offering is intended to help the MSO buy a cable system from one of its managed partnerships.

The purchase of the Independence, Mo., system, which has 83,740 subscribers, is part of Jones's strategy of buying up its managed partnerships and converting them to wholly owned subscribers.

Jones, which expects to raise \$95 million in net proceeds from the stock sale, will use it to pay for part of the Independence system. The remainder, roughly \$76 million, will come from existing debt capacity.

But Jones's approach of issuing new shares to help pay for the acquisition hints at financial stresses within the company. The MSO has encountered delays in selling its Oxnard and Walnut Valley, Calif., systems, although it stated in a recent Securities and Exchange Commission filing that the Walnut Valley sale to Century Communications for about \$32.5 million will close by Sept. 30.

Roy Pottle, Jones's treasurer, says that sale of the two systems wouldn't have changed the company's plan to issue more shares, but the resulting \$100 million-plus would have gone a long way toward purchasing the Independence system.

Jones reportedly is under increasing pressure from Bell Canada International to roll up its partnerships and improve share prices. Bell Canada, which owns a 32% stake in Jones, is committed to buying 30% of the coming offering to maintain its ownership level.

—PC

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PEOPLE'S CHOICE Top Cable Shows

Following are the top 50 basic cable programs for the week of July 28-Aug. 3, 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. NFL/Oakland @ Dallas	TNT	Sun 8:00p	3,556	5.0	3.7	9.0
2. NFL/New England @ Greenbay	ESPN	Thu 8:00p	3,331	4.7	3.4	8.4
3. World Champ. Wrestling	TNT	Mon 9:00p	2,610	3.7	2.7	6.2
4. Busy World of R. Scarry	NICK	Mon 10:00a	2,492	3.5	2.7	13.2
4. Hey Arnold	NICK	Sun 11:00a	2,489	3.6	2.6	11.3
6. Blues Clues	NICK	Mon 9:30a	2,411	3.5	2.5	13.0
7. Angry Beavers	NICK	Sun 10:30a	2,366	3.4	2.5	11.0
8. Blues Clues	NICK	Fri 9:30a	2,332	3.3	2.4	13.4
8. Rugrats	NICK	Mon 7:30p	2,319	3.3	2.4	6.3
10. Rugrats	NICK	Sun 10:00a	2,206	3.2	2.3	10.8
11. World Champ. Wrestling	TNT	Mon 7:55p	2,209	3.1	2.3	5.9
11. Hey Arnold	NICK	Mon 8:00p	2,188	3.1	2.3	5.7
11. Gullah Gullah Island	NICK	Mon 11:30a	2,180	3.1	2.2	10.7
11. M. Sendak's Little Bear	NICK	Tue 12:00p	2,155	3.1	2.2	10.0
11. Figure It Out Special	NICK	Wed 6:00p	2,147	3.1	2.2	6.9
11. J. Henson's Muppet Babies	NICK	Thu 10:30a	2,144	3.1	2.2	11.9
11. Blues Clues	NICK	Thu 9:30a	2,133	3.1	2.2	12.2
11. Movie: "In a Child's Name Pt 2"	LIF	Sun 6:00p	2,098	3.1	2.2	6.4
19. J. Henson's Muppet Babies	NICK	Mon 10:30a	2,124	3.0	2.2	11.2
19. M. Sendak's Little Bear	NICK	Thu 9:00a	2,110	3.0	2.2	12.4
19. Figure It Out Special	NICK	Thu 6:00p	2,104	3.0	2.2	6.9
19. M. Sendak's Little Bear	NICK	Fri 9:00a	2,094	3.0	2.2	12.4
19. M. Sendak's Little Bear	NICK	Fri 12:00p	2,087	3.0	2.2	10.3
19. Busy World of R. Scarry	NICK	Fri 10:00a	2,074	3.0	2.1	11.7
25. WWF Wrestling	NICK	Mon 7:57p	2,072	2.9	2.1	5.0
25. M. Sendak's Little Bear	NICK	Wed 9:00a	2,057	2.9	2.1	12.3
25. Busy World of R. Scarry	NICK	Thu 10:00a	2,046	2.9	2.1	11.4
25. J. Henson's Muppet Babies	NICK	Fri 10:30a	2,042	2.9	2.1	11.2
25. Rugrats	NICK	Wed 7:30p	2,036	2.9	2.1	5.7
25. Tiny Toon Adventures	NICK	Sat 9:30a	2,012	2.9	2.1	10.9
25. M. Sendak's Little Bear	NICK	Mon 9:00a	2,006	2.9	2.1	11.5
25. J. Henson's Muppet Babies	NICK	Sat 10:00a	1,994	2.9	2.0	10.5
33. Rugrats	NICK	Thu 7:30p	1,988	2.8	2.0	5.7
33. Blues Clues	NICK	Wed 9:30a	1,985	2.8	2.0	11.4
33. Blues Clues	NICK	Fri 12:30p	1,966	2.8	2.0	9.2
33. M. Sendak's Little Bear	NICK	Wed 12:00p	1,965	2.8	2.0	8.4
33. Are You Afraid of the Dark?	NICK	Wed 5:00p	1,957	2.8	2.0	7.5
33. Rugrats	NICK	Fri 7:30p	1,956	2.8	2.0	6.4
33. Blues Clues	NICK	Tue 12:30p	1,945	2.8	2.0	8.7
33. Busy World of R. Scarry	NICK	Wed 10:00a	1,944	2.8	2.0	11.0
33. Busy World of R. Scarry	NICK	Tue 10:00a	1,943	2.8	2.0	10.6
33. Are You Afraid of the Dark?	NICK	Mon 5:00p	1,937	2.8	2.0	7.0
33. Rugrats	NICK	Tue 7:30p	1,926	2.8	2.0	5.4
44. Figure It Out Special	NICK	Tue 6:00p	1,917	2.7	2.0	6.3
44. Gullah Gullah Island	NICK	Fri 11:30a	1,914	2.7	2.0	9.8
44. Hey Arnold	NICK	Wed 8:00p	1,910	2.7	2.0	5.2
44. Blues Clues	NICK	Tue 9:30a	1,899	2.7	2.0	10.7
44. Gullah Gullah Island	NICK	Wed 11:30a	1,892	2.7	2.0	9.7
44. Blues Clues	NICK	Wed 12:30p	1,877	2.7	1.9	8.8
44. Figure It Out Special	NICK	Fri 6:00p	1,868	2.7	1.9	6.4

Sources: Nielsen Media Research, Turner Research

NFL kicks off virtual billboards

Five stations use PVI technology in preseason

By Glen Dickson

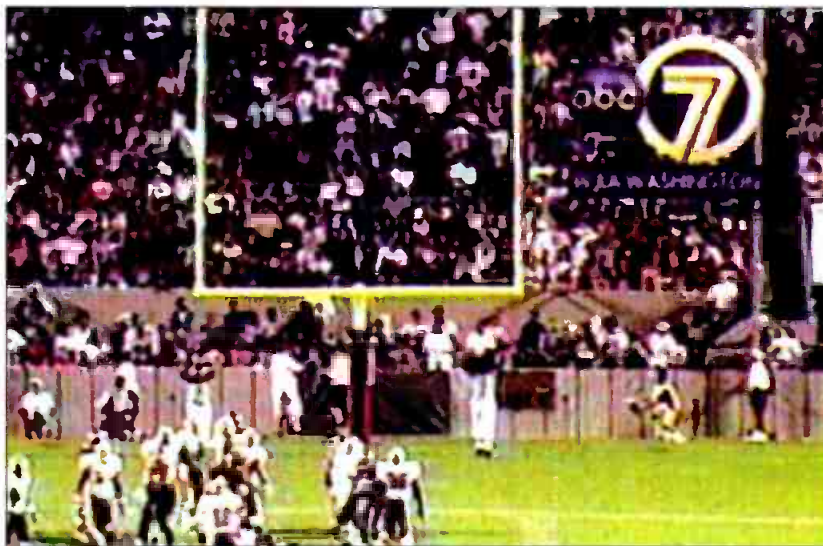
Live video-insertion technology, also known as virtual signage, has taken the field with the National Football League.

During the NFL's first weekend of preseason games, five stations aired virtual signs created with Princeton Video Image's L-VIS live insertion system. The PVI technology allowed advertisers to place virtual billboards adjacent to the goalposts. The signs were seen by TV viewers, but not by stadium spectators.

The teams and broadcast partners experimenting with the technology were the Washington Redskins and WJLA-TV; the San Diego Chargers and KGTV(TV); the San Francisco 49ers and KPIX-TV; the Minnesota Vikings and KARE(TV); and the Baltimore Ravens and WBFF(TV).

PVI's L-VIS system, employed by ESPN for college football broadcasts, is used by Major League Baseball's San Francisco Giants and San Diego Padres for all home games. The Seattle Mariners, Houston Astros, St. Louis Cardinals and Philadelphia Phillies also have taken advantage of the PVI system when they play in San Diego. ESPN used a PVI system at its Bristol headquarters to insert virtual billboards into its Western Athletic Conference broadcasts.

The PVI systems were located at the stations for the NFL preseason broadcasts, with the exception of the San Diego-San Francisco game. In that game, KGTV and KPIX-TV used



During a Washington Redskins game, WJLA-TV added its logo to the background of an extra point try.

separate PVI systems at Jack Murphy Stadium to run locally targeted ads for their respective TV audiences.

PVI shares the revenue from the virtual advertisements with the broadcast copyright holder. "For baseball, we lease the service to the team, the team sells the inventory and we get a percentage of the revenue along with the broadcaster," says Sam McCleery, PVI vice president of sales and marketing. "It's a three-way split."

For the NFL preseason games, the Chargers were the only team to sell the virtual billboards directly; all the other ads were sold by the stations.

"We retain the TV rights for the preseason games," says Rich Israel, San Diego Chargers director of marketing. "We got Staples, which was our first cash advertiser...it's still hard to get a valuation on it because it's so new. Staples is not somebody that typically buys airtime, and they were looking for something a little different."

But Chargers fans shouldn't expect to see virtual billboards in regular-

season broadcasts on NBC this fall, Israel says. That's because regular-season games are copyrighted by the NFL. (Preseason games are copyrighted by individual teams.) Israel expects that live insertion technology probably will be discussed in the NFL's next network TV negotiations, which begin this fall. He first heard about the technology in an NFL meeting two years ago.

PVI hoped to reach an agreement with the

NFL for regular-season games. For now, preseason games offer a chance to demonstrate virtual billboard technology. "The teams see a new revenue stream," says PVI's McCleery. "There isn't a proliferation of signage, and we do bring new things to the table."

WJLA-TV, KGTV, KPIX-TV, KARE and WBFF are continuing to use PVI's technology through the NFL preseason; KPIX-TV will borrow the San Francisco Giants' L-VIS system for its 49ers broadcasts.

Mark Burdett, WJLA-TV VP and director of sales and marketing, is happy with the experiment so far. "It gives us the ability to showcase clients," Burdett says he sold the virtual signs for WJLA-TV's Redskins broadcast using a simple formula: three 10-second "impressions" on the virtual billboard in a specific quarter cost the same as a 30-second spot.

"It's no different than what everyone's finding out with Web pages," he says. "If you don't establish an initial value for it, you don't get any value for it."

NextLevel puts \$1 million in ACTV

Backs software support for its DTV architecture

By Richard Tedesco

Putting its money where its interest in set-top software is, NextLevel Systems Inc. Broadband Networks Group invested \$1 million in ACTV Inc. last week.

NextLevel, the General Instrument unit that oversees its broadband and satellite network groups, will jointly market ACTV's interactive software package to cable operators contemplating digital TV. GI's DCT-1000 digital set-top box accommodates ACTV's interactive sports programming applications.

"We wanted to reinforce our support for getting independent applications up and running on our platforms," says Denton Kanouff, NextLevel vice president of marketing for digital network systems.

NextLevel has deployed its digital architecture in more than 100 cable headends covering about 7 million cable

households, according to Kanouff, who says NextLevel is actively extending that footprint. "Once the footprint's out there, that will enable the operators to aggressively market the service and get the set-tops out there," he says. NextLevel has shipped 350,000 DCT-1000 boxes.

"It's a nice complement to their system," ACTV Entertainment President David Reese says of the interactive software to be incorporated into the GI digital boxes, "and it's all software, which means it's not costing anybody any extra money."

That software could add perceived value to digital TV service for sports fans, who could choose alternate camera angles that focus on particular players during live baseball, basketball or hockey coverage and call up statistics on screen. A limited number of cable subscribers in TCI Cable of Ventura County in California have had access

to the service for the past two years.

ACTV and Fox Sports Net jointly produce the events, and ACTV is looking to expand the service in cable systems in Texas and the far west. Fox Sports West has rights to the major teams in Southern California, including baseball's Los Angeles Dodgers and Anaheim Angels, the NBA's Los Angeles Lakers and the NHL's Los Angeles Kings. Fox Sports Southwest holds rights to the Houston Astros and Texas Rangers baseball teams as well as the NBA's Houston Rockets, San Antonio Spurs and Dallas Mavericks.

NextLevel's investment in ACTV could signal a strategy that could extend to the WorldGate Internet access service, the Interactive Channel and ICTV. It supports software in its digital boxes for all of those companies, and Kanouff indicates that other announcements may be in the offing. ■

SeaChange snags big small-system contract

Signs long-term deal with CableTime

By Glen Dickson

SeaChange International has signed a multimillion-dollar contract to provide digital ad-insertion systems to CableTime, a leading cable ad sales contractor for small headends.

Terms of the deal were not disclosed under a confidentiality agreement signed by SeaChange and CableTime.

SeaChange will provide MPEG-2 SPOT systems for 100 CableTime headends in 1998, as well as satellite delivery of compressed spots via the SeaChange store-and-forward system (B&C, March 17). College Station, Tex.-based CableTime, a subsidiary of TCA Cable TV, manages ad sales for 500 headends owned by 72 different operators; it has long-term contracts with 19 of the top 20 U.S. MSOs.

"We have systems from 60,000 subscribers down to 1,000," says CableTime President Darrell Campbell, but the average CableTime-managed headend serves

about 6,000 subscribers.

CableTime already has developed and installed its own proprietary MPEG-2 digital ad-insertion system in about 200 headends. Although Campbell says he was happy with that system, he felt SeaChange's ongoing

research and development would "offer us a lot in the future." So, since the 1996 Western Show, CableTime has been in discussions with SeaChange about outfitting its remaining analog headends.

"We felt they had the best people and the best equipment," Campbell says. "They were also willing to listen to the unique problems of putting digital ad insertion in small headends."

A big selling point for SeaChange was

satellite delivery of spots, which will eliminate hand delivery of spots to remote CableTime headends. SeaChange's store-and-forward system backhauls spots to an uplink owned by Microspace Commu-

cations in Raleigh, N.C.; stores them on a server, then distributes them in MPEG-2 compressed form via the GE Americom GE-1 satellite. Customers receive the spots on standard one-meter Ku-band dishes and store them directly on their SeaChange ad-insertion servers.

CableTime

plans to start delivering spots by satellite to all its headends over the next 18 months, Campbell says. As for the SeaChange SPOT systems, he expects all CableTime analog headends to be converted to SeaChange digital gear during the next three or four years.

"This is great news for the cable partners we work for," says Campbell. "It will allow us to keep going forward and offer better service in the headends." ■



SeaChange Video Server 100s, the heart of the company's SPOT system for digital ad insertion, will be installed in 100 CableTime headends in 1998.



WORLD WIDE WEB

MODEMS: Fast bucks for cable?

The Internet has captured PC users, but they are becoming impatient. They want more, and they want it faster. Cable companies offer modems that speed the process dramatically, and customers are signing up (see story below). And telcos have an alphabet soup of competitive high-speed technologies (page 46). The speed permits sharper pictures and sound, heralding the day when TV-quality video pops up on the PC (page 48).

By Richard Tedesco

Speed sells.

Cable operators who have begun rolling out high-speed cable modems are seeing penetration rates as high as 5% in some markets. Many predicted that it would take five years to achieve that level.

Road Runner, Time Warner Cable's cable-modem service, claims more than 10,000 subscribers, and it expects to double that by year end. TCI's @Home weighs in with approximately 7,000, according to its recent IPO filing. And it will nose past Road Runner

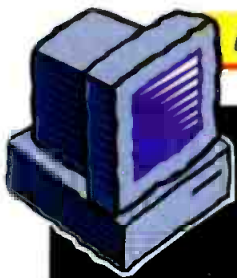
when another 5,000 subscribers are added from RogersWave, whose parent Rogers Cablesystems bought a stake in @Home. US West's MediaOne now claims 6,400 customers for its MediaOne Express.

The Yankee Group estimates the U.S. cable-modem universe at 25,000 units, and it predicts that number will grow to 275,000 units by the end of 1998. Forrester Research pegs the year-end number at 20,000, but says it will climb to 1.75 million in 1999.

Despite the demand, cable operators have proceeded cautiously in rollouts, working out bugs in the transmission systems and creating a customer-service structure.

"It's an industry being handed pent-up demand on a platter," says Tom Wolzien, research analyst for Sanford Bernstein & Co. "It's time for them to execute their plans."

Operators also have been slowed by the high capital costs. "It's a Lexus product, and it's priced accordingly," says Bruce



In the Fast Lane

Cable modems

Functional bandwidth of 1 to 2 Mb/s, using shared local networks of coaxial TV cable

What it costs:

Installation: \$100
Modem: no charge
NIC card: \$50
Monthly fee: \$35- \$60

Comments:

Many market trials in 1995 led to full-service launches in late 1996 and early 1997

ISDN

128 Kb/s of dedicated bandwidth, using special digital telephone lines installed by telco

What it costs:

Installation: \$150
Adapter: \$375
Monthly fees: \$25 to \$95 plus measured usage

Comments:

Low cost compared with cable modems; high complexity for consumers

56 Kb/s modems

56 Kb/s of bandwidth from digital ISPs, but only 33Kb/s from the home to the ISP

What it costs:

Modem: \$200
Monthly fees: possible additional charge added to ISP bill

Comments:

First units should reach retail channels this year; ISPs such as NETCOM and AOL will upgrade networks to support it.

Source: Forrester Research

Leichtman, broadband technologies analyst for The Yankee Group.

Before cable operators can introduce modem service, they must upgrade their systems for two-way capability. Right now, only 15%-20% of existing cable plant in the U.S. is modem-ready, according to Andrew Prophet, principal of Cupertino, Calif.-based Andrew Prophet Research and Consulting.

Prophet estimates that the per-subscriber cost of introducing modem service is between \$600 and \$800—a cost that will bring cable's total bill to wire all U.S. systems to \$44 billion.

Prophet figures the cable industry has a window of 12 to 36 months to stake out its Internet turf before the telcos establish themselves with competing ISDN and HDSL or ADSL technologies. The telcos, Prophet estimates, face a slightly less daunting cost of \$300 to \$400 per subscriber.

To speed recovery of the costs, cable companies are targeting markets where there is heavy computer use, Leichtman says. High speeds appeal to roughly 25% of PC owners, according to Leichtman.

TCI, the cable company that started @Home, has introduced the modem service in its Fremont, Calif.; Hartford, Conn., and suburban Chicago cable systems. Cox, a partner with TCI in @Home, has the service up and running in front of 350,000 subscribers in its Orange County, Phoenix, San Diego and Omaha systems. Comcast Communications, also a partner with TCI and Cox in @Home, is proceeding with plans to offer Comcast@Home to all subscribers in the six markets where the service has launched.

At this point, @Home is available to one third of subscribers in its Baltimore, northern New Jersey and Sarasota, Fla., markets, and the Philadelphia, Detroit and Orange County systems where it was introduced last month, with system upgrades the only impediment to broader exposure. "It's just a lot of old-fashioned cable construction," explains Roger Keating, senior vice president of Comcast Online.

Cablevision has scaled back its plans for rolling out its modem service. In an effort to offer subscribers clean connections to the Internet, the company will offer its modems to fewer than

200,000 subscribers this year. "Because of our concerns about connectivity, we slowed down a bit," says Paul Whitelaw, director of technical operations for Optimum Online. "We wanted to be sure we brought a product to market that could be fully supported."

Operators are packaging modems with sophisticated Internet access services. To reach a broader audience, Time Warner's Excalibur Group is planning a complete revamp of its Road Runner service by year end, according to Excalibur President Tim Evard.

"One of the things that differentiates us is that we have focused on an emerging mass market.... We're promoting services that we provide, not just technology," Evard says.

Road Runner expects to follow @Home's lead in increasing multimedia capabilities that come with the 2 Mb/s to 10 Mb/s downstream speeds of cable Internet services.

Excalibur is commissioning original Web content, according to

Karl Rogers, Excalibur senior vice president of programming, who foresees "distributing a lot of streaming media assets."

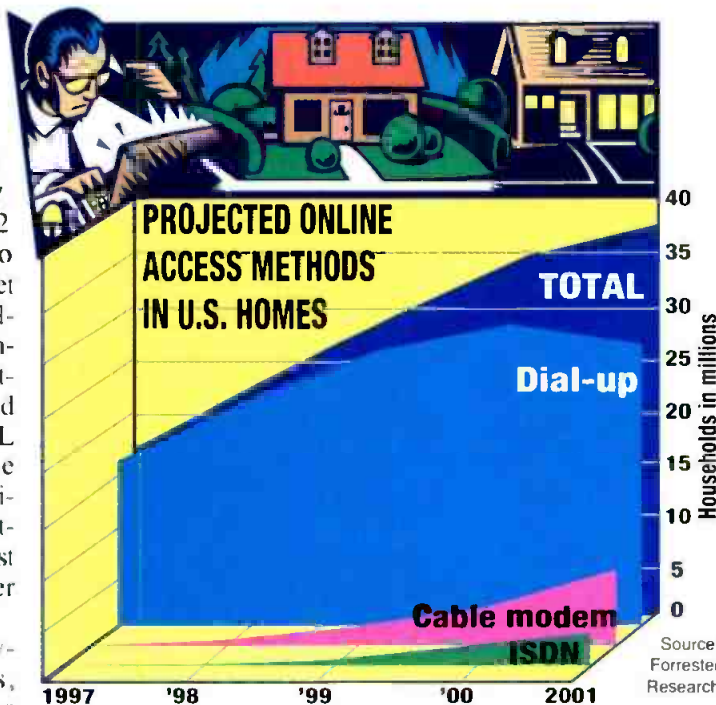
It is talking to E-On Entertainment Online, an established Internet service in the UK and Europe. And there will probably be more content deals. "We're in the middle of lining up a number of new program distribution deals with major brands," Rogers says.

Rogers Cablesystems expects to ride its Wave to new levels of popularity when it integrates content from @Home in a fourth-quarter relaunch, according to Frank Cotter, president of Rogers-Wave. "It will be a more compelling product because of the [Website] caching, the replication and the backbone," Cotter says.

Cable operators continue to search for the right price for their modems and services.

Rogers just increased its price to \$45, from \$39.95 monthly, and charges an additional \$5 for the faster LANcity modems made by Bay Networks. Cotter says that nearly 5,000 Rogers customers are using the modems, and there is a backlog of 1,200 orders.

On the other hand, MediaOne Express recently reduced its monthly modem fee by \$10—to \$39.95—in an effort to pick up more subscribers. MediaOne expects to reach a broader market.



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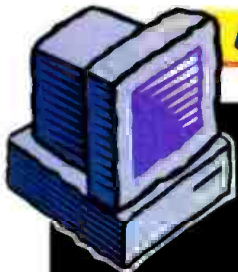
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In the Fast Lane

ADSL

ADSL brings 1 Mb/s to 2 Mb/s of dedicated bandwidth, using existing telephone wiring from telco or ISP

What it costs:

Installation: unknown
Modem: \$1,000
Monthly fee: \$100 to \$200 plus measured usage

Comments:

In field trials now; first service launches this year by Pacific Bell, US West and GTE

DirecPC

400 Kb/s of bandwidth from Net to home only, using satellite and receiver dish from Hughes Networks

What it costs:

Satellite dish: \$400
Activation fee: \$50
Monthly fee: \$130 or measured usage

Comments:

Too expensive; high level of technical know-how required

Wireless

MMDS uses cell phone-type transmitters and dish receivers to deliver cable modem-style bandwidth

What it costs:

Customer equipment dish, plus modem
Monthly fee: unknown

Comments:

In technical trials now; citywide services will have large start-up costs

Source: Forrester Research

beyond the "power users" to whom it pitched the service initially. "It's a segment that won't be as sophisticated technically," says Ed Holleran, acting director of broadband data services for MediaOne.

Cablevision Systems Corp. also is restructuring the pricing of the Optimum Online service that it launched earlier this year in its Long Island systems. Subscribers to its Optimum Gold digital cable service can sign up for modem service for \$19.95 monthly, leasing the modem for an additional \$10 or purchasing the LANcity modems for \$475. Regular Optimum customers can get it for \$29.95, with non-Optimum subs paying \$34.95 for the monthly service itself.

While cable moves at its customary slow speed in putting up the money to upgrade systems, Prophet expects that Microsoft's investment in Comcast may portend similar deals. "I think there

are going to be a lot of acquisitions, mergers and alliances to solve this problem," he says.

"If anybody told you that we were ecstatic with the progress [of cable-modem introduction], they would be lying," says Dick Day, Motorola corporate vice president and general manager of the multimedia market division, a maker of cable modems.

Cable operators also are hoping their current Multimedia Cable Network Systems (MCNS) initiative, which is close to reaching a modem standard for major manufacturers, also will invigorate the market. The expectation is that once standards are in place, modem production costs will drop as they move into the retail pipeline, with hardware costs coming directly out of the consumer's pocket.

"MCNS is certainly positioned as a standard that will help these things to be channeled through commercial channels," says Karl May, vice president

Telcos competing in high-speed access

As the cable-modem universe expands, telcos are playing catch-up with an alphabet soup of competing technologies such as ADSL, HDSL and ISDN.

ADSL (asymmetric digital subscriber line) likely is the most pressing challenge presented by the RBOCs to cable modems, and ADSL service is about to make its debut in limited launches around the country.

Pacific Bell is closest to launching ADSL service, which it plans to introduce in San Francisco and Los Angeles in September or October, according to a Pac-Bell spokesperson. PacBell has been testing ADSL with 100 customers in two communities in east San Francisco Bay and Palo Alto.

The service will cost \$75 to \$150 per month. It will deliver data downstream at 1.5 Mb/s and upstream at 384 Kb/s for the higher price, and 384 Kb/s in both directions at the lower end of that range. Subscribers will need to buy modems, which will cost between \$300 and \$400.

US West plans to debut related-HDSL (high-bit-rate digital subscriber line) service, which it calls Megabit Services, during the fourth

quarter in 14 cities across its service region. That service also will be priced at \$75 to \$150, with access speeds ranging from 192 Kb/s to 704 Kb/s. GTE plans to reach a market of large businesses with telecommuters and small businesses with the service, complementing, rather than competing with, cable modems.

But Joe Glynn, US West director of DSL services, says the potential is there to be competitive with cable modems in the near term: "As the cross-points come down and the [PC] penetration goes up, it would have the potential for a larger appeal." GTE will roll out ADSL service under the Megabit Services moniker in the first quarter of 1998, according to Glynn.

GTE has not set a date for commercial introduction of its ADSL service. It recently expanded a trial it has been conducting at Microsoft Corp. headquarters in Redmond, Wash., to include 1,000 employees. It also has more limited ADSL trials running among student users at Duke University in Durham, N.C., and Purdue University in West Lafayette, Ind.

Bell Atlantic recently announced plans to roll out

ADSL service across its six-state, mid-Atlantic region in mid-1998. Residential users in northern Virginia have been paying \$60 per month, including the use of an ADSL modem running at 1.5 Mb/s, during a limited trial over the past several months. But customers will have to buy their own modems next year when Bell Atlantic introduces the service in various regions, most likely in urban areas, according to spokeswoman Joan Rasmussen. "Certainly, it will be in the areas where there is the most demand."

The data rate will be 6 Mb/s, but monthly access for the service has not been determined, Rasmussen says.

Meanwhile, she reports that ISDN (integrated services digital network) service is experiencing an uptick among residential customers. They can connect for ISDN speeds of 128 Kb/s at a monthly cost of \$31 for 20 hours of access, or \$45 for 60 hours. But most of Bell Atlantic's 200,000 ISDN customers are businesses, and the residential users connecting typically inquire about ADSL availability. "They want speed," she says. —RT

Website Listings

Location:

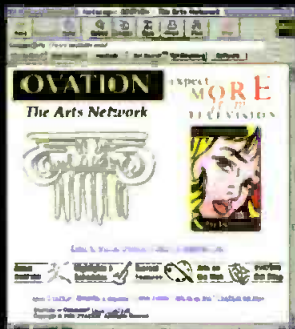
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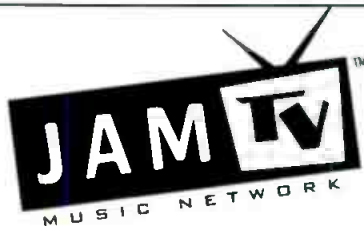
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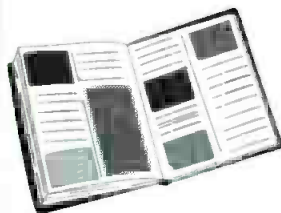
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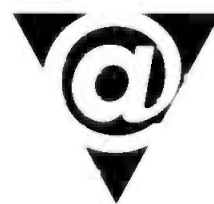
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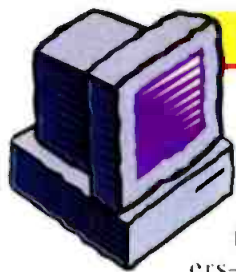


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and general manager of broadband services for Bay Networks.

Costs of modems from major modem makers—Motorola, Pioneer, Toshiba, Scientific-Atlanta, General Instrument, LANcity and May—are expected to fall as rollouts proceed and MCNS take effect next year.

Cable can't afford to be too slow in introducing modems. The telephone industry is developing an array of DSL technologies to provide Internet access over conventional telephone lines at speeds far beyond today's state-of-the-art 56 Kb/s telephone modems.

"The RBOCs might be slow, but they're not stupid," says research analyst Tom Wolzien, who says it is understandable that cable is proceeding cautiously because of its service limitations and past gaffes.

Wolzien figures that between 10% and 12% of cable households will be wired for modems within the next five years if operators make the right play.

"The online services are there. The pieces are falling into place," he says. "It's just a question of buckling down and doing it as soon as possible."

COUNTDOWN TO 2006 PC to TV

Technological miles to go for high-quality video online

By Joan Van Tassel,
Special Correspondent

TV-quality programing on the Internet? Tune in on Dec. 1, 2006.

Microsoft, which wants to be there in a big way when that day arrives, had a busy week. The software giant bought Vxtreme, maker of a popular player that allows Internet users to watch streamed video; flexed its investment muscle in VDONet to adopt MS-developed standards for audio-visual streaming, and reaped the rewards of its investment in Progressive Networks to draw Audionet, which broadcasts 163 radio stations live over the 'Net, into its standards camp.

At the same time, MCI and Audionet announced they are building national high-speed backbone networks dedicated to carrying audio-visual traffic. These efforts are in addition to a new broadband backbone linking the three premier cable industry Internet access providers—@Home, MediaOne and RoadRunner. "The interconnection agreements will be in place within a year. Then we'll have a nationwide parallel digital backbone network to the Internet that will let us multicast high-quality video right away to anyone with a cable modem connected to these services," says Dr. Richard Green, president of CableLabs.

Despite these high-profile developments toward TV-quality pictures (or

something close) on the Internet, it is still in the future.

But there are a few questions about its arrival. How many people must receive the high-quality images to mark its arrival? The .5% who now get video with cable modems, and over T-1 and T-3 connections? Or a solid majority of U.S. households?

And what constitutes high-quality images? CD-ROM, VHS, S-VHS, satellite-delivered digital television or HDTV?

The assumptions made by analysts about these questions determine the date. If the definition of Internet TV is postage stamp-size, low-resolution video and crackling audio, available to 20% of U.S. households, then TV over the Internet is here now.

However, to bring VHS-quality, or better, video over the Internet to more than 60% of homes, significant developments must take place.

These advances include higher-bandwidth access to the Internet from the home; improvements to the Internet network and equipment; new techniques and standards for reducing the vast amount of data that video entails; business and revenue models to justify the enormous spending, and reaching enough customers to achieve economies of scale.

Greater bandwidth in the local loop is the enduring problem faced by would-be developers of interactive services. Only the cable industry seems prepared to address this need by making its broad-

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Microsoft bought Vxtreme, which offers a product that can record audio and video separately, and synchronize the two.

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Cynthia Brumfield, senior analyst with Paul Kagan & Associates, provides an estimate for the cable industry's timetable to provide high-speed local access. What remains unclear is how many consumers will buy the service when it becomes available, a key factor in reducing costs per subscriber.

CableLabs' Green hopes the cable industry can offer high-speed Internet service to 90% of the population by 2006. "I have a different slope on the curve, but my business is technology, so I'm optimistic about these things. Cable operators are quietly putting the infrastructure in place to reach sufficient numbers to achieve scale economics."

And don't discount the telephone companies. Despite the widespread belief that the copper-wire telephone networks simply cannot offer sufficient bandwidth to carry quality video at a reasonable cost, copper may yet be a player.

CAIS Internet is testing a multiplexing unit technology called OverVoice to deliver high-speed Internet access and simultaneous telephone service over regular phone lines.

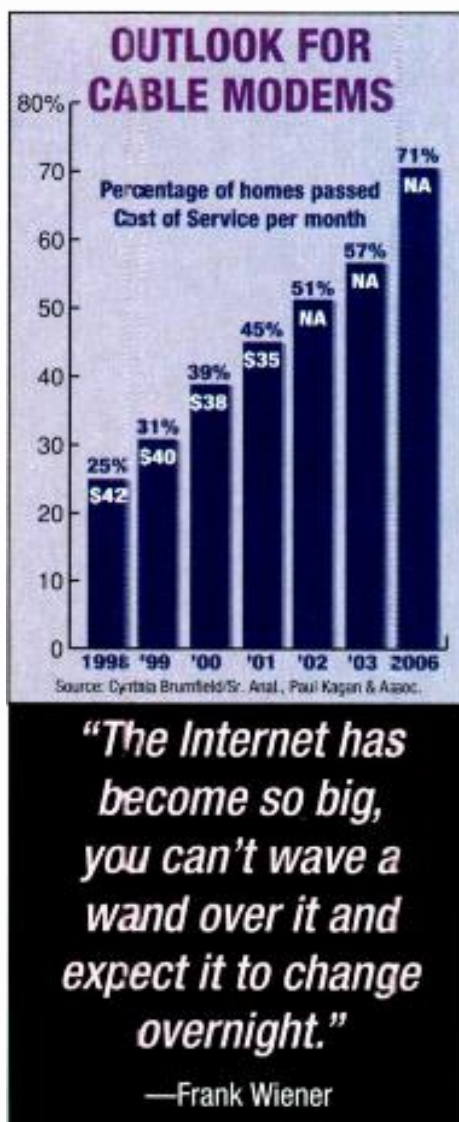
OverVoice is limited to buildings that allow for traffic aggregation, but company president Ulysses G. Auger says there is technology on the way that will serve single-family homes as well.

"You'll see a [telephone company] central office solution able to bring 768 Kb/s to 1.3 Mb/s downstream within the next two years. The cost is difficult to anticipate because it will be in direct relationship to what the Bells will charge for their unconditioned pairs," predicts Auger.

Telephone companies face a difficult business problem in that they will cannibalize currently profitable lines if they introduce newer, high-capacity, less expensive technologies. For example, US West has requested withdrawal of its unconditioned dry copper from the market, blocking competitors from providing cheaper high-speed services.

Nevertheless, telcos will find a way to jump into the marketplace, believes Frank Wiener, vice president/general manager of DSL Products Division for Paradyne. "I think you'll see RADSL technology over copper wires to businesses on a substantial scale by mid-1998, followed by residential service."

Alternative providers, like wireless companies, may some day provide local, fast access, but they represent only a tiny fraction of the market. Warp Drive Networks will launch high-speed wireless



service in Los Angeles, San Diego, San Diego and Portland, Ore., this year, but, at least initially, they are ordering only 6,000 modems. Wireless LMDS (local multipoint distribution service) operators, such as CellularVision in New York, could implement two-way, high-speed service, but LMDS is feasible only in areas with a large population.

However, even if everyone suddenly had increased bandwidth out of the home, the Internet itself is too congested and too slow to deliver quality video to a large number of viewers. Says Wiener: "It takes time to upgrade the next generation of quality-of-service capabilities required for delivering high-quality video. The Internet has become so big, you can't wave a wand over it and expect it to change overnight."

Upgrading the complex public Internet infrastructure includes improving backbone capacity, or as last week's events indicate, bypassing the public backbone altogether for audio-visual programming. The key to these changes is the multicast protocol, which will require

deployment of new equipment, including routers and servers.

The IP multicast protocol is used to "broadcast" material over IP networks. Rather than sending audio-video programming over the public Internet backbone, multicast uses dedicated backbone networks. The first such network is called the Mbone, standing for Multimedia-Backbone, which connects networking research institutions.

The principle behind multicasting is that video is broadcast once on the dedicated backbone to the lowest level of server possible; typically, this means the local server where the user has dialed. While multicast won't relieve the demand in the local loop, it will reduce congestion on the backbone and in intermediate links.

Enabling multicast requires significant investment by Internet service providers, whose budgets are limited by a competitive marketplace and flat rate, all-you-can-surf pricing. However, they are now buying new routers that can handle multicast, and servers that will support large numbers of users receiving audio and video streams. Despite the cost, Senu Banda, group manager of Multimedia at Cisco Systems, says that multicast will be deployed broadly by 1998.

"There are no real technical problems but there are many other small steps that need to be taken, such as storage, bandwidth resource reservation and caching to ensure quality of service. What we are missing are the business models—how do advertisers plug in, who gets revenue—and until the business model is there, the technology won't happen," Banda says.

Server expert Steve Rose of Viaduct Corp. says that recent technical breakthroughs could lower the cost of delivering high-quality video for ISPs. "Within the next year, there will be advances in compression that will reduce the bandwidth required for TV-quality video by 50 percent. Also, new drives for RAID storage will cause prices to decline by 40 percent to 60 percent, giving ISPs a new revenue stream from on-demand video files," Rose predicts.

The outlook for delivering TV-quality over the Internet is gradual progress to upgrade both local access and Internet infrastructure. Residential service will come piecemeal to densely populated areas and communities with a high penetration of PCs, then gradually become available across the U.S., maybe even by 2006.

Broadcasting & Cable's **Telemedia**

THE CONVERGENCE OF TELEVISION, RADIO AND NEW MEDIA

Online Networks

Progressive Networks, MCI create online network

By Richard Tedesco

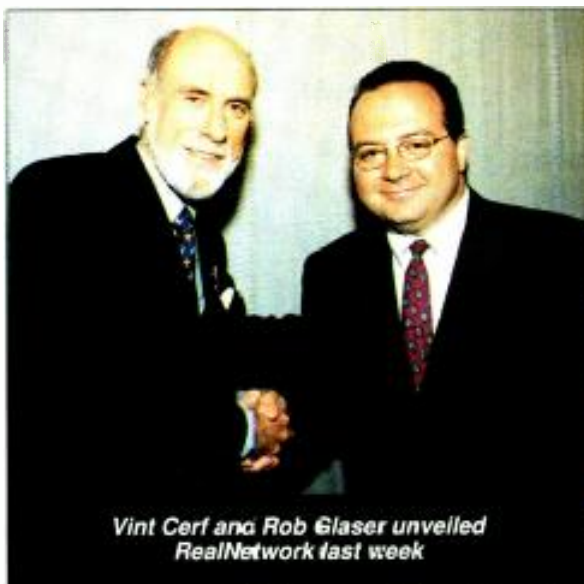
Progressive Networks and MCI premiered their version of an Internet broadcast network with the introduction of RealNetwork last week.

With a client list of high- and lower-profile online video content providers, the two companies touted the capacity of the new network to enable as many as 50,000 PC users to access content simultaneously on a single site.

The list includes ABC News, ESPN, JAMtv, Atlantic Records, Home & Garden Television and the Seattle Mariners. Each client will pay monthly fees to use the network, based on their projected audiences online.

"What we have here is the ability to reach very large audiences with live audio and video," said Rob Glaser, chairman of Progressive Networks, in announcing the advent of RealNetwork. Glaser owns part of the Mariners baseball team.

RealNetwork combines



MCI's Internet backbone with Progressive Networks' splitter and multicast technology to provide multiple PC users with access to a single stream of content from a given source. The technology ensures relatively high multimedia quality for big events on the Internet, such as concerts, that could attract large audiences.

ESPN could put audio of NBA games online, and could potentially program events that might not draw much of an on-air audience. For ABCNews.com, RealNetwork replicates the broadcast model in cyber-

space, ensuring an online outlet for breaking news.

JAMtv and Atlantic Records have the greatest potential for employing the technology, since music events are the single biggest draw of live multimedia events on the Web.

The inclusion of Home & Garden Television helps Progressive Networks and MCI pitch RealNetwork as a good way to

boost the reach of fledgling cable networks struggling for exposure.

"The establishment of the RealNetwork demonstrates that the Internet has become a broad technological canvas, a worldwide tapestry," said Vint Cerf, MCI senior vice president of Internet architecture and engineering.

For PC users, multicasting multimedia would immediately benefit those with higher-speed access, such as cable modems, which would help them come closer to duplicating the TV experience online.

Calendar

Sept. 11-12—First annual Online News Summit, a cross-media forum for news providers presented by the World Research Group. New York Hilton, New York. Contact: (800) 647-7600.

Sept. 8-14—Telecom Interactive '97, presented by the International Telecommunications Union. Palexpo, Geneva. Contact: (800) 456-1273.

Oct. 17—"Publishing and Multimedia Conference: Approaching the Millennium." Seminar presented by the Foundation for Accounting Education of the New York State Society of CPAs. Grand Hyatt Hotel, New York. Contact: (800) 537-3635.

Nov. 18-19—"Internet and the Law: Self-Protection Strategies in Cyberspace," seminar presented by Government Institutes. Hay Adams Hotel, Washington. Contact: Jesus Ferro, (301) 921-2345.

Nov. 20-21—"The Regulation of Internet Commerce: Your Guide to Opportunities & Pitfalls of Conducting Online Business," seminar presented by Government Institutes. Hay Adams Hotel, Washington. Contact: Jesus Ferro, (301) 921-2345.

Dec. 3-5—Competition '97, third annual conference on the business, marketing and regulatory framework for competing in a one-stop-shopping world, presented by Telecommunications Reports International Inc. Westin City Center, Washington. Contact: (800) 822-6338.

Classifieds

See last page of classifieds for rates and other information

RADIO

HELP WANTED MANAGEMENT

Sales Manager/GM combo opportunity in Northern Michigan. Traverse City. Charlevoix, Gaylord. Must lead by example in the street. Group operator with over 20 years of successful track record in northwest Michigan. Reply to Box 01104 EOE.

Radio General Manager. Rice University seeks creative, experienced manager for 50,000-watt student-run radio station. Noncommercial, non-profit, 100 volunteers; no fundraising. Advises, assists, trains, facilitates, develops student operation and programming skills. Oversees budget, legal compliance, marketing, promotion. Liaison with university officers, faculty, community, industry contacts. Supervises part-time engineer, assistant. Must have college degree, knowledge of FCC rules and regulations. Prefer 5 years post-college station management experience, preferably in nonprofit setting. Need broad programming aptitude, some technical skill. Experience working with volunteers or student is desirable. Send cover letter, resume and references by Oct. 1 to: Rice University, Employment Office-MS 56, Attn.: requisition #98017, 6100 Main Street, Houston, Texas 77005-1892, Phone: 713-527-4074; Fax: 713-285-5496, Rice University is an equal opportunity/affirmative action employer.

Established market leader in Missouri resort market needs G.M. to take us to next level! Must be street seller, focused, creative with good references. Fax resumes to Steve Beeny, KQUL-FM, Lake Ozark, MO 573-348-1923. EOE.

HELP WANTED SALES

Senior Account Executive. Radio Sales. Growing New Jersey radio group is presently interviewing for the position of Senior Account Executive. If you are ready to begin immediately WMTR/WDHA has top list available - today! Qualified applicants must have a minimum of five years of success in radio sales. Choice candidates are aggressive closers who maintain rate and inventory integrity...yet are service oriented relationship builders. Promotional creativity desirable...knowledge of Arbitron/Scarborough a must. Top candidates must have experience with Agencies, Buying Services, Direct Retail, The Beverage Industry and Manufacturers Reps. Our company is the leader in compensation and benefits; and an Equal Opportunity Employer. Director of Sales, WMTR/WDHA, 55 Horsehill Road, Cedar Knolls, NJ 07927. Phone 973-538-1250 x1327. Fax 973-538-3060.

Sales Manager wanted for small market radio AM and closely located AM/FM. Resume and compensation requirements to Vice President Broadcast, Drewry Broadcasting, PO Box 708, Lawton, Oklahoma 73502.

Director of Sales. Growing group of 10 small - med market radio stations in Mid-Atlantic Region seeks sales manager. You must have superior leadership and motivational skills as well as the ability to train account execs, manage account lists and create accountability within the sales team. Reply to Box 01202 EOE.

HELP WANTED TECHNICAL

The **USC Radio Network** is looking to fill the position of Director of Engineering and Operations for its 4 classical music network. Applicants must have a proven track record of at least 7 years engineering and/or operations mgmt. in major broadcast operations. Public Radio experience a plus. Send cover letter, resume and 3 professional references to: Christine Murakami; USC Public Relations; ADM-156; University Park, Los Angeles, 90089-0018. EEO Employer.

Greater Media, Inc. seeks a staff maintenance engineer for its Philadelphia four station combo. Qualified candidates will have significant experience with installing and maintaining modern studio and RF electronics, as well as with business PCs and remote broadcasts. Resume in confidence to Larry Paulausky, WPEN Radio, One Bala Plaza, Bala Cynwyd, PA 19004. Fax 610-664-9610. EOE/MF.

HELP WANTED ANOUNCER

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

HELP WANTED TALENT

Talk Host: Important airshift, substantial market. You know what people are talking about around the watercooler today, and you're already planning tomorrow's show. You understand that even stations without music "play the hits." When you're on the air, you say "you" more than "I" and "me." Station is EOE and would like your resume, references, aircheck, salary requirements, and a one page cover letter yesterday. Send to Box 170, 3220 N St., NW, Washington DC 20007.

TELEVISION

HELP WANTED MANAGEMENT

Vice President, Eastern Division Sales Manager

You are a highly motivated, self-starter-a team-player, a driven deal-closer. You have excellent television station, rep and group contacts.

We are ACI, a division of Pearson Television and the leader in syndicated network movie distribution.



In the position of Vice President, Eastern Division Sales Manager, you will be responsible for marketing and sales of ACI/Pearson product to stations, rep firms and groups in the eastern territory. Some travel required.

Fax resume and salary history to Pamela at 213 932 6960.



A Pearson Television Company

Vice President of Distribution Dynamic national television production and distribution company seeks the perfect individual to further build and execute distribution strategies for an expanding portfolio of quality programming. Candidate must have strong sales/marketing skills, be highly motivated, zeal for travel - a born leader. Midwest-based. Fax resume to QMI 765-449-8010.

ABC affiliate in Jackson, Tennessee seeking General Manager. Must have a successful history at the General Manager level. Must be a proven leader, with know how to grow a television station and the market. Strong sales, news and community involvement necessary. Resumes to Personnel Department, Bahakel Communications, PO Box 32488, Charlotte, NC 28232. No phone calls, please. EEO.

General Manager - WQPT-TV-CH 24. WQPT-TV, a licensee of Black Hawk College, is accepting applications for the position of General Manager. WQPT-TV is a rapidly growing, award-winning PBS-member station serving Moline, IL, Davenport IA and the beautiful Mississippi River Valley. WQPT has a staff of 20 and an operating budget of \$1.5 million. The addition of our new transmitter will double the station's coverage area this fall. The successful candidate must have proven leadership/management skills and a minimum 5 years management experience. Bachelor's degree in relevant academic discipline, Master's preferred. Excellent oral, written and administrative skills; strong fundraising, financial planning and interpersonal skills; ability to develop and communicate a shared vision of the future; demonstrated understanding of FCC policies; a record of community involvement. Generous benefits package. Salary commensurate with qualifications. Submit application and resume to: Black Hawk College, Human Resource Dept., 6600 34th Ave., Moline, IL 6 265. We are an equal opportunity employer. M/F/V/H.

DIRECTOR, DIVERSITY PROGRAMS & COMMUNITY RELATIONS

ABC7 is currently seeking a Director for Diversity Programs & Community Relations. In this key position, you will be responsible for overseeing the station's commitment to diversity in employment and community service. This will include active participation in station employment matters with an emphasis on recruitment and employee relations. Responsibilities will also include enhancing the station's communication and sensitivity to the community. Position requires human resources experience with an emphasis in recruitment and employee relations. Prior broadcasting experience and demonstrated leadership and organizational skills are required.

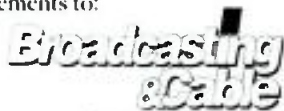
If you have the skills and ambition to meet these demands, we would like to hear from you. Please send your resume to: Diane Medina, Job Code: BC, ABC7 Los Angeles, 4151 Prospect Avenue, Los Angeles, CA 90027. EOE. No phone calls, please.



HELP WANTED SALES

SALES

We are seeking a dynamite salesperson based in Los Angeles or NY to sell display advertising in Television Asia for the Broadcasting & Cable family of publications. Candidate should have at least 3 years of sales experience in print or electronic media. Experience in International TV programming would also qualify. We are a major media company that offers full benefits. Send resume and salary requirements to:



Lisa M. Murphy
BROADCASTING & CABLE
245 West 17th Street
New York, NY 10011
EOE

TV ASIA. Needs experienced marketing/sales people. 3-5 years in cable and satellite business. Nationwide sales experience, good public relation skills, excellent contacts and computer literate. Write to Cyrus Bharucha at TV Asia, 76 National Road, Edison, N.J. 08817. No phone calls.

Traffic Assistant - Formats. FOX 7 and KVC 13, Austin, Texas (FOX O&O) has a Traffic Assistant opening. Enter broadcast formats and schedules into broadcast traffic system. Duties also include other traffic functions, such as working on logs, gathering commercial tapes, calling upon agencies for instructions. Must be organized, detail-oriented, able to meet tight deadlines, and possess strong computer skills. Broadcast traffic and Enterprise/Bias software experience preferred. Send resume and cover letter to Human Resources, KTBC-TV, 119 East 10th Street, Austin, TX 78701. Reference position title. No phone calls, please. EEO Employer.

TV Sales. KSTU FOX 13 Television, a rapidly growing FOX O&O in Salt Lake City, has an opening for a full-time *Account Executive*. Full benefits package available. If you have a bachelors degree in business, media sales, communication, related field or equivalent; 2-5 years previous sales experience, preferably in media sales, television and/or radio, we want your resume. Applicants must be highly motivated, team-oriented individuals with the ability to work independently and as part of a sales team. Don't miss this opportunity to join this successful station located in the home of the 2002 Winter Olympics. Send resume to KSTU FOX 13 Personnel, 5020 West Amelia Earhart Drive, Salt Lake City, UT 84116 or Fax 801-536-1315. Equal Opportunity Employer.

Sales Marketing Manager. WHNS-TV FOX21 is currently accepting applications for Sales Marketing Manager. The successful candidate will implement special projects and events, generate new and non-traditional sources of revenue thru creative new business development and sales promotions. Will work closely with local AE's and NSM and serve as liaison between all departments as it relates to implementing projects. The individual will coordinate the website, interactive voice response system, produce sales support collateral, special events and coordinate database administration. Candidate will be literate in both hardware and software use of desktop publishing and spreadsheets, (ie: Lotus, Excel, Harvard Graphics and Powerpoint). Must be creative, aggressive and comfortable interfacing with clients on all levels. Television experience is preferred. Send resume to WHNS-TV, Attn: Personnel-MKT, 21 Interstate Court, Greenville, SC 29615. EOE. M/F/H or fax 864-297-0728.

Sales Manager. Small Midwestern station needs a dynamic salesperson to build and lead our staff. Recent FOX affiliation (from independent) gives us great growth potential. We need someone who can build a strong advertiser base and then hire, train and motivate an aggressive staff. Must have strong track record in local sales development, in addition to skills with regional and national accounts. Think of this as a startup operation. Rush resume, salary history and sales philosophy. Reply to Box 01193 EOE.

National Sales Manager. WNOL-TV in New Orleans the #1 WB affiliate in the country is in search of NSM. Terrific opportunity with Qwest Broadcasting, a dynamic, growing group. Minimum 3 years NSM or rep firm experience, excellent people skills, ability to develop and deliver new revenue streams. Independent experience preferred. We expect excellence. If you are up to the challenge send your resume and references to: A. Oliva, WNOL-TV, 1661 Canal Street, New Orleans, LA 70112. No phone calls. Deadline: August 25, 1997. EOE.

Regional Sales Agent: Immediate opening, broadcasting's oldest promotion company. TV/ Radio sales management experience necessary. Travel is required. Draw against generous commission. Six figure potential. Independent contractor, no relocation required. Resume and recent picture to: Office Manager, CCA, P.O. Box 151, Westport, CT 06881.

Local Sales Manager: KATU-TV/ABC, a dominate news and local programming station in Portland, Oregon is looking for that highly motivated LSM who has strong team building and coaching skills for an experienced staff. Must communicate effectively and be able to direct strong sales efforts in agency, developmental and non-transactional selling. This team is backed by one of the country's leading marketing departments with all the tools that will help you get there. Please send cover letter and resume to: Mindy Davis, Human Resources, KATU, 2153 NE Sandy Blvd., Portland, OR 97232. EOE.

Local Sales Manager. Warner Brothers affiliate in the 14th market is currently seeking a dynamic local sales manager. The successful candidate will have a proven sales and sales management track record. You must be able to work as a team player while providing leadership for our local sales staff. Preferred skills include a strong background in direct selling, promotion add-on sales, sales training, and account management. Minimum of 2 years supervisory background is required. Send resume to KLGW WB-23, 1640 Como Avenue, St. Paul, MN 55108, Attn: Personnel Manager. No phone calls please! EOE.

General Sales Manager. FOX38 in Terre Haute, has an immediate opening for a take charge sales manager. Candidate must have previous television sales management experience with a proven track record in new business development, sales promotions, special event marketing. Must be organized, possess leadership and people skills, and have the ability to train others. Send resume only to Larry Manne, General Manager, WBAK-TV, PO Box 719, Terre Haute, IN 47808. WBAK-TV is an Equal Opportunity Employer.

Central Region Texas Independent Television station seeking a Local Sales Manager. Qualified candidate has management experience, 3-5 years independent sales. Must have ability to motivate, develop and lead sales staff, forecast revenue, manage inventory and utilize research tools. Reply to Box 01199 EOE.

Act Now. Television Sales. Experience in TV, Cable, Radio or Print important. \$65,000 plus benefits to start. Fax resume to (708)633-0382.

Account Executive. KENS-TV, CBS affiliate in San Antonio seeks A.E. with a minimum 2 years TV sales experience who is self motivated, detail oriented, skilled presenter and closer with a strength in new business development. Access to selling tools such as Scarborough and Datatracker, BIAS experience a plus. Send resume to the attention of Personnel Director at P.O. Box TV5, San Antonio, Texas 78299. We are an Equal Opportunity Employer.

HELP WANTED TECHNICAL

We're Beaming!



DIRECTV® is the pioneer in the direct broadcast satellite industry. First, we created the fastest-selling product in the history of consumer electronics. Now we're planning our next stop on the digital frontier. And television is just the beginning. Our incredible growth has created the following exciting opportunity in our **Castle Rock, Colorado Broadcast Center**.

Electronics Technicians

We are seeking individuals with widely diverse RF broadcast satellite experience to diagnose and repair equipment and/or system problems. A 2-year college degree or equivalent, plus 3 years' hands-on experience in RF video and audio standards and measurements is a must. The ability to repair equipment down to the component level is necessary. In addition, experience in as many of these areas as possible is needed: analysis/troubleshooting/repair of complex analog/digital video, audio, communication, data and control systems and equipment; Satellite Earth Station Transmitters; and/or Receivers and Antenna Tracking Systems. Ideal candidate must also have experience with spectrum analyzers, oscilloscopes, audio analyzers and/or waveform monitors. Must be willing to work early mornings, late nights and/or weekends and work overtime as needed. Must also have extensive range in lifting/carrying and be able to remove/install equipment.

DIRECTV® offers an excellent compensation and flexible benefits package, along with the rare opportunity to make a major impact in a developing industry. For immediate consideration, please send your resume with salary history (indicating appropriate Job Code) to: **DIRECTV, Inc., Attn: Employment-TS, 5454 Garton Road, Castle Rock, CO 80104**. You may also fax it to **(303) 660-7088**, or e-mail us at: crbc-hr@directv.com.

DIRECTV® is proud to be an equal opportunity/affirmative action employer. We strongly support workforce diversity, M/F/D/V.



DIRECTV.
SATELLITE TV AT ITS BEST

Television Maintenance Technician. Candidates should have a minimum of years experience in the installation, operation and maintenance of professional broadcast equipment with troubleshooting and repair of analog and digital audio and video equipment to the component level a must. FCC license and/or SBE certification with a two year degree or equivalent is also required. Applicants should have knowledge of computer operating systems and Autocad as well as programming, project management and system design skills. UHF transmitter and microwave systems experience a plus. Please send resumes to Human Relations Manager, WABU-TV, 1660 Soldiers Field Road, Boston, MA 02135. EOE.

TV ASIA. Needs engineers for satellite/cable station in N.J. 5 years broadcast experience in maintenance, studio work, and editing. Knowledge of Hindi a plus. Mail resume and tape to Cyrus Bharucha, 76 National Road, Edison, NJ 08817. No phone calls.

Maintenance Engineer: KSPR-TV, an ABC network affiliate, seeks a maintenance engineer with a minimum of three years experience with Beta/Beta SP and Studio systems. Knowledge of UHF transmitters, Microwave and Computer systems also a plus. Located in the Missouri Ozarks where recreation and entertainment opportunities abound. Please submit cover letter, resume and salary requirements to: Monte Chaney, Chief Engineer, KSPR-TV, 1359 St. Louis Street, Springfield, MO 65802. EOE.

Maintenance Engineer. The Weather Channel, Atlanta, GA is looking for two motivated and reliable individuals to join our team. This is an excellent opportunity for someone who wants to expand their knowledge. The selected candidate for maintenance Engineer must have two years experience. Senior Maintenance Engineer must have 5 years experience repairing and maintaining Broadcast related equipment. You will be part of the Engineering team dedicated to maintaining a brand new, State-of-the-art digital facility. Computer proficiency preferred. Please fax resumes to The Weather Channel, Director of Engineering 770-226-2943 or send them: 300 Interstate North Parkway, Atlanta, GA 30339. EOE/M/F.

Engineer. PBS has two openings for engineers with 5+ years of experience in broadcast system engineering, digital video systems design, digital satellite systems and data transmission. BS in electrical engineering or related field required; SBE certification at the senior level preferred. Technical writing and presentation skills and the ability to perform in-depth technical analysis of present and future digital broadcast technologies is also required. Experience in digital video, audio signal processing and digital transmission technologies is desirable. PBS offers a salary commensurate with experience and an excellent benefits package. If interested, please send your resume with salary requirements to: Attn: Lanie Odium, 1320 Braddock Place, Alexandria, VA 22314. PBS is an Equal Opportunity Employer.

Editors & Videographers. BreakThrough!, the new national public television series on medical advances has openings for editors (non-linear) and videographers. Long form stories, strong production values. Reel & resume to: Breakthrough, 415 Highway 54, Durham, NC 27713.

Master Control Operator. Applicants are required to have one to three years previous master control experience in operating and switching programming and commercial matter. Responsibilities include taping satellite feeds, operation of tape machine and Grass Valley Master switcher and making tape dubs. Must also be familiar with Beta cart delivery system. Please send resumes to Human Relations Manager, WABU-TV, 1660 Soldiers Field Road, Boston, MA 02135. EOE.

Maintenance Engineer. WMC-TV, the leader in news for the midsouth, is looking for a highly self-motivated Maintenance Engineer. Experience with Beta, 3/4, Mil, 1", switchers, station systems, RF systems, VHF transmitters, ENG microwave systems and component level repair a must. This position requires a strong trouble shooter with excellent repair skills. Please fax a resume and cover letter to Lanie Norman, WMC Stations, 901-276-7949. WMC Stations is an Equal Opportunity Employer.

INTELSAT is the owner and operator of the world's most extensive global communications satellite system. Join us for a career of unprecedented challenge — and out-of-this-world opportunity — at our Washington, DC headquarters.



VIDEO TECHNICAL PRODUCT MANAGER

Responsible for developing, implementing, managing, monitoring, and evaluating INTELSAT's video marketing, sales, and marketing activities for present and new video products. You will also be responsible for customer service strategies for our Video Services department; aligning product development and marketing activities with corporate strategic and business goals; and providing technical support for product strategies in key sales regions.

Requirements include a Bachelor's degree in Engineering or other related discipline, or equivalent, 10 years telecommunications experience with a minimum of 5 years in Marketing or Product Development; knowledge of Business and Customer Satellite Technologies/Applications; experience developing new products/services or revitalizing mature products/services; experience in international/multinational high technology settings. Excellent communication and computer skills as well as knowledge of video products, protocols and networks are essential. Must be willing to travel internationally.

In return, we offer a competitive salary and excellent benefits. Please send resume and salary history to: **INTELSAT, Attn: Andy Moffat, HR Dept., 3400 International Drive, NW, Mailstop 24, Washington, D.C. 20008-3098. FAX: (202) 944-7150. E-mail: hrd@intelsat.int** Visit us on the web: www.intelsat.int Non-US citizens are encouraged to apply. **NO PHONE CALLS PLEASE.**



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. NBC UHF with satellites/translators in desirable northwest community. Need buttoned-down, hands-on, can-do visionary with solid RF experience (Townsend), strong bench skills to share, and related degree or SBE certification. Excellent support staff. Great opportunity for seasoned assistant. Resume, references, salary history/needs to GM, KMTR, 3825 International Court, Springfield, OR 97477. EOE.

Chief Engineer, UHF Station in mid-west, seeks hands-on, can-do professional to lead experienced technical staff. Proven track record and understanding of news operation is necessary. Looking for a highly motivated individual who is a team player, with good communication skills to handle the day-to-day operation, work a varied schedule, and help us plan for the future. A great opportunity. Reply to Box 01204 EOE/M/F.

Broadcast Maintenance Engineer. WAGA a FOX O&O in Atlanta, GA is seeking a Broadcast Maintenance Engineer to maintain broadcast television equipment to the component level. Equipment installation and system design. Computer network knowledge. Equipment maintenance to include videotape, switchers, character generators, robotics, electronic graphic, camera and other related equipment. Minimum 3 years experience working in television or production facility maintaining above equipment. Experience in computer and digital technology preferred. College degree or 2 year technical training. EOE. Send resume to Human Resources, WAGA FOX, 1551 Briarcliff Road, Atlanta, GA 30306.

HELP WANTED NEWS

Videotape Editor. Full-time position in television newsroom. Videotape editing proficiency on Beta. 3/4", required - non-linear a plus. Must be organized, efficient and able to handle multiple projects. Responsibilities include: newscasts editing, maintaining videotape library, coordinating feeds. Minimum two years experience. Send resume, references, tape and salary requirements to Human Resources, WBMG-TV, PO Box 59496, Birmingham, AL 35259. No phone calls, please. EOE, M/F. Pre-employment drug testing required.

Weekend Anchor and Reporter. WTVD, the ABC-owned station in Raleigh-Durham, needs a weekend anchor/reporter with the potential for larger opportunities. This is an aggressive, no-nonsense news organization that will challenge you every day. We want solid journalism and superb storytelling both behind the desk and in the field. Strong live reporting skills are a must. Candidates should have three to five years experience anchoring and reporting in mid to large markets and a very strong work ethic. We place a premium on good attitudes and *energy!* A college degree is preferred but not required. *No beginners.* Send non-returnable tape/resume to Mark Casey, News Director, WTVD-TV, PO Box 2009, Durham, NC 27702. *No phone calls.* WTVD is an Equal Opportunity Employer.

Weekend Anchor/Reporter: Job #7726. WSYX-TV, the ABC affiliate in Columbus, Ohio is looking for a Weekend Co-anchor/Weekday Reporter. Candidate will have minimum two years TV reporting experience and one year anchor experience. Strong reporting skills a must. Must be able to generate story ideas. Position includes anchoring weekend 6pm and 11pm broadcasts, plus general assignment reporting three days per week. Please include tape with resume. Qualified applicants should send resume and cover letter to WSYX-TV, PO Box 718, Columbus, Ohio 43216, Attn: Human Resources. Please state referral source and job number on resume. No phone calls please. Women and minorities are encouraged to apply. Pre-employment drug testing. EOE M/F/D.

We're Clemensen Sheehan Rovitto & Company, a Broadcast Research and Consulting Firm, and we work with some of the biggest and best companies in broadcasting. Are you a News Director, Executive Producer, Assignment Editor, or Show Producer? If you're creative, aggressive, and think you have what it takes to work in one of the top markets send your resume and VHS tape to: Mike Sanford, CSR&Co, 12602 Chateau Forest, San Antonio, Texas 78230. No phone calls, please.

We're Clemensen Sheehan Rovitto & Company, a Broadcast Research and Consulting Firm, working with some of the biggest and best companies in broadcasting. If you're a News, Weather, or Sports Anchor and you're the best at what you do we want to talk to you or your agent. If you're a reporter who's aggressive and knows how to grab an audience send your resume and VHS tape to: Mike Stanford, CSR&Co, 12602 Chateau Forest, San Antonio, Texas 78230. No phone calls, please.

Weekend Weather/Feature Reporter. Weather Anchor-Northeast FOX affiliate is looking for a Weekend Weather/Feature Reporter. AMS and knowledge of Genesis Systems a plus. Send resume and non-returnable tape to Kathy Gazda, News Director, WXXA-TV, FOX23, 28 Corporate Circle, Albany, NY 12203. No calls. EOE.

Sports: Reporter/Anchor and Photographer/Producer. Top rated station in Nashville needs 2 experienced, aggressive, and creative people. Can you outthrust the competition while handling the intense demands and crazy schedules? Send a resume and tape to Asst. News Director, WTVF-TV, 474 James Robertson Pkwy., Nashville, TN 37219.

Sports Director. Industry respected family-owned NBC sports and news leader in market 148 seeks Sports Director who understands all local sports. We cover three universities, two minor league baseball teams, high school programs, and special projects like sports challenge. Excellent fringe benefits package. Send resume and non-returnable VHS or 3/4 tape to: Sports Director, WVVA-TV, PO Box 1930, Route 460 By Pass, Bluefield, WV 24701. Absolutely no phone calls. M/F EOE.

Reporter: WTVD, the ABC-owned station in Raleigh-Durham, needs two reporters who love to do live reporting and want the lead story every day in every newscast. This will be the most challenging job you've had in television news. Our reporters routinely do two packages and three live shots on deadline every day. Applicants should have three to five years experience reporting in small to mid-size markets; and understanding of storytelling with video; and appreciation for good journalism; and the best live reporting skills in your market. We place a premium on self-starters, team players, problem-solvers, good attitudes, and *energy!* A college degree is preferred but not required. *No beginners.* Send non-returnable tape/resume to Mark Casey, WTVD-TV, PO Box 2009, Durham, NC 27702. *No phone calls.* WTVD is an Equal Opportunity Employer.

Reporter. WFMJ, NBC in Youngstown, Ohio is seeking a weekend/weeknight general assignment reporter. You must have one to two years of commercial television news reporting experience. We want someone who has the creativity to come up with story ideas and the capability to effectively package them. Non-returnable tape and resume to News Director, WFMJ, 101 West Boardman Street, Youngstown, OH 44503. No phone calls. EOE.

Reporter. KMSP/UPN 9, Mpls-St. Paul, needs strong reporter who's not dependent on desk for story ideas. If you can generate your own stories, write a great package, do strong live shots and have 3-5 years, reporting experience, send tape and resume to Dana Benson, News Director, KMSP-TV, 11358 Viking Drive, Eden Prairie, MN 55344. No phone calls. KMSP-TV is an Equal Opportunity Employer.

Reporter(s): General Assignment Reporter(s) needed at KTUL-TV. We want aggressive journalist(s) who want to lead the newscast every night. Must have the ability to turn complex news issues into easy-to-understand TV. Must be able to enterprise news stories on a daily basis, be a good storyteller, create memorable moments and produce creative live shots. Send resume and tape that demonstrates all of the above to KTUL-TV, Human Resources Department, PO Box 8, Tulsa, OK 74101. KTUL-TV is an Equal Opportunity Employer.

Producer/Reporter For national, weekly programs. You have a comprehensive understanding of American politics, Israel, the Middle East and Jewish issues. You are aggressive and detail oriented. You possess strong writing skills and a thorough knowledge of videotape editing and graphic design. Send resume, reel & references ASAP to: Director of Production, JTN, 8383 Wilshire Blvd. #1010, Beverly Hills, CA 90211. No phone calls.

Producer/Director. WOOD-TV, seeks an individual with proven ability to direct news, studio and field productions. Editing skills a strong plus. NBC affiliate, 38th market, dominant #1, with the people and resources to stay there! Send resumes and non-returnable aircheck tapes (with director's track) to Patrick Linehan, Production Manager, WOOD-TV, 120 College Avenue SE, Grand Rapids, MI 49503. WOOD-TV is an Equal Opportunity Employer.

Producer. Are you an eclectic producer looking to do more than just news? Here's your chance to win with a news oriented morning magazine show. We need a producer who isn't afraid to think outside the box and can make magic happen. If you're creative, energetic, organized and not afraid to get your hands dirty while making us #1, we want to see your tape and resume ASAP. Send tape and resume to the attention of Personnel Director at PO Box TV5, San Antonio, Texas 78299 and reference AD #97-190-11. We are an Equal Opportunity Employer.

Photojournalist: Oklahoma's News 8, the number one newscast in Tulsa, has an opening for a Photographer/Editor. If you have one to five years experience, shoot and edit to NPPA standards, and don't mind working nights and weekends to start, we would like to hear from you. You will have your own gear, an environment to learn in, and great benefits. Please send tape, resume, and references to KTUL-TV, Human Resources Department, PO Box 8, Tulsa, OK 74101. We are an Equal Opportunity Employer.

Newsfeed Manager. Carolina NewsLink needs a manager for its weekday operations. Carolina NewsLink is a statewide video-on-demand cooperative made up of four ABC stations and one FOX station in North Carolina. The stations exchange video through satellite and microwave links. As manager, you will operate the system's daily tasks including conducting assignment desk conference calls; switching video feeds; managing spot news and events coverage; interacting with national network news operations; and supervising technical operations. Experience in producing or assigning in local television news is desirable. A college degree is preferred but not required. *No beginners.* Send non-returnable tape/resume to Mark Casey, News Director, WTVD-TV, PO Box 2009, Durham, NC 27702. *No phone calls.* WTVD is an Equal Opportunity Employer.

News Video Tape Editor: KSTW-UPN 11, Seattle-Tacoma, is looking for a News Video Tape Editor. A minimum two-year technical degree required, plus two-three years editing experience at the affiliate level preferred. If you qualify, please send resume to Human Resources, "News Video Tape Editor," PO Box 9328, Seattle, WA 98109-0328.

News Producer: KSTW-UPN 11, Seattle-Tacoma, is looking for a News Producer to supervise the production of the Ten O'Clock News. The successful candidate must have demonstrated excellent communication, writing and computer skills. A four-year degree in Broadcast Journalism or related field required, plus five years experience at an affiliate level preferred. If you qualify, please send resume to Human Resources, "News Producer," PO Box 9328, Seattle, WA 98109-0328.

News Photographer/Editor: Videotape newsworthy events for broadcast, operate microwave live trucks, fly in helicopter, edit videotape for broadcast. Two years experience in commercial news operation, college degree in related field preferred. Resume, cover letter and *non-returnable* tape to Michael Kinney, KOAT-TV, 3801 Carlisle Blvd., NE, Albuquerque, NM 87107. Drug free workplace. KOAT-TV is an Equal Opportunity Employer.

News Photographer needed immediately. Top 50 CBS affiliate in the Southeast looking for experienced photojournalist with an eye for news, excellent work ethic and strong editing skills. Temporary position that could lead to permanent. Proficiency with Betacam equipment required, experience on ENG/SNG remote vehicles preferred. Send tape, resume, references and salary requirements to Human Resources, WBMG-TV, PO Box 59496, Birmingham, AL 35259. No phone calls please. EEO, M/F, pre-employment drug testing required.

News Assignment Editor: Manage four person assignment desk, responsible for logistics, story enterprise, resource allocation for top notch team of reporters and photographers. Six news bureaus, three live trucks, helicopter and satellite truck. College degree preferred, minimum two years as an assignment editor or similar management position in broadcast newsroom, experience with ENG and SNG scheduling, NewStar computer experience preferred. Resume: Paul Shipley, News Director, KOAT-TV, 3801 Carlisle Blvd., NE, Albuquerque, NM 87107. *No phone calls, please!* Drug free workplace. KOAT-TV is an Equal Opportunity Employer.

Morning Producer. Western New York's 24-Hour News Channel seeks a producer to lead our 3-hour morning block of news. Candidate must have 1-year experience producing. Must be creative and have a solid news sense. Job duties include producing 5-6am wheel news hour. Tapes and resumes to Chris Musial, News Director, WIVB-TV, 2077 Elmwood Avenue, Buffalo, NY 14207. WIVB is an EOE.

Morning Anchor. Western New York's 24-hour News Channel seeks a female co-anchor/morning reporter. Candidate will co-anchor our 5-8am morning block of news. Ideal candidate has 3 year TV anchoring plus experience in radio news. Our 3-hour block is an energetic mix between hard news and solid fun. College degree required. WIVB is an EOE. Resumes to Chris Musial, News Director, WIVB-TV, 2077 Elmwood Avenue, Buffalo, NY 14207.

KAAL-TV, an ABC affiliate in Austin, MN (#148) has an opening for a weekend sports anchor/news reporter. We're looking for candidates who will hustle for those local sports stories. You will anchor our weekend sports and report three days. Send your non-returnable tape and resume by August 22 to: KAAL-TV, Attn: Dean Acams, ND, 1701 10th Pl. NE, Austin, MN 55912. KAAL-TV is an Equal Opportunity Employer.

General Assignment Reporter. Successful candidate should have experience reporting for commercial TV news. Proven ability to produce informative, compelling stories, both live and tape required. Anchoring experience could be helpful. Send non-returnable tape and resume (no calls/faxes) to Carla Carpenter, News Director, WPVI-TV, Suite 400, 4100 City Avenue, Philadelphia, PA 19131. EOE.

Hands on, hard working News Director sought to join news team and committed department head group and a great company (The New York Times) to grow our news product. If you are a news professional who seeks a collegial environment, has 3+ years experience in television newsroom management, and believes there are no shortcuts to building a strong news product, then join us at ABC affiliate WQAD in Moline. We're committed to a station game plan and we're looking for someone to work with us to accomplish it. EEO. Resumes to: Ms. Marion Meginnis, President/General Manager, WQAD-TV, 3003 Park 16th St., Moline, IL 61265-6061. No phone calls.

Executive News Producer to supervise and coordinate production of fast-paced, highly visual daily newscasts. Requires strong leadership qualities and people skills, combined w/excellent writing, editing and video production ability. Successful candidate should have minimum 5 years producing experience and 2 years news management experience. Send non-returnable tape, resume and brief critique of your newscast (no calls/faxes) to Carla Carpenter, News Director, WPVI-TV, Suite 400, 4100 City Avenue, Philadelphia, PA 19131. EOE.

Anchor/Reporter. Group-owned CBS affiliate in top 40 market seeks 2 (two) morning and noon anchors. If you've got what it takes to shine at sunrise, have a superb command of the language and can sell a story to West Michigan viewers, we want to hear from you. Strong reporting and live skills also required; no "readers" need apply. We're interested in dynamic team players who understand what it means to be hyper-competitive and also play a leadership role in this vital position. If you've got what it takes, accept nothing but the best, and want to be part of WWMT and the growing Granite Broadcasting family, rush resume, non-returnable tape and cover letter to: Margie Candela, Human Resources, WWMT-TV, 590 W. Maple St., Kalamazoo, MI 49008. No phone calls, please. Equal Opportunity Employer.

KJCT-TV, the ABC affiliate in Grand Junction, CO has openings for: **Anchor/Reporter.** Write effective broadcast copy and deliver it comfortably on air, edit video, factually rewrite copy, conduct interviews while meeting deadlines. A degree in broadcast journalism or related field is required. Minimum of one year commercial television experience is preferred. **Weather Anchor.** Ability to use state-of-the-art weather forecasting equipment (Weather Central), including building weather maps using computer generated graphics to produce and anchor 5:30p and 10p weathercasts. Also responsible for a weekly environmental segment which includes conducting interviews, writing and editing, and hosting several high profile local programs and events. Four year meteorology or broadcast degree required. One year broadcast experience preferred. **Producer.** Produce all facets of a commercial quality newscast. Skilled at writing scripts, editing video and producing balanced news programs for 6:30a, Noon, 5:30p and 10p broadcasts, and communicate effectively in a supervisory capacity. Minimum of one year commercial television experience and degree in journalism or related field. A valid driver's license is required for all positions. Submit resume and non-returnable tape to: EEO Officer, KJCT-TV, 8 Foresight Circle, Grand Junction, CO 81505. No calls please. EOE.

Chief Meteorologist is needed by KMID, an ABC affiliate in the Southwest. All candidates must love weather, be a team leader and want to be Number One. You need to have at least 2 years of on-air weather experience, a hands-on attitude and experience with a computer weather system; possess a degree in Meteorology and at least one seal. You will need to produce professional viewer-oriented weathercasts and lead our market with the best storm coverage. Send a tape and resume to Tony Venti, ND, Box 60230, Midland, TX 79711. Women and minorities are urged to apply. EOE.

HELP WANTED MARKETING

Producer. You've seen the other ads saying "not a job for beginners." Well, this one really isn't. We need a "hired gun." We must have a producer who can come in and take charge of our most watched newscast. This is a job for an experienced producer who's looking to move from here directly to a top ten market, or an EP in markets 50 - 100. Be prepared to work long hours, face a lot of demands, deal with temperamental anchors and make a career for yourself. Respond with tape, resume and news philosophy to Box 01205 EOE.

HELP WANTED PROMOTION

We're **Clemensen Sheehan Rovitto & Company**, a Broadcast Research and Consulting Firm, and we work with some of the biggest and best companies in broadcasting. We're looking for Creative Services Directors, Promotion Managers and Promotion Producers. If you thrive on deadlines, write copy that sizzles and gets the point across, and you think you have what it takes to work in the one of the top markets send your resume and VHS tape to: Mike Stanford, CSR&Co, 12602 Chateau Forest, San Antonio, Texas 78230. No phone calls, please.

Promotion Manager. Come to the beach! ABC affiliate in beautiful east coast growing market seeks top notch Promotion Manager to grow with us. Co-op, news promotion, topicals and image promotion experience necessary. Non-linear editing skills helpful. Send resume, tape and salary requirements to: Operations Manager, WWAY-TV, PO Box 2068, Wilmington, NC 28402. Fax: 910-762-8367. No calls! EOE M/F/V/D.

HELP WANTED ADMINISTRATION

TV ASIA. 24-hour cable/satellite station requires a smart experienced secretary/receptionist for the office. Must have experience in all aspects of office work, computer skills, and good public relations. Knowledge of Hindi an advantage. Resume to Cyrus Bharucha, 76 National Road, Edison, N.J. 08817. No phone calls.

HELP WANTED RESEARCH

Research Director. WHNS-TV FOX21 is currently accepting applications for Research Director. Candidate will be literate in both computer hardware and software use of desktop publishing and spreadsheets. (ie: Lotus, Excel, Harvard Graphics and Powerpoint). TV Scan and Scarborough experience a must with 2-3 years prior television research experience required. Send resume to: WHNS-TV, Attn: Personnel-RD, 21 Interstate Court, Greenville, SC 29615. EOE. M/F/H or fax to 864-297-0728.

HELP WANTED PRODUCTION

WRITER/PRODUCER WANTED

American Movie Classics and Romance Classics are looking for an extremely creative **Writer/Producer** in the **On-Air Promotions Department.**

Must have excellent copywriting skills, strong love of classic and contemporary movies, and exceptional graphic design ability. Directing and longform experience extremely helpful.

Send resume, two promo script samples, non-returnable demo tape and salary requirements to:

AMC
PO Box 99-JO
Woodbury, NY 11797



No phone calls please
Equal opportunity employer

Vice President/Television Production (search reopened). Pioneering public broadcasting company seeks innovative individual to lead its television production efforts. Creative vision, entrepreneurial savvy, combined with bedrock "public service" values a must. High visibility position requiring outstanding communication skills and strong producing background, preferably in the area of news and public affairs. Letter, resume and salary requirements, in confidence, to VP Search, WITF, Inc., via Fax 717-236-2781, or mail to Box 2954, Harrisburg, PA 17105. Deadline: August 22. AA/EOE.

TV Producer/Director- We're after a communicator who can shoot and edit video projects, conduct on location interviews, write voice, and produce TV news and training tapes. Requires relevant bachelors degree, 3 years experience, and nonlinear editing familiarity. August 20 deadline. Send resume, videotape, transcripts, and three references to: Dr. James Leising, Professor and Head, Attn. TV Producer/Director Search, Agricultural Education, Communications, & 4-H Youth Development, Oklahoma State University, Stillwater, OK 74078-6031, 405-744-3727. AA/EEO Employer Committed to Multicultural Diversity.

Sr. Editor and top notch Animator needed to work with state-of-the-art equipment at one of South Texas #1 rated stations. Salary commensurate with experience. Only the best need apply. Reply to Box 01203 EOE.

Post Production Tape Editor (Commercial Director). Enchanting opportunity - sunshine and blue skies in Albuquerque, NM! Qualified Editor sought for broadcast production/post production facility. Strong working knowledge of EFP with emphasis on related post editing equipment: GVG Editor, ADO, Chyron Infinit/Maxine and Audio Production. Additional experience in special events and project coordination helpful. Professional attitude and good human relation skills are required. Position requires a flexible schedule. Resume, cover letter w/salary requirements and *non-returnable* tape to Brian Bouloy, KOAT-TV, 3801 Carlisle Blvd., NE, Albuquerque, NM 87107. Drug free workplace. KOAT-TV is an Equal Opportunity Employer.

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

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.

SNG Specialist. The WGAL 8 Technical Department has a full-time opening for a Satellite News Gathering Truck Operator. This position requires experience in satellite uplinking, microwave transmission and electronic maintenance skills. The individual will be "on the road" much of the time and must be able to maintain a complex satellite uplink truck. This individual will at times be required to serve as photographer and editor of news packages. The ability to work alone and with others in a high pressure environment is essential. A valid PA driver's license is required. SBE Certification and/or FCC General Class License preferred. Send resume to Bob Good, Asst. General Mgr./Dir. of Operations, WGAL-TV, PO Box 7127, Lancaster, PA 17604-7127. WGAL 8 is an Equal Opportunity Employer. M/F/H.

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.

Senior Creative Producer and Writer. High energy and innovative producer wanted for Gannett owned NBC affiliate in Buffalo New York. This individual will drive the on-air and other media promotion efforts. Unique, creative writings skills a must. *No phone calls please.* EOE. Send resume and tape to Mr. Darryll Green, Vice President, Broadcast, WGRZ-TV, 259 Delaware Avenue, Buffalo, New York 14202.

Director. Top 30 southeastern television station is seeking a reliable, hard working person to be a part of our News/Production team. Candidate must have a minimum of two years directing/technical directing "live" fast paced newscasts using GVG 300 switchers with Kaleidoscope. Forward a non-returnable Beta or VHS tape to Box 01206 EOE.

HELP WANTED FINANCIAL & ACCOUNTING

FOX BROADCASTING COMPANY

Fox Broadcasting Company currently has three exciting opportunities available in its Finance Department:

DIRECTOR, FINANCE

Responsible for all aspects of Financial Reporting for the Fox Television Network including preparation of budgets and forecasts, cash flow forecasting, monthly financial statements, quarterly footnote packages, tax packages, financial analysis, variance analysis and various special projects. Requires an experienced accounting professional with a proven track record in managing financial reporting and accounting, good leadership skills, the ability to manage various projects simultaneously and be deadline oriented, excellent communication and organizational skills, CPA with 5-10 years' experience (at least 3 years' with "Big 6" public accounting), proficiency in Lotus or Excel and knowledge of financial accounting software systems.

MANAGERS/SUPERVISORS

Two positions available with responsibility for the budgeting, accounting and financial analysis of Marketing Costs and Programming Costs for the Fox Television Network. This will include weekly flashes, monthly financial statements, quarterly forecasting, annual budgeting, interacting with internal operating departments in managing spending and budget tracking and various special projects. Requires CPA with 3-5 years' experience, proficiency in Lotus or Excel and excellent communication and organizational skills.

Fox offers competitive salaries and benefits. Please send resume to: **Fox Broadcasting Company, Personnel Dept. MA-24960, P.O. Box 900, Beverly Hills, CA 90213.** Equal Opportunity Employer.



Business Services Manager. KMTV3 - Omaha, Nebraska, a Lee Enterprises broadcast station, has an immediate opening for a customer-focused individual to lead its Business Office. Responsibilities include planning, organizing, directing and analyzing the financial affairs of this market-driven station. Minimum qualifications include 4-6 years of accounting and finance experience at managerial levels, Bachelor's degree in finance or related field - CPA or equivalent and media experience a plus. Ideal candidate will be computer proficient - especially with EXCEL software, able to lead within an exciting team environment and possess strong analytical and reasoning abilities. The position reports to the Vice President/General Manager. Send or fax resume to Janet Tidwell, KMTV, 10714 Mockingbird Drive, Omaha, NE 68127 or fax to 402-592-4406. For more information concerning other job opportunities within Lee Enterprises, contact the Lee Job Line at 1-888-LEE-JOBS (533-5627).

SITUATIONS WANTED TECHNICAL

Maintenance Engineer. 15 years experience with Studio, Transmitter, Design, Installations Management, TD. Looking for new opportunities. Reply to Box 01197.

SITUATIONS WANTED NEWS

Journalist, 39, eager to advance career. Will relocate anywhere in lower 48. Experience incl. all three shifts with regional wire service: Los Angeles Times intern, Scripps Howard reporter. Trained on Grass Valley Group switchers, studio cameras. Reply to Box 01201.

African American Female Reporter, national reputation, strong writing, producing skills, seeks position with network or independent production company as Correspondent, Producer, Field Producer, Script Writer. Call (301)464-4560.

PROGRAMMING SERVICES



National Weather Network

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

TV RESUME TAPE

Career Videos prepares your personalized demo. Unique format, excellent rates, coaching, job search assistance, free stock. Great track record. 847-272-2917.

TV CREATIVE SERVICES

Graphic Designer: Job #7724. WSYX-TV has an opening in the Marketing Department for a qualified Graphic Designer. Experience should include paint-box and post production. Knowledge of news operations and special projects a plus. Equipment includes DP 4:2:2 and Inifit! If you would like to join an award winning team, please send your resume tape. Qualified applicants should send resume and cover letter to WSYX-TV, PO Box 718, Columbus, Ohio 43216. Attn: Human Resources. Please state referral source and job number on resume. No phone calls please. Women and minorities are encouraged to apply. Pre-employment drug testing. EOE M/F/D.

Graphic Designer. WTTV-4 has an immediate opening for a Graphic Designer. Candidate should have degree in design, must be creative, able to handle multiple projects and meet deadlines. Macintosh experience with Photoshop, Quark, Freehand and knowledge of print process from black and white to four color is required. On-air and Internet experience preferred. Mandatory pre-employment drug testing. WTTV and Sinclair Communications are an Equal Opportunity Employer. Women and minorities are encouraged to apply. *Rush* resume and print design samples or tape to: WTTV-4. Human Resources, 3490 Bluff Road, Indianapolis, IN 46217.

CBS, KYW-TV3 has an opening for a *Creative Services Director* who will be responsible for station positioning, advertising and marketing. Will have direct responsibility for developing a media plan for promotional and creative strategies. Will supervise writer/producers, post production and the Art Department. Develop and manage budget and work with network and program syndicators for co-op opportunities. Successful candidate must have 3-4 years major market experience with a proven track record in managing projects and people. Undergraduate degree in related area required. Send resume and tape to: Human Resources Department, KYW-TV3, 101 S. Independence Mall East, Philadelphia, Pennsylvania 19106. EOE M/F ADA.

TV SCRIPTS FOR ACQUISITION

<p>Unlimited Access Co</p> <p>• SALES • SYNDICATION • DISTRIBUTION</p> <p>TELEVISION AND FILM</p> <p>www.pacg.com/creative</p> <p>800.564.4622</p>	<p>MOVIE SCRIPTS AVAILABLE:</p> <p>PSYCHOLOGICAL Thriller with sequel, Romantic Drama, Adventure Comedy PLUS a variety of TV Programming</p>
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TV FUNDRAISING

KVIE CH6 seeks qualified candidates for two Major Funding Director positions to acquire sponsorship funding for TV specials and series. Positions will report to the Executive Director for Program Development and Marketing. Must have demonstrated experience acquiring major sponsorship funding, possess excellent verbal and written communication skills, have ability to conduct prospect and project research and do interpretive analysis, develop and write funding proposals, proficient with MSWord and Internet computer functions. One position will have emphasis in Corporate and Foundation Grant Fundraising, the other will have emphasis in Advertising and Marketing Fundraising. Must have minimum of 4 years demonstrated experience in raising major funds. Marketing or Communications degree preferred. Send cover letter/resume to KVIE, Human Resources, PO Box 6, Sacramento, CA 95812. No phone calls. EOE.

CABLE

HELP WANTED SALES

GEMS The

only 24 hour

Spanish

language

Cable

Network

designed for

the Hispanic

Woman is

looking for

talented

professionals

to join our

corporate

marketing

team.

ADVERTISING SALES MARKETING MANAGER:

GEMS International Television in the Advertising Sales Marketing Field.

RESPONSIBILITIES:

This position is responsible for the development of sales and advertising materials, marketing programs, promotions and media plans for Advertising clients in Latin America and US Hispanic markets. This person will be responsible for initiating and supervising marketing research projects in Latin America and the Hispanic markets. He/she will work closely with creative services directing and supervising their work and interface regularly with the communications department.

REQUIREMENTS:

The candidate should have working knowledge of Latin America and the US Hispanic market, be fluent in Spanish and have at least five years experience in marketing and advertising with an advertising agency or major corporation. BA degree in marketing or related field is a must. MBA preferred. Some traveling will be required.

AFFILIATE MARKETING MANAGER:

GEMS International Television, a South Florida cable channel is searching for a highly motivated individual in the Affiliate Marketing Field.

RESPONSIBILITIES:

This position is responsible for the development of sales and advertising materials, marketing programs, promotions and media plans for affiliates in Latin America and US Hispanic markets. The candidate will be responsible for the training of the affiliate account manager in the implementation of these programs and to assist them in the field if necessary. This person will be responsible for initiating and supervising marketing research projects in Latin America and the US Hispanic markets. He/she will work on all materials to support trade shows and other affiliate events and will manage the assigned budget. The candidate will work closely with creative services directing and supervising their work and interface regularly with the communications department.

REQUIREMENTS:

The candidate should have working knowledge of Latin America and the US Hispanic market, be fluent in Spanish and have at least five years experience in marketing and advertising agency or major corporation. BA degree in marketing or related field is a must. MBA preferred. Some traveling will be required.

Please submit resume



GEMS Television,
c/o Maria Elena Dieguez
10360 USA Today Way
Miramar, FL 33025
Fax: 954-430-8400
E-Mail: mediequez@gemstv.com

HELP WANTED PROMOTION

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

PROMOTIONS PRODUCER (Bi-lingual)

Utilize your creativity and thorough knowledge of the industry to produce stellar sales and marketing presentations plus effective on-air promotions. We're looking for a hands-on, high energy individual with an extensive background in international sports, plus 3-5 years' experience in conceptualizing, writing and producing winning on-air promotions and image campaigns for international sports in a major market. Written/spoken fluency in Spanish is essential.

Qualified candidates should send resume and a non-returnable tape of your work to: ESPN, Ad #144, ESPN Plaza, Bristol, CT 06010. *Equal Opportunity Employer*



HELP WANTED NEWS



THE GOLF CHANNEL®

We're looking for experienced Director's, AD's, and AP's to work on news shows, talk shows, and specials. Passion and knowledge for golf is a must. Send resumes/ tapes to:

Paul Farnsworth
The Golf Channel
7560 Commerce Center Drive
Orlando, FL 32819
No calls please

HELP WANTED TECHNICAL

Time Warner Cable Technical Operations Manager. Time Warner Cable is one of the largest cable operators and is the leader in the telecommunications revolution. Our Bakersfield Division is currently looking for a Technical Operations Manager who will be responsible for supervising and managing all functions within the technical department. Candidates should possess a BA/BS in engineering, business management or equivalent; three to five years increasingly responsible experience in cable TV technical operations; along with supervisory or lead experience. Management experience may substitute for college. Must have a valid California drivers license or be able to obtain one. Must be able to pass a drug screening test. If interested please submit send resume to: Time Warner Cable, Human Resources (TechMgr), 3600 N. Sillect Ave., Bakersfield, CA 93308. EEO M/F/V/D

**HELP WANTED
FINANCIAL & ACCOUNTING**

Budget/Financial Reporting Specialist. The Home and Garden Television Network, a fast growing cable network owned by the E.W. Scripps company and based in Knoxville, Tennessee, is seeking a budget and financial reporting specialist. Position requires a B.S. in Accounting and 3-5 years experience in financial reporting, budgeting, and analysis. Candidate must be proficient in MS Excel and have a knowledge of PeopleSoft financial software. Knowledge of nVision report writing a plus. Salary is negotiable based on experience. Please send resume to: HGTV, Attn: Human Resources, P.O. Box 50970, Knoxville, Tennessee 37950. HGTV is an Equal Opportunity Employer.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Closed Captioning For Less!



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Slippery slope

EDITOR: The process that has yielded the recent TV ratings agreement is unprecedented and fraught with risk. There is nothing voluntary about this deal. It was won at the point of a legislative gun, and even if policymakers are true to their pledge of no further content controls for three years—no sure thing in itself—it is virtually certain that the special interest and single-issue groups which have been lobbying this issue will be neither satisfied nor quiescent for long.

This, because the special interests' actual agenda and the agreement just announced do not compute. We share the concern expressed by NBC that the critics' ultimate aim is to dictate program content. The real goal of the critics isn't to provide more information about programming they dislike, but to kill such programming. As Senator Lieberman (D-Conn.) has been quoted as saying, the debate is not about "rating the garbage...[but how to] get rid of the garbage."

So this deal is almost certainly just the next step in that process. By October of next year the new ratings will have been in place for one year, and the V-chip will have been implanted in all new TV sets manufactured since February.

Assuming that the (inevitable) advertiser boycotts of rated programs do not cause their removal or a decrease in their ratings, and assuming further that few people bother even to pro-

gram their V-chips, it seems likely that the critics will follow the blueprint of their earlier successes and demand, in the interest of children, that the networks voluntarily agree to absolute reductions in the number of rated programs.

Clearly, Congress will have as much leverage over broadcasting then as it has now. And government and the critics alike have learned how to coerce "voluntarism" in such a way as to avoid the risks of actionable laws or regulations.

All of the above notwithstanding, none of the worst consequences of this sad and dangerous affair need come to pass. Supporters of the deal might argue that if Congress and the FCC stop right here and go no further, the First Amendment, although damaged, is still viable with respect to broadcasting.

Nevertheless, we are not sanguine that the process will stop here. If it reaches the point of government dictating program content, moreover, the ultimate losers will be the millions of viewers who enjoy the programs in question but do not have "special interest" representation or activist lawyers pleading their cases.

Meanwhile, Congress must remember that it is dealing with a constitutional issue. Congress does not have to trample the First Amendment in order for parents to protect the well-being of their children.—Patrick D. Maines, *president, The Media Institute, Washington*

BY THE NUMBERS

BROADCAST STATIONS

Service	Total
Commercial AM	4,811
Commercial FM	5,477
Educational FM	1,889
Total Radio	12,177
VHF LPTV	555
UHF LPTV	1,446
Total LPTV	2,001
FM translators & boosters	2,800
VHF translators	2,270
UHF translators	2,721
Total Translators	7,791

Service	Total
Commercial VHF TV	558
Commercial UHF TV	637
Educational VHF TV	124
Educational UHF TV	241
Total TV	1,560

CABLE

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

*Based on TV household universe of 97 million
Sources: FCC, Nielsen, Paul Kagan Associates

GRAPHIC BY BROADCASTING & CABLE

"For the Record" 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

Reed City, Mich. (BPH-950508MC)—Chichering Associates Inc. for FM at 97.3 mhz, 6 kw, ant. 100 m. *Aug. 6*

Grove City, Pa. (BAPED-961011GE)—Grove City College for noncommercial FM at 88.9 mhz; CP from Grove City College to American Family Association Inc. *July 28*

Filed

Port Henry, N.Y. (BALH-970723GR)—Pro-Radio Inc. for WMM-FM: involuntary AOL from Pro-Radio Inc. to Pro-Radio Inc. as debtor in possession. *July 31*

Ferris, Tex. (BAL-970725EB)—540 AM Broadcasting Inc. for KDBT(AM): involuntary assignment of license to Richard Witkovski, receiver. *Aug. 6*

Middlebury, Vt. (BAL-970723GQ)—Pro-Radio Inc. for WFAD(AM): involuntary AOL from Pro-Radio Inc. to Pro-Radio Inc. as debtor in possession. *July 31*

NEW STATIONS

Returned

Chickasaw, Ala. (970630II)—United Broadcasting Co. Inc. for WDLT(FM): new auxiliary station. *Aug. 6*

Palmer, Alaska (BPH-970724MP)—Jupiter Radio Broadcasting Inc. (Michael M. Tuchman, president/51% owner, 72 Dunbar Rd., Palm Beach Gardens, Fla. 33418) for FM at 95.5 mhz, 13.5 kw, ant. 633 m., top of Lazy Mountain 7.2 km ENE of downtown Palmer. *July 31*

Pastillo, P.R. (BPED-970325MA)—Beautiful Public Radio for noncommercial FM at 90.1 mhz. *July 29*

Longview, Tex. (BPH-970723MF)—Michael R. Walton Jr. for FM at 97.3 mhz. *July 31*

Longview, Tex. (BPH-970724MM)—Caroline K. Powley for FM at 97.3 mhz. *July 31*

Filed

Palmer, Alaska (970724MP)—Jupiter Radio Broadcasting Inc. for FM at 95.5 mhz. *Aug. 4*

Oro Valley, Ariz. (BPH-970724M2)—George S. Flinn Jr. (188 S. Bellevue, Memphis, Tenn. 38104) for FM at 101.9 mhz, 6 kw, ant. -152 m., on N. Oracle Rd. N of Grennock, Ariz. *Aug. 5*

Oro Valley, Ariz. (BPH-970724M6)—Laurie Ann Haines (6035 E. San Cristobal, Tucson, Ariz. 85715) for FM at 101.9 mhz, 6 kw, ant. 34 m., Pima County Wastewater Plant, Walker Rd. and Casa Grande Hwy, Maranda, Ariz. *Aug. 5*

Oro Valley, Ariz. (970724MT)—Roy E. Henderson DBA for FM at 101.9 mhz. *Aug. 4*

Oro Valley, Ariz. (BPH-970724MF)—Hudson Communications Inc. (Aldona R. and Stanley H. Sprei, co-owners, 2946 W. 67th St., Chicago, Ill. 60629) for FM at 101.9 mhz, N of 9000 Camino de Oeste. *Aug. 5*

Oro Valley, Ariz. (970724MS)—Intermart Broadcasting for FM at 101.9 mhz. *Aug. 4*

Oro Valley, Ariz. (970724M7)—George W. Kimble for FM at 101.9 mhz. *Aug. 5*

Oro Valley, Ariz. (970724M8)—Farmworker Ed Radio Network Inc. for FM at 101.9 mhz. *Aug. 5*

Pangburn, Ark. (970723MG)—Greers Perry Broadcasting for FM at 99.1 mhz. *Aug. 1*

Pangburn, Ark. (BPH-970723MN)—Red River Radio (John Paul Capps and Sid King, general partners, P.O. Box 1488, Searcy, Ark. 72145-1488) for FM at 99.1 mhz, 6 kw, ant. 100 m., .47 km NW of intersection of CRs 77 and 188, Cleburne Co., Ark. Capps owns KAPZ(AM) and 50% of KKSJ(FM) Bald Knob, Ark.; King owns KGFL(AM)-KHPO(FM) Clinton and 51% of KAWW-AM-FM Heber Springs, Ark. *July 23*

Stamps, Ark. (970716MD)—In Phase Broadcasting Inc. for FM at 104.3 mhz. *July 31*

Arroyo Grande and Barstow, Calif. (970728AJ, G)—Jerry J. Collins (1159 Fair Oaks Ave., Arroyo Grande, Calif. 93420) for AMs at 890 khz, 10 kw day, 1 kw night, on Huasna Rd., and at 880 khz, .25 kw., .25 mi. S of Hwy 58. *July 28*

Coachella, Calif. (970725MF)—Positive Programming Foundation for noncommercial FM at 90.3 mhz. *Aug. 1*

Coachella, Calif. (970725MH)—Shepherd Communications Inc. for noncommercial FM at 90.3 mhz. *Aug. 1*

Indio, Calif. (970728AF)—American Educational Broadcasting Inc. (Carl J. Auel, president/33.3% owner, 1601 Belvedere Rd., No. 204E, West Palm Beach, Fla. 33406) for noncommercial AM at 880 khz, .25 kw., on Dillon Rd. *July 28*

Sheridan, Calif. (970728AI)—Valley Broadcasters (Carl J. Auel, general partner/co-owner, 1601 Belvedere Rd., No. 204 E, West Palm Beach, Fla. 33406) for AM at 890 khz, 5 kw day, .25 kw night, on Karchner Rd. *July 28*

Rocky Ford, Colo. (970724MJ)—The Meadowlark Group Inc. for FM at 95.5 mhz. *Aug. 5*

Salida, Colo. (970722MD)—Cyrus Esphahanian for FM at 93.7 mhz. *July 31*

Salida, Colo. (970724MY0)—Rocky Mountain Media Ltd. for FM at 93.7 mhz. *Aug. 4*

Strasburg, Colo. (BPH-970728MA)—J.P.I.

Radio Inc. (Jearl Pittman, president/40% owner, 12104 Old Highway 169, Hibbing, Minn. 55746) for FM at 97.7 mhz, 20 kw, ant. 113.8 m., 3/8 mi. N of entrance to Todd Ranch. J.P.I. Radio owns KADU(FM) Hibbing, Minn. *July 29*

Hamden, Conn. (970721EF)—Clear Channel Radio Licenses Inc. for WKCI-FM: new auxiliary station. *July 31*

Pocatello, Idaho (BPH-970724ML)—EB Needles LLC (Charles B. Moss, 51% owner, 225 N. Mill St., Aspen, Colo. 81611) for FM at 92.1 mhz, .52 kw, ant. 330 m., W of Pocatello, 1 km E of the Power Co./Bannock Co. line, 1 km N of Howard Mtn. EB Needles owns KSAN-FM Aspen. *July 24*

Pocatello, Idaho (970722MF)—James W. Fox for new FM at 92.1 mhz. *July 31*

Pocatello, Idaho (BPH-970724MB)—Idaho Wireless Corp. (Paul E. Anderson, president/owner, PO Box 97, Pocatello, Idaho 83204) for FM at 92.1 mhz, .57 kw, ant. 321 m., Lot 13, Howard Mountain. Communications Site, 5.5 km SW of Pocatello. *Aug. 5*

Pocatello, Idaho (BPH-970724**)—InterMart Broadcasting Pocatello Inc. (James E. Martin Jr., president/co-owner, 4810 Deltona Dr., Punta Gorda, Fla. 33950) for FM at 92.1 mhz, 6 kw, ant. 37 m., .3 km E of intersection of I-86 and I-15. *Aug. 5**=unreadable*

Pocatello, Idaho (970724MI)—Riverside Broadcasting Co. for FM at 92.1 mhz. *Aug. 5*

Pocatello, Idaho (970724MQ)—R & S Media for FM at 92.1 mhz. *Aug. 4*

Pocatello, Idaho (BPH-970724)—Western Communications Inc. (Patricia A. Frandsen, vice president/80% owner, 2001 Pennsylvania Ave., NW, Suite 400, Washington, D.C. 20006) for FM at 92.1, .66 kw, ant. 292.6 m., Howard Mtn., 6 km W of Pocatello ID Post Office. Western owns KECN(AM)-KLCE(FM) and KCVI(AM) Blackfoot, KICN(AM) Idaho Falls and KKEX(FM) Preston, Idaho, and KLGN(AM)-KBLO-FM and KVNU(AM)-KVFM(FM) Logan and KVVS FM) St. George, Utah. *July 24*

Cairo, Ill. (970724MB)—American Family Association for noncommercial FM at 88.5 khz. *July 31*

Duquoin, Ill. (970725MA)—Positive Programming Foundation for noncommercial FM at 90.1 mhz. *Aug. 1*

Bloomfield, Ind. (BPH-970723MM)—Mid-America Radio Group Inc. (David C. Keister, president/owner, 60 N Wayne St., Martinsville, Ind. 46151) for FM at 101.1 mhz, 6 kw, ant. 100 m., .5 km NW of CR 375/CR 660 intersection, Greene Co. Mid-America owns WKBY(AM)-WFMG(FM) Richmond, WBAT(AM) Marion, WHZR(FM) Royal Center, WIOW(AM)-WZVZ(FM) Kokomo, WARU-AM-FM Peru, WVN(FM) Nashville and WCJC(FM) Van Buren, all Ind. *July 23*

Bloomfield, Ind. (970723MK)—Robert M. McDaniel for FM at 101.1 mhz. *Aug. 1*

Bloomfield, Ind. (970724MC)—Music Min-

istries Inc. for FM at 101.1 mhz. *July 31*

Bloomfield, Ind. (BPH-970723ML)—Sarkes Tarzian Inc. (Thomas Tarzian, president/ 56.83% owner, PO Box 62, Bloomington, Ind. 47402) for FM at 101.1 mhz, 6 kw, ant. 100 m., 5km off CR 375 N. *July 23*

Bloomfield, Ind. (BPH-970724MN)—Wm. Gerald Willis DBA Willtronics Broadcasting Co. (Wm. Gerald Willis, owner, 8099 W. 3rd Street, West Baden, Ind. 47469) for FM at 101.1 mhz, 2.5 kw, ant. 109.2 m., 1.8 mi. W of Ridgeport, 5.5 mi. NE of Bloomfield off Hwy 54. Willis owns WFLQ(FM) French Lick, Ind. *July 24*

Frankfort, Ind. (970725ME)—Positive Programming Foundation for noncommercial FM at 90.7 mhz. *Aug. 1*

Valparaiso, Ind. (970721MD)—The Lutheran UN Assoc. Inc. DBA for noncommercial FM at 91.1 mhz. *Aug. 1*

Waverly, Iowa (970725MB)—Positive Programming Foundation for noncommercial FM at 88.9 mhz. *Aug. 1*

Glen Arbor, Mich. (970724M4)—George S. Flinn Jr. for FM at 93.3 mhz. *Aug. 5*

Glen Arbor, Mich. (970724MG)—Roy E. Henderson DBA for FM at 93.3 mhz. *Aug. 5*

Muskegon, Mich. (970725MG)—Positive Programming Foundation for noncommercial FM at 91.7 mhz. *Aug. 1*

Pinconning, Mich. (970724MH)—Roy E. Henderson DBA for FM at 104.1 mhz. *Aug. 5*

Pinconning, Mich. (BPH-970723MO)—Russell J. LaFave (125 N Mable, Pinconning, Mich. 48650) for FM at 104.1 mhz, 4.1 kw, ant. 112 m., 3099 Whitefeather Rd., Pinconning. *July 23*

Garden City, Mo. (970717MJ)—Frank Copsidas Jr. for FM at 105.3 mhz. *July 31*

Great Falls, Mont. (970724MX)—George S. Flinn Jr. for FM at 100.3 mhz. *Aug. 4*

Great Falls, Mont. (970722IB)—Dallas Tarkenton for FM at 100.3 mhz. *July 31*

Great Falls, Mont. (BPH-970724MR)—EB Needles LLC (Charles B. Moss, 51% owner, 225 N. Mill St., Aspen, Colo. 81611) for FM at 100.3 mhz, 98 kw, ant. 611 m., On top of Tiger Butte, N of Lewis and Clark National Forest. EB Needles owns KSPN-FM Aspen. *July 24*

Great Falls, Mont. (BPH-970724MO)—Fisher Broadcasting Inc. (Patrick M. Scott, president, 100 4th Avenue N., Seattle, Wash. 98109) for FM at 100.3 mhz, 94 kw, ant. 621 m., Tiger Butte, 14 km W of US-89 and SR 427, SSE of Great Falls. Fisher owns 10 AMs, 13 FM's and two TV's in three states. *July 24*

Great Falls, Mont. (970724MO)—Sunbrook Communications Inc. for FM at 100.3 mhz. *Aug. 4*

Great Falls, Mont. (970723MI)—Michael R. Walton Jr. for FM at 100.3 mhz. *Aug. 1*

Blair, Neb. (BPH-970724MK)—George S. Flinn Jr. (188 S Bellevue, Suite 222, Memphis, Tenn. 38104) for FM at 97.3 mhz, 25 kw, ant. 20 m., W of Hwy. 73, 9.7 km N of Blair. *July 24*

Blair, Neb. (970723ME)—Robert J. Maines Jr. for FM at 97.3 mhz. *Aug. 1*

Blair, Neb. (970723MH)—Michael R. Walton Jr. for FM at 97.3 mhz. *Aug. 1*

Bayboro, N.C. (970724MV)—By the Bay Broadcasting for FM at 97.9 mhz. *Aug. 4*

Bayboro, N.C. (970721MC)—Corner Media Crop. for FM at 97.9 mhz. *July 31*

Ashtabula, Ohio (970724MW)—Big Bula Broadcasting for FM at 98.3 mhz. *Aug. 4*

Ashtabula, Ohio (BPH-970722M*)—Jean M. Bulmer (3034 Lake Rd. West, Ashtabula, Ohio 44044) for FM at 98.3 mhz, 3 kw, ant. 96 m., Plymouth Ridge Road .3 km E of intersection with Wright St., Sheffield Township, Ohio. *July 22* =unreadable

Ashtabula, Ohio (970724ME)—Media One Group-Erie Ltd. for FM at 98.3 mhz. *Aug. 5*

Ashtabula, Ohio (970723MA)—The Moody Bible Institute of Chicago for FM at 98.3 mhz. *July 31*

Pine Grove, Ore. (970725MD)—Positive Programming Foundation for noncommercial FM at 89.5 mhz. *Aug. 1*

Abilene, Tex. (970724MD)—Hardin Simmons University for FM at 90.5 mhz. *July 31*

Longview, Tex. (970724MM)—Caroline K. Powley for FM at 97.3 mhz. *Aug. 4*

Longview, Tex. (970723MF)—Michael R. Walton Jr. for FM at 97.3 mhz. *Aug. 1*

West Odessa, Tex. (970725MC)—Positive Programming Foundation for noncommercial FM at 88.7 mhz. *Aug. 1*

Cle Elum, Wash. (970716MC)—Michael F. & Bridget T. Andlaer for FM at 93.7 mhz. *July 31*

Cle Elum, Wash. (970711ME)—Brian J. Lord for FM at 93.7 mhz. *Aug. 1*

Cle Elum, Wash. (970716MG)—Morris Piha Inc. for FM at 93.7 mhz. *Aug. 6*

Birnamwood, Wis. (BPH-970723MP)—Raymond Cal (6161 N. Santa Monica Blvd., Whitefish Bay, Wis. 53217) for FM at 92.9 mhz, 6 kw, ant. 100 m., .5 km NE of intersection of hwy. Y and Z in Marathon Co., Wis. *July 23*

Birnamwood, Wis. (BPH-970724M5)—Roy E. Henderson DBA Birnamwood Broadcasting (PO Box 590209, Houston, Tex. 77259-0209) for FM at 92.9 mhz, 6 kw, ant. 100 m., 7 mi NW of Birnamwood. *July 24*

Birnamwood, Wis. (970723MJ)—Results Broadcasting of Shawano Inc. for FM at 92.9 mhz. *Aug. 1*

FACILITIES CHANGES

Filed/Accepted for filing

Santa Rosa, Calif. (970718ID)—Redwood Empire Stereocasters for KZST-FM: change ant. *July 31*

Jensen Beach, Fla. (BPH-970716IE)—Palm Beach Radio Broadcasting Inc. for WMBX(FM): change channel from C2 to C1. *Aug. 6*

Vero Beach, Fla. (BPH-970716IC)—Commodore Media of Florida Inc. for WAVV(FM): change ant., TL, ERP. *Aug. 6*

Waycross, Ga. (970721IB)—Root Communi-

cations Ltd. for W8GA-FM: change ERP, TL, ant. *July 31*

Twin Falls, Idaho (970702MF)—Calvary Chapel of Costa Mesa Inc. for KEFX-FM: change TL. *Aug. 5*

Dwight, Ill. (BMPH-970718IC)—Livingston County Broadcasters Inc. for WLDC(FM): change ant., ERP. *Aug. 6*

Fairhaven, Mass. (970721IA)—Spring Broadcasting of MS LLC for WFHN-FM: change ERP, TL, ant. *July 31*

Worcester, Mass. (970715ID)—ARS Acquisition II Inc. for WAAF-FM: change ERP, TL, ant. *July 31*

Jackson, Miss. (BPH-970722IA)—SFX Broadcasting Inc. for WJDX(FM) and WKTF(FM): change ant., TL. *Aug. 6*

Spindale, N.C. (BPED-970718IB)—Isothermal Community College for WNCW-FM: change TL, ant. *July 31*

Grand Forks, N.D. (970722IC)—Excel Broadcasting Corp. for KKXL-FM: change ant., TL, ERP. *Aug. 6*

Grand Forks, N.D. (970721IC)—KJ Radio Inc. for KJKJ-FM: change TL, ant. *July 31*

Milton-Freewater, Ore. (9707)—Alexandra Communications for KLVY(FM): change ant. *Aug. 6*

Devine, Tex. (970715IC)—KTXS-FM Inc. for KTXS-FM: change to channel 223C2. *July 31*

Waco, Tex. (BPH-970716IB)—GulfStar Communications Inc. for KCKR(FM): change ant., TL, ERP, frequency, class. *Aug. 6*

Wichita Falls, Tex. (970724AG)—Moran Broadcasting Co. for KWFT(FM): change community of license, TL, power, ant. *Aug. 5*

Longview, Wash. (970725ML)—Family Stations Inc. for KJVV-FM: change TL, power, ERP, class, ant. *Aug. 5*

Birnamwood, Wis. (970724M5)—Roy E. Henderson DBA for FM at 92.9 mhz. *Aug. 5*

CALL-SIGN ACTIONS

Brantley, Ala.—Brantley Broadcast Assoc. for new AM: change to WAUL. *June 27*

East Brewton, Ala.—550 AM Inc. for WZEW-FM: change to WGCK. *July 21*

Fairhope, Ala.—Fairhope Broadcasting Co. for WGCK-FM: change to WZEW. *July 21*

Fairbanks, Alaska—University of Alaska for KUAB-FM: change to KUAC. *Aug. 1*

Fairbanks, Alaska—University of Alaska for KUAC-FM: change to KUAB. *Aug. 1*

Seward, Alaska—Northern Television Inc. for new AM: change to KFSH. *Aug. 1*

Fresno, Calif.—American Radio Systems LC for KKDJ-FM: change to KRNC. *Aug. 1*

Sacramento, Calif.—Richard E. Oppenheimer, trustee for KXOA-FM: change to KXOA. *July 28*

San Francisco—Bonneville Holding Co. for KOYT-FM: change to KZQZ. *July 21*

—Compiled by Sara Brown

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THIS WEEK

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.

AUGUST

Aug. 19-21—Second annual Andina Link, Andean-region pay-TV conference presented by *Link Events/Globex*. Cartagena Convention Center, Cartagena, Colombia. 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. 5-6—ShowBiz Expo Canada, trade show presented by *Variety* and *Reed Exhibition Companies*. Metro Toronto Convention Centre, Toronto. Contact: Vanessa Pfaff, (416) 491-3999.

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. 8-14—Telecom Interactive '97, presented by the *International Telecommunication Union*. PALEXPO, Geneva. Contact: Gray Jessup, (703) 907-7736.

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

Sept. 9-12—"Soul on Ice: Has Minority Programming Been Put on Ice?," 21st annual *National Association of Black Owned Broadcasters* Fall Broadcast Conference. Sheraton Washington Hotel, Washington. Contact: Danielle Grassi, (212) 370-5483.

Sept. 10—18th annual News and Documentary Emmy Awards, presented by the *National Academy of Television Arts & Sciences*. Marriott Marquis Hotel, New York City. Contact: Stew Stoltz, (212) 586-8424.

Sept. 10-12—"Technology for Technicians II,"

regional training seminar presented by the *Society of Cable Telecommunications Engineers*. Ramada Hotel, Albuquerque, N.M. Contact: Ralph Haimowitz, (610) 363-6888.

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. 13-14—"Follow the Money: Covering Campaign Finance," workshop sponsored by the *Radio and TV News Directors Foundation*. Windsor Court Hotel, New Orleans. Contact: Cy Porter, (202) 467-5219.

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. 15-16—*National Association of Minorities in Communications* 11th annual Urban Markets Conference. Grand Hyatt Hotel, New York City. Contact: (212) 838-2660.

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. 17-19—19th annual Satellite Communications Expo and Conference, presented by *Interlec Trade Show*. Washington Convention Center, Washington. Contact: (303) 220-0600.

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: Circle 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: Stephen Orlick, (203) 840-5402.

Sept. 24-25—MIPCOM Junior, youth programming market and screenings, presented by the *Reed Midem Organization*. Palais des Festivals, Cannes, France. Contact: 33 1 41 90 44 15.

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

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

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

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

Sept. 25-27—*Variety* ShowBiz Expo New York

exhibition and conference. Jacob K. Javits Convention Center, New York City. Contact: (800) 840-5688.

Sept. 25-27—*Qualitative Research Consultants Association* 12th annual conference. New York Hilton, New York City. Contact: (888) 674-7722.

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

Sept. 26-29—*Audio Engineering Society* 103rd annual convention and Broadcast Forum on Digital Audio Broadcasting. Jacob K. Javits Convention Center, New York City. Contact: Howard Sherman, (212) 777-4711.

Sept. 26-30—MIPCOM '97, international film and program market for TV, video, cable and satellite, presented by the *Reed Midem Organization*. Palais des Festivals, Cannes, France. Contact: Steve Orlick, (203) 840-5402.

Sept. 27-29—*Tennessee Association of Broadcasters* 50th annual convention. Meadowview Inn and Conference Center, Kingsport, Tenn. Contact: (615) 399-3791.

Sept. 28-30—Annual convention of the eastern chapter of the *National Religious Broadcasters*. Sandy Cove Convention Center, North East, Md. Contact: (301) 582-0285.

Sept. 29-30—Annual general membership meeting of the *Kentucky Cable Telecommunications Association*. University Plaza Hotel, Bowling Green, Ky. Contact: Randa Wright, (502) 864-5352.

Sept. 29-Oct. 1—"East Coast Cable '97," 16th annual *Atlantic Cable Show*. Baltimore Convention Center, Baltimore. Contact: Heather Zahn, (410) 568-8801.

OCTOBER

Oct. 3-5—*Society of Professional Journalists* national convention. Marriott City Center, Denver. Contact: (317) 653-3333.

Oct. 8—*The Caucus for Producers, Writers & Directors* general membership meeting. Jimmy's Restaurant, Beverly Hills, Calif. Contact: David Levy, (818) 843-7572.

Oct. 8-10—15th Annual Private & Wireless Show, private and wireless cable conference presented by *Global Exposition Holdings*. Wyndham Anatole Hotel, Dallas. Contact: (281) 342-9826.

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.

JANUARY 1998

Jan. 19-22—*National Association of Television Programming Executives* 34th annual program conference and exhibition. Ernest Morial Convention Center, New Orleans. Contact: (310) 453-4440.

APRIL 1998

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

MAY 1998

May 17-20—38th annual *Broadcast Cable Financial Management Association/Broadcast Cable Credit Association* conference. Hyatt Regency Hotel, New Orleans. Contact: Cathy Lynch, (708) 296-0200.

Major Meeting dates in red

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

Complaint department

He's what most people think of when they think of the FCC.

Fed up with those loud TV commercials? Offended by Howard Stern? Mad at the liberal media? Your complaint to the FCC will end up at the Mass Media Bureau's enforcement division, where Chuck Kelley has presided as chief for more than a decade.

"I get to have the job that most people think the FCC does on a full-time basis," says Kelley, pointing to the popular perception of the FCC as the cops of TV and radio. "It turns out that's what we do."

Kelley's division handles the calls and letters that flood the commission each year. He estimates that the division takes about 20,000 calls from irate viewers and listeners each year and gets as many letters.

"Somebody's got to read them," he says. "If we can, we try to answer them."

In many cases, no answer is required. Kelley says many viewers write the FCC simply to vent their frustration with a show. In other cases, the commission sends out a preprinted response explaining the FCC's policies.

"Even in this day and age, a lot of people complain about loud commercials," Kelley says. He remembers a commission effort to regulate the volume of commercials. Officials abandoned that initiative after finding it too subjective.

Other calls come from reporters looking to check up on the practices of local stations. Kelley says newspaper reporters especially like to phone in reports on local stations and ask whether the broadcasters are crossing any lines: "There's a lot of whistle-blowing."

He remembers one case in which the division received calls about a pair of San Francisco disk jockeys who—in an effort to simulate an airport tie-up caused by President Clinton's airplane—created their own traffic jam along a San Francisco bridge.

"The media was on us—they thought, 'What are you going to do to them?'" Kelley recalls. The trick in that case was—without appearing like do-nothing bureaucrats—to explain that the traffic jam was a job for local police.

Kelley has more such stories about listeners asking the FCC to respond to on-air comments and antics. Periodically, officials get calls about threats against public figures—such as a local mayor—being made over the air. Kelley likes to tell callers that the FCC probably is not the arm of government that they want protecting the mayor.

"If this is a serious threat, call the cops," Kelley says.



"Believe it or not, imposing fines or taking negative actions against broadcasters is not something we enjoy doing."

Charles William Kelley

Chief, Mass Media Bureau enforcement division, FCC, Washington; b. July 19, 1940, Plattsburgh, N.Y.; BS, Fordham University, New York, 1962; JD, Fordham University, 1965; staff attorney, FCC Safety and Special Radio Services Bureau, 1965-68; trial attorney, FCC Broadcast Bureau hearing division, 1968-75; chief, FCC Broadcast Bureau hearing division, 1975-82, all Washington, D.C.; current position since 1982; m. Margaret Oliver, Aug. 24, 1968; children: Christine, 28, Brian, 24, Kathleen, 21.

"Don't come tell us about how maybe five years down the road we could take the guy's license away."

Taking away a station's license is something the commission almost never does. Fines are more common, but still rare in comparison to the number of complaints. Kelley prefers to head off problems by talking with broadcasters and explaining the rules before a complaint arrives.

"Believe it or not, imposing fines or taking negative actions against broadcasters is not something we enjoy doing," he says. He cites the reduction in the number of equal employment opportunity fines his department is handing out.

And on the political-advertising front, last year's election so far has yielded few, if any, complaints about the FCC's lowest-unit-charge rules, Kelley says.

Lately, he adds, the division has been getting more complaints from broadcasters about pirate radio stations.

The types of pirate stations range from college students spinning a few records to semiprofessional operations running commercials. "In some cases, they're out there actually selling time on a station that doesn't have a license in the first place," Kelley says.

The enforcement division chief has been dealing with such issues since before there even was a Mass Media Bureau. Kelley recalls joining the commission in 1965 because the government was the only potential employer not asking about his draft status.

"The federal government was a great place for someone who didn't have a deferment," he says. (Kelley eventually was deferred because of his poor eyesight.)

To others at the FCC, the 30-plus years of FCC service has made Kelley a walking encyclopedia of commission history.

"He is truly an institutional memory of critical commission decisions," says Thom Winkler, the division's senior investigator.

"The public is getting its money's worth," adds Norman Goldstein, chief of the division's complaints and political programming branch. "He's always willing to bite the bullet and make a decision."

Kelley says he likes to think of the enforcement division as educators. He recounts efforts to spell out the rules to local stations at state broadcast conventions. Kelley adds that, in the end, any FCC action depends on receiving a complaint.

"If a violation occurs and no one complains," he says, "for our purposes it never happened."

—CM

BROADCAST TV

Roger Brown, producer, WMAQ(TV) Chicago, joins WGN-TV there as executive producer, the *WGN Morning News*.

Kevin Brennan, news director, WTSP(TV) St. Petersburg, Fla., named VP, news.

Mike Cavender, VP, news, WTSP(TV) St. Petersburg, Fla., joins WUSA(TV) Washington in same capacity.

David Rosch, operations manager, WATE-TV Knoxville, Tenn., joins WLWT(TV) Cincinnati as production manager.

Appointments at KTTV(TV) Los Angeles: **LaVada Heath**, sales manager, Group W Sports Marketing, Los Angeles, joins as local sales manager; **Tom Sheehy**, account executive, sales, named national sales manager.

Dick Williams, GM, WDCA(TV) Washington, joins KSTW(TV) Tacoma, Wash., as VP/GM.

Harrol Brauer III, local sales manager, WVEC-TV Hampton, Va., named director, sales and marketing.

Phil Ponce, correspondent, *Chicago Tonight*, WTTW(TV) Chicago, joins *The NewsHour with Jim Lehrer*, Arlington, Va., as national correspondent.

Kevin Conaway, producer, WHP-TV Harrisburg, Pa., joins WGAL(TV) Lancaster, Pa., as producer/assignment editor.

Appointments at WLUK-TV Green Bay, Wis.: **Ethan Kelly**, national sales manager, named general sales manager; **Jill Evans**, account executive, named national sales manager.

Frank Field, correspondent, WNYW(TV) New York, joins WWOR-TV Secaucus, N.J., as weekend staff meteorologist.

Gary Anderson, senior VP, CNN Television, joins WPNB-TV Traverse City and WTOM-TV Cheboygan, both Michigan, as VP/GM.

Larry Scott, local sales manager, WJZ-TV Baltimore, joins WXON(TV) Detroit as general sales manager.

PROGRAMING

Appointments at Public Broadcasting Service, Alexandria, Va.: **Judy Braune**, director, advertising and promotion planning; **Tom Epstein**, director, communications and public relations, and **Brenda Nesbitt**, director, advertising and creative services, named VPs.

Appointments at Mainframe Entertainment Inc., Vancouver, British Columbia: **Mark Ralston**, director/chief financial officer, named executive VP, new business development; **Helen Chapman** named director, merchandising and licensing services.



Gibson

Rick Gibson, account director, MTV Networks, joins Access Television Network, Irvine, Calif., as VP, programming.

Steve Miller, VP, distribution services, Hamdon Entertainment/

World International Network, joins Bonneville Worldwide Entertainment, Los Angeles, as VP, servicing/delivery.

Minna Taylor, VP, legal affairs, Fox Broadcasting Co., Beverly Hills, Calif., named senior VP.

Jon Spector, producer, Columbia TriStar Television, Culver City, Calif., as VP, production.

Cheryl McLean, marketing director, Rysher Entertainment, Santa Monica, Calif., named VP, publicity.

Gary Goldberger, senior VP, acquisitions and business affairs, Hamdon Entertainment, Studio City, Calif., named executive VP.

RADIO

Susan Seifert, director, sales, Chancellor Broadcasting's San Francisco stations, joins KLLC(FM) San Francisco as general sales manager.

Steve Diebolt, sales representative, KHIT(AM) Reno, named promotion manager.

Chris Barber, sales executive, WBZ(AM) Boston, named regional director, corporate business development, CBS-owned radio stations in Boston, including WBZ.

Mark Mobley, critic and commentator, *NPR's Performance Today*, National Public Radio, Washington, named music producer.

Jim Keating, president, Gulf Radio Management Services, joins Clear Channel, Fort Myers, Fla., as VP/GM of the company's Fort Myers stations.

Bernie Eagan, afternoon personality, WENS(FM) Shelbyville, Ind., joins the morning show as co-host.

Bob Koontz, general sales manager, Goldenwest Broadcasters, Los Angeles, joins One-On-One sports Inc. as GM, Los Angeles.

Steve Cottingham, general sales manager, American Radio Systems' KSFM(FM)/KZZO(FM)/KQPT(AM) Sacramento, Calif., named director, sales, for all of the company's Sacramento stations.

CABLE

Appointments at TCI Communications, Englewood, Colo.: **Sharon Becker** named VP, customer operations; **Colleen Abdoullah**, VP, operations, and GM, Netlink, named assistant to the COO, cable operations; **Grace de Latour**, executive director, human resources management, InterMedia Partners, joins as senior VP, employee relations.



Males

Steve Males, regional director, Northeast, MTV Networks, joins Comedy Central, New York, as VP, affiliate marketing.

Fred Farrar, senior producer, Fox News Channel, New York,

named bureau chief, Western region.

Douglas Roth, director, internal audits, CH2M Hill Inc., joins Jones Intercable Inc., Englewood, Colo., as manager, management services.

Appointments at CNBC, New York: **David Mitchell**, director, programing and technology, The Walt Disney Co., joins as director, information technology; **Peter Danielsen**, VP, marketing communications, MTV Networks, joins as VP, marketing.

Appointments at Turner properties: **Chris Cramer** named senior VP/managing editor, CNN International; **Dan Rutz**, senior correspondent, and reporter, CNN health and medical unit, named director, CNN health and medical news unit.

Appointments at Century Communications Corp., New Canaan, Conn.: **Sandra Styer**, executive director, Metro

Cablevision Systems appointments



Bier



Golden



Budill

John Bier and Frank Golden, area treasurers, named VPs/assistant treasurers; **E. McRae Budill**, director, programing, named VP.

Cable Marketing Co-op, joins as VP, marketing; **Glenn Bisogno**, marketing manager, Cablevision Systems, Hauppauge, N.Y., joins as director, customer care and training.

Dan Scher, sales manager, National Cable Communications, New York, joins Fox Net there as director, national sales.

Chris Knowles, news anchor, WICU-TV Erie, Pa., joins Cable News 21 (Montgomery Community Television), Rockville, Md., as news director/anchor.

Tricia Lynch, manager, market development, MTV Networks, New York, named director, market development, affiliate sales and marketing.

Jinling Elliott, research manager, America Online, joins Jones Communications Media Services, Lanham, Md., in same capacity.

Appointments at Showtime Networks Inc.'s creative services department, New York: **Cyndy Cecil**, director, on-air promotion, E! Entertainment Television, joins as creative director, editorial production and promotion; **Stephanie Gibbons**, creative director, Media General Broadcasting Inc., joins as senior creative director; **Ann Weiser**, free-lance producer/director, joins as creative director.

Appointments at Fox Sports Net: **William Borson**, director, production, WGN-TV Chicago, joins Los Angeles as VP, production; **Roy Seinfeld**, account

executive, Turner Sports, joins as network sales manager.

Paola Prado, manager, affiliate relations, The Weather Channel Latin America, Miami, named director.

Appointments at ESPN: **Rita Ferro**, new business manager, ad sales, MTV Networks Latin America, joins New York office as manager, international advertising sales; **Geoffrey Mason**, executive producer, ESPN International, adds the duties of executive producer, ESPN Regional Television and OCC Sports. He will divide his time between the Bristol, Conn., headquarters and the Charlotte, N.C., production facility.

E.B. Moss, director, local ad sales, Lifetime Television, joins National Cable Communications, New York, as director, sales promotions.

Miriam Hernández, advertising sales manager, SUR Network, joins HTV, Miami in same capacity.

Appointments at the Game Show Network's affiliate sales departments: **Tanisha Brown** and **Leesa Ratliff** join as directors, Dallas; **Zene Coley** joins as director, New York.

Appointments at A&E Television Networks, New York: **Brooke Bailey Johnson**, senior VP, programing and production, named executive VP/GM, A&E Network; **Dan Davids**, senior VP, The History Channel, named executive VP/GM, The History Channel; **Susan Sheppard**, in-house counsel, Citron, Cooperman & Co. LLP, joins as director, legal and business affairs; **Rosanne Zoccoli** joins as director, studio production; **Brad Westerman** named VP, advertising sales, Western region, Los Angeles.

Jack Randall, senior account executive, Fox Sports West 2, Los Angeles, named local sales manager.

Gene Cooper, director, primary market research, ABC, joins Your Choice TV, Denver, as director, program scheduling.

John Terenzio, producer, joins Fox Sports News, Los Angeles, as senior VP/executive producer.

ADVERTISING/MARKETING PUBLIC RELATIONS

Eve Asbury, consultant, Asbury-Bristow Communications, joins Saatchi & Saatchi Advertising, New York, as VP/director, print and digital production.

Tom Caggiano, VP/associate creative

director, Bates USA, New York, named senior VP/creative director.

MULTIMEDIA

Jim Belitz, vice president, media data, Katz Media Group, New York, has retired after 21 years with the company.

Robert Bucci, executive producer, WABC Radio, New York, joins Medialink Worldwide Inc., New York, as director, audio services.

Scott Feuer, manager, business planning and development, The Walt Disney Co., joins Communications Equity Associates, Tampa, Fla., as VP, entertainment and new media group.

DEATHS



Sonderling

Eggmont Sonderling, 92, radio pioneer, died July 22 in Miami. In the 1920s Sonderling's management of a German newspaper led to a German daily radio program, *The Germania Broadcast*, one of the

first foreign-language programs in the U.S. Sonderling was involved in many entertainment and media-related enterprises, including managing an advertising agency and producing Polish and Italian soap operas. But it was in radio that he left his most indelible mark, beginning with the formation of Sonderling Broadcasting Corp. in 1945. The company owned radio stations in Chicago, Memphis, San Francisco, and Houston, among other places. Later, Sonderling bought television stations in Albany, N.Y., and Louisville, Ky. In 1980 the company was sold to Viacom International. Until his retirement in 1988 Sonderling owned WOPA(AM) and WBMX(FM) Chicago. He is survived by his wife, Marjorie, and a son, Roy.

Richard Scott "Dick" Tracy, 46, died of cancer on July 24. Tracy started his television career as a page at NBC Television in New York. For more than 24 years he worked as an account executive, director of sales, at WBBM-TV Chicago. In 1995 Tracy returned to his hometown of Columbus, Ohio, as director, sales, at WSYX(TV). He is survived by his wife, Jennifer.

—Compiled by Denise Smith
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The U.S. Department of Justice cleared the way last week for News Corp. to complete its planned \$1.35 billion acquisition of Heritage Media and to spin off the Heritage broadcast properties to Sinclair for \$630 million. Heritage and News Corp. said last week that the Justice Department informed them it would not challenge the sale on antitrust grounds. Justice made its decision after reviewing a recommendation by its San Francisco field office that it block the acquisition. The sale is expected to close by year-end, with the broadcast spin-off expected to close by first quarter 1998.

A group of lawmakers last week wrote the FCC to urge swift approval of the revised TV ratings system. "This will allow you to turn your attention to the second phase of V-chip rulemaking—setting the performance standards for the technology itself," said the letter, signed by representatives Edward Markey (D-Mass.), Dan Burton (R-Ind.), James Moran (D-Va.) and John Spratt (D-S.C.).

Fox/Liberty Sports' negotiations to acquire Classic Sports Network are folding like Yankees pitcher Hideki Irabu, snagged over disagreements about valuation and management control. Sources say that Fox/Liberty—a regional sports network joint venture of News Corp. and Liberty Media Corp.—is unwilling to meet Classic Sports executives' demands for carriage guarantees or their high price for the network's 10 million subscribers. "It's practically dead," says one executive. Sources say Fox/Liberty is valuing the network at

about \$185 million, with the price reduced by whatever interest backers want. The plan is to merge the network into NewSport, the ailing 10 million-subscriber joint venture of Fox/Liberty and Cablevision Systems Corp. But Classic Sports wants a much higher valuation, more than \$250 million. The channel also wants wide, guaranteed carriage on TCI systems, adding 10 million subscribers. Further, chairman Brian Bedol wants to retain some management control—notably, continuing to program the network.

PBS last week was insisting it has no plans to charge viewers for *Barney & Friends* and other shows. But the company does want to wring some new financing from the digital channels its stations are receiving. In a petition filed earlier this summer, PBS asked the FCC for some details on what types of "ancillary" services public stations will be permitted to provide. PBS's Tom Epstein says the broadcaster has no specific plans for any particular services, but does not

want to rule anything out. One fund-raising possibility: leasing digital capacity to other broadcasters.

FCC commissioners last week took a pass on repealing the personal attack and political editorial rules. "After extensive discussion and consideration of various alternatives, a majority of the commission is unable at this time to agree upon any resolution to the issues presented in the docket," the FCC said.

A coalition of cable companies and the National Middle School Association are launching Choices & Consequences, a wide-ranging public service effort targeted to adolescents. It will link decisions about violence, drugs and sex to their potential repercussions. The program, inspired by the NCTA's ongoing National Television Violence Study, will launch Oct. 7 to coincide with National Young Adolescents Month. Choices & Consequences also will provide resource guides for parents, educators and

youth, online support through Court TV's Web-site, curriculum support for educators, community outreach and ongoing specialized programming broadcast to middle schools through Cable in the Classroom and PrimeStar Goes to School. Cable industry partners include TCI, MediaOne, Cablevision Systems, Time Warner, Court TV and 23 others.

Faroudja Laboratories has registered with the Securities and Exchange Commission to make an initial public offering of stock.

Faroudja has developed video-processing technology that may be used to enhance NTSC pictures for DTV transmission, as well as technology to convert interlace pictures to progressive scan for display on computers. The Sunnyvale, Calif.-based company has yet to set an offering price for the stock. Faroudja's total revenue for the first six months of 1997 was \$7.9 million.

Viacom has slowed expansion of Blockbuster Entertainment

SeaGull fights back

SeaGull Entertainment responded last week to a petition filed a week earlier to force it into involuntary bankruptcy. SeaGull said the petition, filed by several dozen creditors and employees, was unjustified and filed in "bad faith" as a way to "extract payment for claims which are subject to bona fide disputes." SeaGull said it already had suffered financial harm as a result of the bankruptcy claim against it: KCAL(TV) Los Angeles has canceled *Tarzan*, a weekly series distributed by SeaGull, which said the station's action came in response to the bankruptcy petition. SeaGull's equity investment of \$1.8 million in the series was "seriously impaired" by the station's cancellation, SeaGull said. The company also said the petition jeopardized an \$11.7 million line of credit with the Imperial Bank, and that a potential partner (Coscient/Allegro) in a new series, *Team Extreme*, has decided not to participate. SeaGull also said the petition against it was filed in the wrong venue (Los Angeles) and that the bankruptcy court doesn't have jurisdiction because SeaGull is solvent. SeaGull further said the bankruptcy petition was filed against multiple debtors (SeaGull and Hollywood Connection, LLC), a procedural violation. It also disputed the claims of two of the largest "alleged creditors," Alice Entertainment and West Coast Video. SeaGull asked for dismissal of the petition, damages for harm incurred and putative damages, among other costs, and asked that the creditors be made to post at least a \$1 million bond.

—SM

while it attempts to get the video chain's operating problems under control. The company has also put on hold plans to spin the unit off as a so-called tracking stock. Viacom Chairman Sumner Redstone said last week that the Blockbuster restructuring plan "is neither on nor off," but will have to wait until next year. In a conference call, company executives told analysts that it is opening some new stores this quarter, but will not open any in the fourth quarter. Blockbuster's problems have been a huge drag on Viacom and its stock price in recent months. In contrast, the company's other units performed well. MTV Networks boosted revenue 16% and cash flow 15%. Showtime's revenue rose 5%, while cash flow zoomed 63%—fueled by gains in high-margin DBS sales and reductions in costs. Entertainment revenue increased 14%, but cash flow slid 17% because of changes in Paramount's TV production operations.

Telco Productions will premiere syndicated series *Animal Rescue* and *Mounties* the week of Sept. 8. The season opener for *Animal Rescue* will feature the rescue of a pregnant antelope in Africa. *Mounties* is a *Cops*-like show about Canada's men in red. Both shows have been cleared in more than 77% of the country, Telco officials say.

Universal Television Enterprises' *The Jerry Springer Show* has hit

record national ratings for two weeks in a row. The show aired original episodes during the July sweeps, scoring a 3.9 Nielsen rating for the week of July 21-27. The week before, *Springer* set its personal ratings record with a 3.7.

Suzanne T. Rico has been named a correspondent for Warner Bros. Domestic Television's syndicated news magazine *Extra*. Most recently, Rico was a freelance reporter for ABC News in Los Angeles.

Fox has picked up a new primary affiliate in Burlington, Vt. WFFF-TV, programmed by Heritage Media Corp., is owned and operated by Champlain Valley Broadcasting.

Century Communications has refused to carry FoxSports West

2, claiming FoxSports West is demanding too steep a license fee—about 50 cents per subscriber—for its 24-hour coverage of West Coast teams. Century is also protesting FoxSports' demands that the channel be offered as a basic service, which forces Century to pass the additional cost on to its customers. Century's refusal led FoxSports West to take out full-page ads in West Coast trade and consumer publications asking subscribers to complain to Century or risk missing L.A. Dodgers baseball games. A Century official says that while the company "is very willing to continue negotiating," FoxSports has adopt-

NSS POCKETPIECE	
Top ranked syndicated shows for the week ending July 27, as reported by Nielsen Media Research. Numbers represent average audience/stations/% coverage.	
1. Wheel of Fortune	10.0/230/99
2. Jeopardy!	8.7/224/95
3. Home Improvement	7.8/222/95
4. Oprah Winfrey Show	6.9/235/95
5. Seinfeld	6.8/228/95
6. Simpsons	6.2/207/95
7. Xena: Warrior Princess	5.9/225/95
8. Hercules, Journeys of	5.4/235/95
9. Paramount Family Theatre	5.3/200/95
10. Entertainment Tonight	5.2/189/95
10. Wheel of Fortune-wind	5.2/187/95
12. Jenny Jones Show	4.5/187/95
12. Montel Williams Show	4.5/194/95
14. Sally Jessy Raphael	4.4/177/95
15. Baywatch	4.3/215/95
15. Inside Edition	4.3/159/95

ed a take-it-or-leave-it attitude. A FoxSports spokesperson says negotiations are "at a standstill." Two-thirds of West Coast operators have signed on to FoxSports West 2 or have agreements pending to start carriage Sept. 1, Fox says.

Encore Media Group says it has reached agreements to launch one or more networks on various satellite and cable platforms.

MediaOne will launch Starz! and Encore as part of its \$18.50 Choice 1 package in Los Angeles. MediaOne will also launch Starz! and Encore to 10,175 basic subscribers in Elyria, Ohio, on Aug. 11 and will launch Starz! to 17,000 basic subscribers in Twin Falls, Idaho, on Aug. 15.

Errata: Law & Order should have been included in the Aug. 4 issue as a nominee for an Emmy award for outstanding drama series.

SFX still on block

It seems that the only thing anyone knew for sure last week was that SFX Broadcasting Inc. is still for sale for about \$2 billion, preferably in cash. And CBS has joined the pool of potential buyers, a source close to the negotiations says. "Their involvement is relatively solid. They are in the hunt," the source says. Still in the running, however, are Clear Channel Communications Inc., Capstar Broadcasting Partners LP and Jacor Communications Inc., sources say. Any of those three companies would make a better match for SFX than would CBS, says Harry J. DeMott, media analyst with CS First Boston. "I don't see where there's a fit at all, particularly," between CBS and its major-market radio stations and SFX, with its approximately 70 radio stations in mostly midsize markets. In addition to its 14 TV stations, CBS owns 74 radio stations in 16 markets. The running speculation about the possible sale of SFX has driven the company's stock price to record levels. Last Thursday that price hit another 52-week high, \$71; the stock closed Friday at \$66.50. Just a month ago, on July 8, SFX barely topped \$42 per share. —EAR

Printed in the U.S.A. Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate. *Broadcasting-Television* introduced in 1945. *Television* acquired in 1961. *Cablecasting* introduced in 1972. *Broadcasting & Cable* introduced in 1989. *Broadcasting & Cable* introduced in 1993. *Broadcasting & Cable* is a registered trademark of Reed Publishing (Nederland) B.V., used under license. *Telemedia Week* is a registered trademark of Reed Elsevier Inc. "Reg. U.S. Patent Office."

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Incorporating The Fifth Estate TELEVISION Broadcasting

Healthy brawl

To stand between The WB/Sinclair and UPN last week would have been akin to being the only tree at a dog show. The infighting for affiliates that has been heating up lately turned into accusations, threats, lawsuits and countersuits. While the rancor may not be mediagenic, it indicates to us that there are two aggressive network players with money and moxie fighting over turf in an industry that was being written off only a few short years ago (of course, only a few years ago the telcos were going to take over the tube, too).

The WB made arguably the biggest play of late with its wooing of five Sinclair stations two weeks ago (for more on that and other WB strategies, see our cover interview with Jamie Kellner, page 20). UPN hardly took the news lying down, challenging the defection and countering with a flurry of affiliate activity and press releases of its own.

We may not want to stand downwind of this fight, but we wouldn't want to miss it either.

Getting in a good word

By all appearances, the closed-captioning rules adopted by the FCC last week were a win-win situation. For the estimated 28 million people who are either deaf or suffer some hearing loss, it will mean increased access to the nation's top news and information medium. But it doesn't stop there. Add the 45 million or so people who are studying English as a second language, the 28 million elementary school children who are learning to read, and the 27 million adults who also are learning to read, and you have almost 130 million people who stand to benefit from the new rules. (Credit for those statistics goes to Vitac, one of the leading closed-captioning companies.)

By piggybacking an educational function on their regular

programming, broadcasters and cable operators will eventually be delivering (by 2006) public service/educational programming for a majority of the day, every day. That ought to make broadcasters not only feel good, but look good to those keeping track of public interest obligations.

What's on the box?

We report this week giant steps taken toward the day when we will be able to watch TV on the Internet.

According to our special report (page 43), cable companies are doing their bit, offering modems that provide the high-speed paths needed to carry video into the home. The pioneers of the business claim penetration rates as high as 5% in some markets—a level some thought five years away.

Progressive Networks and MCI take things further, unveiling last week a high-speed Internet environment specifically for broadcast and cable networks and other purveyors of video-rich Web content. Like the cable modems and advanced telephone modems, MCI's Real Network promises to smooth the way for Web video and allow for ever sharper pictures.

Meanwhile, Microsoft continues to lend its considerable weight to popularizing TV on the Internet. Its efforts to co-op digital TV have fallen short, but it's pushing hard on the other end to become the leader in video streaming—computerese for transmitting video on the Internet. With its purchase of VxTreme, Microsoft moves closer to cornering another market: video streaming.

TV on the Internet is still in its infancy. But if technological and business developments continue to proceed at their current pace, the service grew up fast. Our story on page 48 suggests 2006 as a likely date for VHS-quality video to be available to a majority of homes via the Internet. That is either optimistic or conservative, depending on whose crystal ball gets better reception. Either way, we'll keep an eye on it all the way.

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Today, There Are 28 Million Hispanic TV Viewers in the U.S. with over \$220 Billion of Purchasing Power

Special Report: *Hispanic Programming*

Hispanic television viewership is on the rise, up 7% in the last year compared to a 1% rise for the overall population. What's more, hispanic viewers are active consumers, and advertisers clearly are getting the message; in 1996, a record \$518 million was spent on Hispanic TV and radio ad spots.

With billions of consumer and advertising dollars on the line, **Broadcasting & Cable's** October 6

issue looks into **Hispanic Programming**. Our report will explore television's place in this field and review the booming Hispanic radio scene.

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