

AUG 18

\$4.95

Broadcasting & Cable

The Newsweekly of Television and Radio

Vol. 12 No. 34 66th Year 1997 A Cahners Publication

Bill Kennard

THE NEW FORCE AT THE FCC

*Clinton's Choice For Chairman
Could Prove More Formidable
Than Reed Hundt*

**Broadcasters Saying
'No' to HDTV, 'Yes'
to Multiplexed SDTV**

**Hicks, Muse Adding
LIN Stations to Its
Television Portfolio**

*****3-DIGIT 591

|||||

BC075184 AUG98 REGD 2045

JOHN C JOHNSON

ETVQ-TV

979 NEPTUNE BLVD

BILLINGS, MT 59105-2129

TOP OF THE WEEK: 4
BROADCASTING: 25
CABLE: 37
TECHNOLOGY: 46
PAGES: 51

IT!

WEST PALM BEACH
HARRISBURG
ALBUQUERQUE
BIRMINGHAM
JACKSONVILLE
KNOXVILLE
FLINT
AUSTIN
LAS VEGAS
HONOLULU
GREEN BAY
LEXINGTON
DES MOINES
SPOKANE
TUCSON
MADISON
CEDAR RAPIDS
COLORADO SPRINGS

WFLX
WPMT
KASA
WTTO/WABM
WJWB
WINT
WSMH
KEYE
KUPN
KGMB
WLUK
WDKY
KDSM
KXLY
KMSB
WISC
KFXA/KFXB
KXRM



THEY BUY

**NEW YORK
LOS ANGELES
CHICAGO
PHILADELPHIA
BOSTON
WASHINGTON, D.C.
DALLAS
DETROIT
ATLANTA
HOUSTON
SEATTLE
CLEVELAND
MINNEAPOLIS
TAMPA
PHOENIX
DENVER
PITTSBURGH
SACRAMENTO**

**WNYW
KTTV
WGN
WPHL
WFXT
WTTG
KTXA
WXON
WAGA
KRIV
KSTW
WJW
KMSP
WTVT
KSAZ
KDVR
WPGH/WPTT
KTXL**

**ORLANDO
BALTIMORE
PORTLAND
INDIANAPOLIS
SAN DIEGO
CHARLOTTE
RALEIGH
CINCINNATI
MILWAUKEE
KANSAS CITY
COLUMBUS, OH
GREENVILLE-SPARTANBURG
GRAND RAPIDS
SAN ANTONIO
BUFFALO
NORFOLK
NEW ORLEANS
OKLAHOMA CITY**

**WOFL
WNUV/WBFF
KWBP
WTTV
KSWB
WJZY/WFV
WLFL/WRD
WSTR
WCGV/WVTV
KSMO
WTTE/WSYX
WLOS/WFBC
WXMI
KABB/KRRT
WNYO
WTVZ
WUPL
KOCB**



Available Fall '99

Mohawk Productions Inc.
in association with
Warner Bros. Television



**WARNER BROS.
DOMESTIC TELEVISION
DISTRIBUTION**

A Time Warner Entertainment Company
© 1997 Warner Bros. All Rights Reserved.

**WHAT HAPPENS
WHEN YOU
OFFER STATIONS
THE NEXT
PRIME ACCESS
HIT?**

Fast Track

Must Reading from

**Broadcasting
& Cable**

August 18, 1997

TOP OF THE WEEK / 4

HDTV falling out of favor High-definition TV is starting to get the short shrift as stations decide they'd rather use their new-found digital real estate to create multiple standard-definition channels. But some broadcasters remain unsure of how they will actually make money from the new spectrum. / **4**

Hicks, Muse adding LIN stations to its TV portfolio The country's largest owner of radio stations is paying \$1.7 billion for LIN's eight network affiliates, which reach 6.2% of the country. / **6**

Valentine for UPN The search for UPN Chairman Lucie Salhany's replacement is expected to end in the hiring of Dean Valentine, the president of Walt Disney Television and Walt Disney Television Animation. / **10**

TV networks tighten their belts ABC is cutting up to 200 jobs; ABC and CBS to slash budgets by millions; NBC looks for efficiencies. / **11**

COVER STORY

Bill Kennard: The new force at the FCC

By all accounts, President Clinton's choice for chairman is a nice guy who is finishing first, but he could prove a formidable, if friendly, adversary for some broadcasters. / **16**



Cover photo by Dennis Brack/Black Star

BROADCASTING / 25

Gayle King walks the talk Eyemark wanted the Hartford, Conn., anchor to host a talk show. She didn't want to move, so the syndicator has built her a studio across the street from WFSB(TV). / **26**

TV finds more room for gays A study by the Gay & Lesbian Alliance Against Defamation finds this fall's prime time TV shows feature a record 30 gay, lesbian or bisexual characters. The watchdog group Morality in Media sees an agenda at work. / **27**



▲ 'Stargate SG-1' got a two-year deal from the Fox O&Os. / **26**

Crime spree on network news Network evening news coverage of crime has tripled since the O.J. Simpson story broke in 1993, according to a study by the Center for Media and Public Affairs. Since then, one in every seven stories has been crime-related, it says. / **28**

C-SPAN buying Washington FM The public affairs cable network is paying \$13 million to the University of the District of Columbia for noncommercial WDCU after an earlier sale to religious broadcaster Salem Communications collapsed in the wake of complaints. / **34**



◀ Classical-music listeners have the highest median income of any format's audience. / **36**

CABLE / 37

Cinemax brands for fans The pay channel unveils a marketing and programming push to make the network "the movie service for the movie fan." / **37**

Fox Sports takes a shot at the green The regional sports network's revenue often is eaten up by rights payments, and its cash-flow performance sometimes falls short of other cable networks. / **38**

TECHNOLOGY / 46

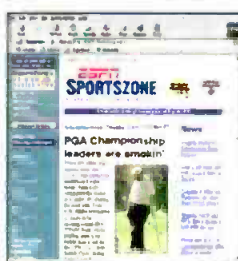
Low blows against high-def

Broadcasters are deciding that they want to use digital TV to offer a variety of standard-definition channels—some for pay—instead of just one high-definition signal. / **46**

ABC's Preston Padden wants to use digital to 'occupy more shelf space in the television marketplace.' / **46** ▶



Telemedia / 51



Netcaster launches with a broad net

Netscape shipped its new "push" channel software with some heavyweight content providers, including Disney, MTV, ABC News, CNNfn and CBS SportsLine. / **51**

◀ ESPN now provides play-by-play and other baseball info. / **52**

Changing Hands.....	30	Datebook	67	In Brief	72
Classified	53	Editorials	74	Network Ratings	79
Closed Circuit	14	Fates & Fortunes	70	Washington Watch.....	24

HDTV falling out of favor

Some broadcasters think offering mini-wireless cable-type services only way to make money

By John M. Higgins

High-definition TV is starting to get the short shrift as stations decide they'd rather use their newfound digital real estate to create multiple standard-definition channels. But some broadcasters aren't sure how they will make money from the new spectrum.

Last week, ABC TV Network President Preston Padden signaled that his company is leaning toward multichannel digital broadcasts rather than dedicating its stations' spectrum to a single HDTV channel. And Sinclair Broadcasting President David Smith said he didn't care about HDTV and wants to use his digital capacity to create a mini-wireless cable system in at least one market, Baltimore.

The disclosures are the first glimpses of how broadcasters are lining up to exploit the digital spectrum Congress granted and required that they begin using in short order. Blessed with the flexibility to use spectrum largely as they wish, but cursed by having to use it in major markets by 1999, broadcasters soon must present their digital plans to affiliates and TV set manufacturers.

But broadcast executives also have to convince Wall Street—and them-

selves—that they can make money. So far that's the most important consideration. "They were so obsessed with getting the spectrum—then making sure they didn't have to build out the systems—that they haven't bothered with a business plan," says one Washington advocate of DTV.

"This is a giant game of five-way chicken going on here," says Sanford C. Bernstein & Co. media analyst Tom Wolzien. "It's a big group grope" among broadcasters, MSOs, regulators and PC and TV companies that will ride whatever wave develops. "Nobody's got the model yet. I think it's going take a year for this to shake out."

The disclosures are no surprise to many media and Wall Street executives, who long have seen little financial percentage in hogging precious spectrum with HDTV when four to six video or data channels can be deployed

in the same space.

"It's very clear that to go 100% HDTV across the digital universe is sheer idiocy," says PaineWebber analyst Christopher Dixon. "There's no need to see the coffee stains on the news sets."

Speaking at a Kagan Media digital TV conference in New York last Tuesday (see page 46), Padden emphasized that while ABC and parent The Walt Disney Co. have not reached any conclusions, he was enthusiastic about the business and programming opportunities of multichannel DTV.

"We're really excited about the opportunities that digital presents," Padden said after the conference. "But we didn't rule anything out."

What to do? The cheap ideas include time shifting the best programming. NBC-2 could run *Today* all day and *Dateline* all night. CBS-3 could repeat Sunday's *Touched by an Angel* every weekday at 10 a.m. and Monday's *Chicago Hope* at 11



DTV: Where the networks stand

ABC has announced plans to offer a multiplex of widescreen, standard-definition pictures, some on a subscription basis. The network wants to see DTV service take off through the sale of both widescreen TV sets and inexpensive set-top converters, and it plans to test DTV reception with indoor antennas.

CBS has consistently maintained that it will offer a single channel of HDTV as much as possible, although sources have indicated that CBS Stations Chairman Mel Karmazin is eyeing multiplexing as a potential revenue source. Joe Flaherty, CBS senior vice president for technology, acknowledges that local stations may offer multiplexes during the day but says that CBS definitely will offer HDTV in prime time. "Digital sets won't move without high-def," Flaherty says.

Fox hasn't officially announced its DTV plans, although the network seems bullish on multichannel SDTV. Fox's Andy Setos, executive vice pres-

ident of News Corp.'s news technology group, says that Fox could fit six to eight compressed 480P

streams into a 6 mhz DTV channel.

NBC also hasn't formally announced its intentions, but NBC engineers have indicated that the network will broadcast HDTV in prime time and may offer multiple channels of SDTV during the day. "We will be flexible throughout the day," says Charles Jablonski, NBC vice president of broadcast and network engineering. "We will also be doing some HDTV when we start our digital television service." Tom Rogers, NBC executive vice president, says that NBC won't offer free multichannel service unless the new channels reach 30 million–40 million homes.

—GD

"The Keenen Ivory Wayans Show has the goods."

- Matt Roush
USA TODAY

"Wayans's new program began with brass, sass and energy to spare, and it offers a brand of humor and an irreverent attitude not plentiful on TV. It certainly is off to a glittering beginning."

- Tom Shales
Washington Post

"KEENEN has sprinted into the latenight talk ways this week like a bullet-train bound for funky-town, burning up the night with enough energy to overload circuit-breakers coast to coast. He's funny, he's smart, he's megacool, he's very easy on the eyes, and three nights into this gig he's already showing signs that he can do the talkshow-as-pep-rally shtick with more panache than Arsenio ever managed."

- Ray Richmond
Variety

"Wayans' strength is as an interviewer. He is loose, comfortable and well-prepared, immediately putting his guests at ease on a set..."

- Kevin M. Williams
Chicago Sun Times

the
**KEENEN
IVORY
WAYANS**
show

a.m. Networks could make money on additional advertising, but producers risk diluting the value of sitcoms and dramas in syndication.

Slightly more ambitious is "enhancing" conventional programs, with each extra ABC channel offering a different camera angle of *Monday Night Football* and feeding TV sets or computers with tons of player stats.

Really ambitious broadcasters could create new cable-like networks, either free or subscription based. Or they could follow the model Sinclair is adopting and offer some of the best cable fare, say CNN, ESPN, and HBO, for \$10 a month.

Then there's a cable operator's real nightmare: five broadcasters in Atlanta

teaming to create a 15-24 channel wireless cable system, unburdened by the high cost of laying copper or installing converters in digital-ready TV homes. And the consumers, presumably, would pay for the DTV sets.

The downside is that wireless cable already has cratered and Sinclair's scheme would carry far fewer channels at a time when cable operators are using digital compression to offer dozens of new channels.

Further, instead of getting spectrum for free, offering subscription-based DTV services will force a station to pay the government an as-yet-unspecified fee. The fee could be based on the fat prices paid in wireless phone spectrum

auctions over the past few years.

Broadcast and cable executives point out a host of other market and regulatory issues. When will enough DTV sets find their way into viewers' homes to give broadcasters something close to a mass audience for new networks? Is the prospect of multichannel DTV attractive enough to stick with ad-supported channels that might not reach more than 20% of TV homes for another decade?

Will DTV channels get the same must-carry status on cable systems that current broadcast stations enjoy?

"We think there's a huge debate that has to happen in Washington before all this is resolved," says Comcast treasurer John Alchin. ■

Hicks, Muse takes on TV

Buys LIN for \$1.7 billion, says more TV station purchases are planned

By Steve McClellan

The nation's largest radio station operator—Hicks, Muse, Tate & Furst—last week signaled its intention to become a major player in TV as well.

It took a big step in that direction with the proposed \$1.7 billion (\$47.50 per share) acquisition of LIN Television, the nation's 22nd-largest group owner. LIN has eight network affiliates covering 6.2% of the country. Hicks Muse partner Tom Hicks said that LIN will acquire more top-50 television stations as opportunities arise.

Hicks said the LIN group is attractive because it provides a solid entry platform into big-market television and because the stations are well-run. Hicks intends to keep the management team, headed by LIN President Gary Chapman.

In a separate transaction, LIN Television is acquiring WOOD-TV Grand Rapids, Mich., from AT&T for \$122.5 million. The acquisition adds a ninth station to the group, as well as a fifth LMA.

Analysts say the price that Hicks Muse is paying for LIN is low—slightly more than 12 times 1997 broadcast cash flow—compared with other recent transactions. Many analysts expected LIN to

sell for a price in the \$55-per-share range, or about \$1.94 billion, including debt.

Several reasons are cited for the discount, including the fact that LIN stations have some of the highest profit margins in the industry—53% for its core non-LMA stations, according to Bear Stearns. That speaks well for current management but also puts a cap on upside potential, analysts say.

And as Smith Barney television analyst Bill Meyers points out, "As a stock purchase rather than an asset purchase, you need to build in a discount because you can't write off the assets, and it becomes a more expensive proposition."

The day after the deal was announced, LIN's stock fell almost \$2, to 46-11/16, which some read as a sign that stock speculators had overestimated what LIN would sell for. AT&T, which owns 45% of LIN, indicated last year its intention to sell its interest in the company by 1998.

A question asked by many last week was whether another company would offer a higher bid for LIN. The deal is structured so that LIN can take the higher offer by paying a \$32 million break-up fee to Hicks Muse. NBC, CBS,



Hicks, Muse partner Tom Hicks (l) says he intends to keep the LIN management team, headed by Gary Chapman.

ABC, Meredith, Scripps and Gannett are said to have considered making bids.

LIN's Chapman confirms that "all the usual suspects" talked to the company's board about buying the group. He also says "no one came close" to matching the Hicks Muse offer.

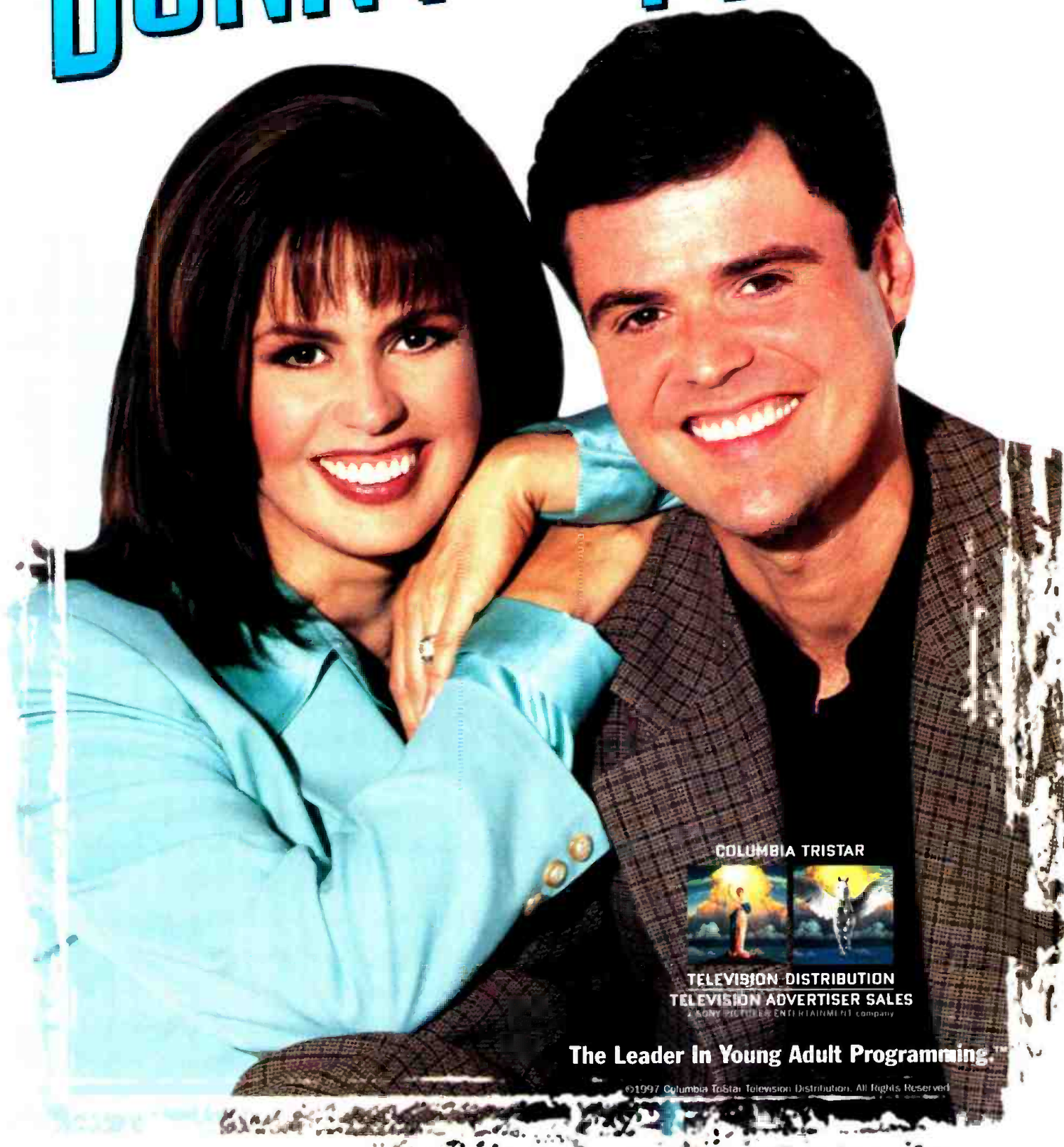
But Wall Streeters say many of those who passed the first time around will now go back and recrunch the numbers to see if making a higher bid makes sense. Another bid is a "definite likelihood," says one analyst. Merrill Lynch estimates that a competing bid would raise LIN's value to \$53-\$60 per share.

Bear Stearns analyst Victor Miller says Hicks Muse may seek to reduce the 7.8 times debt (\$1.1 billion) to cash flow (\$142.5 million) ratio of the deal, perhaps by selling flagship station KXAS-TV Dallas to NBC. Miller values the station, on a stand-alone basis, at \$575 million—\$675 million. Last week, however, both Hicks and Chapman said they have no plans to sell any of the LIN stations.

A LIN shareholder meeting to vote on the sale is planned no later than Nov. 30. ■

**Name two hosts
who can
strengthen
your afternoon
line-up...**

DONNY & MARIE



COLUMBIA TRISTAR



TELEVISION DISTRIBUTION
TELEVISION ADVERTISER SALES
A SONY PICTURES ENTERTAINMENT company

The Leader In Young Adult Programming™

©1997 Columbia TriStar Television Distribution. All Rights Reserved

SOLD!

OVER 30% IN JUST 2 WEEKS!

Market	Station	Owner	Affiliation
NEW YORK	WNYW	Fox	Fox
LOS ANGELES	KTTV	Fox	Fox
CHICAGO	WFLD	Fox	Fox
DETROIT	WJBK	Fox	Fox
MINNEAPOLIS	KARE	GANNETT	NBC
PHOENIX	KSAZ	Fox	Fox
SAN DIEGO	KGTV	McGraw-Hill	ABC
KANSAS CITY	KMBC	HEARST	ABC
SALT LAKE CITY	KSTU	Fox	Fox
NEW ORLEANS	WVUE	SF BROADCASTING	Fox
AUSTIN	KTBC	Fox	Fox
TAMPA	WFLA	MEDIA GENERAL	NBC
GREENSBORO	WXII	PULITZER	NBC

ENTERTAINMENT/VARIETY FOR 1998

Disney's Valentine expected to head UPN

Likely Salhany successor considered strong programmer

By Lynette Rice

The search for chairman Lucie Salhany's replacement at UPN is expected to end soon with the hiring of Dean Valentine, the president of Walt Disney Television and Walt Disney Television Animation.

The delayed announcement is likely a result of Valentine's contractual obligations to Disney, where he has signed to stay for another three years, sources close to the negotiations say. But word surfaced Friday of arrangements to replace Valentine in preparation for his anticipated departure to the UPN.

Speculation has Charles Hirschhorn, president of Disney Telefilms, assuming Valentine's oversight of animation, while David Neuman, president of Walt Disney Television, will take on additional network programming responsibilities. A Disney spokesperson and a

UPN spokesperson declined comment Friday.

Valentine, a 10-year veteran of Disney, could face a learning curve about affiliate relations and distribution, UPN's biggest challenges. But there's no question about his strength in programming. ABC's *Home Improvement* and *Ellen* came out of his shop, as did the Disney animation lineup that will air this fall as a programming block called "One Saturday Morning."

As president of Walt Disney TV and animation, Valentine oversees the creative and business aspects of both divisions, as well as series, specials and movies produced for network, syndication and basic cable.

Salhany, in comparison, has been known for her keen distribution knowledge and strong affiliate relations. The 30-year veteran of the television industry—who was Fox's first female chair-



Ten-year Disney veteran Dean Valentine is the likely successor to Lucie Salhany to head UPN.



man before joining UPN in 1994—will step down in September when her contract expires. Salhany will remain on the network's operating committee as a representative of BHC Communications Inc., which owns half of UPN with Viacom.

The search for Salhany's replacement began in late May. Within weeks, the usual list of top-notch executives was rumored for the position, including former ABC chairman Ted Harbert and former CBS Entertainment chief Kim LeMasters. Len Grossi, Salhany's number-two at UPN, also was up for the job. ■

Ascent Entertainment on the rise

Company has a hit movie, sports deals and investments from TCI, Fox

By Price Colman

Ascent Entertainment Group appears to have picked the right name for itself. Powered by the "Air Force One" release last month and a series of crucial deals last week, Ascent has taken off.

In a single day last week, Ascent announced the following developments:

- A contract with the city of Denver, after three years of sometimes contentious talks, for the Pepsi Center sports complex. Total tab: \$160 million. Tied to that contract are commitments to keep the Ascent-owned NHL Colorado Avalanche and NBA Nuggets in town until 2025.

- A lucrative seven-year carriage contract, reportedly worth more than \$100 million, with Liberty/Fox Sports to carry the two teams' games on the Fox Sports Rocky Mountain regional sports network.

- The re-signing of Avalanche team captain Joe Sakic to a three-year, \$21 million contract, including a \$15 million signing bonus. Ascent's offer matched one from the New York Rangers, a team that Liberty will partly own if its attempt to take a stake in the Madison Square Garden network goes through.

- A \$15 million investment in the Ascent company building and management of the Pepsi Center by Tele-Communications Inc. subsidiary Liberty.

That's a whirlwind pace for any firm, particularly one that's been on its own for less than two months. Comsat spun off its 80.67% stake in Ascent to shareholders on June 27. Predictably, the news was a boost for Ascent stock.

Speaking of stock, the institutional investment community has been paying close attention to Ascent. Mario Gabelli has taken a 9% stake and Gordon Crawford has bought in for 12%.

Considerable credit for Ascent's quick climb goes to CEO Charlie Lyons and his staff, says William Smith of Denver's William Smith & Co., an equities research firm: "These are very talented, capable people. They have done a very good job of setting up the company to maximize shareholder value."

"It's important from a validation perspective," adds Smith. "Having strategic partners like TCI and Fox going forward gives Ascent tremendous financial flexibility to do the kinds of things they want to do in the future."

The Pepsi Center deal—and Liberty's financial participation—were important for Ascent in another way. The company now looks like it will make its Aug. 31 deadline for breaking ground on the sports arena, thus avoiding default on a \$140 million credit line from NationsBank earmarked for the arena project. ■

Networks tighten belts

ABC to cut up to 200 jobs; ABC, CBS to slash budgets by millions; NBC looks for efficiency

By Steve McClellan, Glen Dickson and Lynette Rice

It's cutback time at the Big Three networks. As audience erosion continues, the companies are looking for more cost-effective ways to do business.

All three are reviewing budgets. CBS and ABC will slash tens of millions from their operating budgets for the coming year. Word is that ABC wants to cut at least \$50 million, partly through layoffs and buyouts that began last week.

CBS wants to pare \$100 million from its budget for the coming year, and staffers are bracing for layoffs. The network also is implementing new ways to do business, such as outsourcing some business functions and paying local station sales staff straight compensation (B&C, July 28).

NBC also is said to be reviewing operating procedures in an effort to run its business more efficiently. It is unclear whether there will be layoffs, but the network is implementing parent General Electric's "quality initiative," called "Six Sigma." At GE, the initiative resulted in changes valued by the company at \$700 million. GE veteran John Eck has joined the network to implement the program at NBC.

A round of job cuts began at ABC last week, with reports of some cuts in most divisions. Sources say that 150-200 jobs will be eliminated, including up to 30 positions on the West Coast.

Among the 30 management personnel cut from ABC's broadcast operations and engineering department (BOE) were three vice presidents: David Elliot, engineering services; Elliot Reed, graphics, post-production and special programs, and Robert Young, operations, West Coast.

Also leaving is Pete Barrett, senior vice president, public relations and affiliate marketing. Barrett says he has "accepted a buyout" and will leave in September. Another departing vice president is Larry Loeb, who was involved in international cable development.

Many of the cuts involve buyouts for which some have volunteered. "When word got around that buyouts were coming, some people raised their hands," says one company insider.

Sources say the news division budget is being cut by several million dollars, although last week it appeared that no more than a dozen midlevel management jobs had been cut. Two of those positions were held by veteran production managers going through their second buyout process.

The departure of BOE's Elliot is surprising, considering that he was ABC's point man on digital television technology. In fact, Elliot was scheduled to speak about ABC's DTV strategy last Tuesday at the Kagan Digital Television Summit, but he withdrew after learning of his termination on Monday.

In addition to his duties as head architect of ABC technical facilities, Elliot oversaw ABC's technology and

strategic planning division, whose role was to explain to management the business implications of new technologies. But Elliot himself isn't surprised.

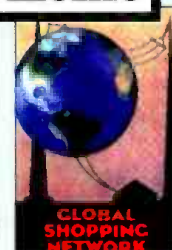
"I had foreseen this starting several months ago," says Elliot. "My boss [Preston Davis] and I couldn't agree on the best role for me for the future."

Elliot says his position has been eliminated. While he has no plans upon leaving ABC on Oct. 1, he hopes to parlay his 10 years of work on advanced TV into another job in broadcasting.

Sources say some of the changes at BOE have to do with the fact that Preston Padden, president of the ABC Television Network Group, is assembling a team that is more business-oriented in its approach to digital television. One recent hire is Saul Shapiro, whom Padden recruited from the FCC.

Engineers Al Molinari, Dave Linnick, John McKenna, Tony Caravello and Joe Russo, all longtime ABC veterans, are among those being laid off or bought out, sources report.

Shop
Home



Shop at Home goes shopping for Global

Shop at Home Inc. has tendered a \$53 million offer for fellow home-shopping broadcaster Global Broadcasting Systems Inc., but a pending auction could mean Global's TV stations will go to a higher bidder.

Global, which has filed for Chapter 11 bankruptcy, owns KONS(TV) San Francisco and WRAY-TV Wilson/ Raleigh, N.C., and has contracts to buy six other stations. SAH's letter of intent for the two owned stations (and for the contracts with most of the other stations) should be filed in New York bankruptcy court by today (Aug. 18), says Betsy Cameron, attorney for Global bankruptcy trustee James Coppersmith before the FCC. The bidding then will be opened to other companies. The auction will be completed in 30 days.

"It's hard to tell how many bidders there will be," Cameron says. But she expects interest to be high: "There could be another 10 or 12."

Infomercial maven Lowell W. "Bud" Paxson is among those said to be keenly interested in Global's stations. That would be ironic, considering that Paxson sold Global his options to buy WNGM-TV Atlanta and WOAC(TV) Cleveland this past April to make way for his owned stations in those cities.

Coppersmith declines to name potential bidders but says they include "some of the absolute marquee names in the broadcast industry."

For that reason, Coppersmith says he doesn't expect the \$53 million bid to stick: "I'd be surprised if that stands up. These [stations] are, in my view, jewels in these markets." Besides WNGM-TV and WOAC, Global's contracts are for WBSV-TV Tampa/St. Petersburg, Fla.; WNDS(TV) Boston; WPMC(TV) Knoxville, Tenn., and KNWS-TV Houston. Global reportedly owes about \$77 million to its creditors, but Coppersmith says SAH's bid would be enough to satisfy the court.

Shop at Home leads the way because "they were the first people who came to us with a bid we could accept and submit to the court," Coppersmith says. He jokes that he hung a sign on his office door saying, "Bottom fishers need not apply," but that didn't stop them.

—EAF



Media and Resource Management

PROFILE
DISK STORAGE

NEWSTAR
AUTOMATION

EDITSTAR
NEWS EDITING



Can your news operation take the heat?

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

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

Let's talk news.

Look for News Solutions in action
at our booth 9014 at NAB.

NEWSWORKS
VIDEO EDITING

GRASS VALLEY
SWITCHERS

Tektronix

Sinclair LMA deals attacked

By Elizabeth A. Rathbun

FCC staff decisions to allow Sinclair Broadcast Group Inc. and its LMA partner Glencairn Ltd. to operate two TV stations in one market are illegal, say attorneys for station owners in the markets in question.

Those lawyers have asked the full commission to review the decisions. Family ties that bind the two companies mean that station relationships go beyond those of a traditional LMA, they claim.

An outraged Pulitzer Broadcasting says the FCC staff decisions are "a vast expansion and reinterpretation of the commission's cross-interest policy."

The Mass Media Bureau's video services division in June approved—with conditions—the transfer of the following stations: ■ WLOS(TV) Asheville/Greenville, S.C., to Sinclair, along with Sinclair's planned sale of WFBC-TV Anderson/Greenville, S.C., to Glencairn. Pulitzer, which has filed its protest with the FCC, owns WYFF(TV) Greenville. ■ KABB (TV) San Antonio, Tex., to Sinclair and KRRT(TV) San Antonio to Glencairn. Post-Newsweek Stations Inc., which has also filed a protest with the FCC, owns KSAT-TV there.

All of Glencairn's stations have local marketing agreements with Sinclair. Glencairn is 90% owned by trusts set up by Carolyn C. Smith for her grandchildren, the children of her four sons, who run Sinclair.

"The division's decision...pays short shrift to the competitive and diversity implications of these business interests that bind the two companies," Pulitzer says.

"Given the morass of familial and business ties between Glencairn and Sinclair," the full FCC should reverse the staff decision, Post-Newsweek says.

Wabash Valley Broadcasting, which owns WNDY-TV Indianapolis, filed a protest to the division's decision to postpone action on its previously acknowledged "cross-interest policy concerns" regarding Sinclair's of WYZZ-TV Indianapolis and its purchase of WTTV(TV) and satellite WTK(TV) Indianapolis.

The postponement, pending an FCC rulemaking on its cross-interest policy, "permits Sinclair to continue to operate WTTV without commission approval" and "is contrary to law," Wabash says. ■

Closed Circuit

Status quo for Lenfest, TCI?

The clash over the future of Lenfest Communications Inc. has settled down for now, with 50% owner Tele-Communications Inc. agreeing to stay on board. But chairman Gerry Lenfest appears to have won his fight against TCI's plan to merge most of the company's Philadelphia market cable systems with Comcast Corp. It remains unclear whether he will try to buy TCI out or otherwise break up the 1.3 million-subscriber partnership. Lenfest says that he met with TCI President Leo Hindery in Colorado last Wednesday and that the two companies' relationship remains "status quo." Hindery and TCI Chairman John Malone backed down from their threat to resign from the board over Lenfest's opposition to the Comcast plan. However, Lenfest would not say whether he was still trying to break up the partnership. Sources have said that Lenfest has been looking for cash to buy TCI out. Asked if a TCI buyout for cash or perhaps some of Lenfest Communications' systems was in the works, Lenfest said only that "we are resolving where we go forward." —JMH

NEW YORK

Switch is on

Acquisition of LIN Television by Hicks Muse prompted speculation on Wall Street that Fox might not shift its Norfolk affiliation from Sinclair's WTVZ-TV to LIN LMA WVBT(TV) after all. The planned switch was announced in early 1996, at a time when the relationship between Fox and Sinclair was at an all-time low. Since then the companies have made up, and the change of control of LIN is said to give Fox a way out of the deal they struck to switch stations in Norfolk. But it won't happen, sources at both Fox and LIN say. "LIN's management team will still be in place. They're good operators and we plan to honor the agreement we made with them," says a high-level Fox executive. The switch, scheduled for 1998, is a long-term deal, the executive says.

LeBlanc busy with tall towers

Tower manufacturer LeBlanc & Royle has taken orders for four tall towers (over 1,000 feet) for DTV, says Ronald Gibbs, president of LeBlanc subsidiary Lodestar Towers. LeBlanc also has orders for three DTV antennas. Lodestar's DTV tower farm on Mt. Harvard, outside Los Angeles, is due to be completed by the end of the year;

local broadcasters should begin transmitting DTV signals from the site by the end of first quarter 1998, says Gibbs. But no Los Angeles broadcasters have signed a contract for service on Mt. Harvard yet.

WASHINGTON

Taking stock

Mobil Oil attorney Deborah Kennedy will be divesting at least \$5,000 of holdings in the Washington Women's Investment Club (including holdings in Black Entertainment Television) if husband William Kennard is confirmed as FCC chairman. Kennard's financial disclosure report also lists a series of investments and bank accounts totaling at least \$650,000.

Read all about it

DIRECTV lobbyists have converted CEO Eddy Hartenstein's July 29 testimony before the House Telecommunications Subcommittee into a three-page policy paper. The subject: Why the Primestar Partners rollup should not be allowed to include News Corp.'s ASkyB assets. The lobbyists are circulating the paper on the Hill. Hartenstein told lawmakers at the hearing to "prohibit cross-subsidization by entities owning both cable systems and DBS providers." Public comments on the merger are due at the FCC Aug. 22.

GARTH LIVE FROM CENTRAL PARK

AN EVENING TO REMEMBER

HBO WAS PLEASED TO SHARE THE SPECIAL EXCITEMENT OF "GARTH LIVE FROM CENTRAL PARK" WITH MILLIONS OF VIEWERS ON AUGUST 7.

14.6 MILLION PEOPLE WATCHED "GARTH LIVE FROM CENTRAL PARK," MAKING IT THE MOST-WATCHED SPECIAL ON CABLE TELEVISION IN 1997.¹ IT WAS ALSO THE HIGHEST RATED, WITH A 15.2 RATING/25 SHARE RISING TO A 19.1/29.²

THIS GREAT EVENT BEAT ALL BROADCAST COMPETITION IN THE TIME PERIOD—ACTUALLY ATTRACTING MORE VIEWERSHIP THAN 3 OF THE 4 NETS COMBINED!²

HBO WILL REPLAY "GARTH LIVE FROM CENTRAL PARK" ON SATURDAY, SEPTEMBER 13 AT 9:30 PM ET/PT AS PART OF THE "GET READY TO JAM OPEN HOUSE FREE PREVIEW WEEKEND."

THE HEART OF COUNTRY THRILLED MILLIONS LAST WEEK. THANK YOU FOR MAKING TH'S INCREDIBLE EVENING POSSIBLE.

FROM ALL OF YOUR FRIENDS AT

HBO

¹HBO's internal research and analysis.
² Nielsen Media Research, NHI program household ratings and shares for HBO, ABC, CBS, NBC, and FOX in HBO's universe from 8 PM - 9:45 PM ET on 8/7/97. Qualification: available from Nielsen upon request.

<http://www.hbo.com> ©1997 Home Box Office, a Division of Time Warner Entertainment Company, L.P. All rights reserved. HBO is a registered service mark of Time Warner Entertainment Company, L.P.



BILL KENNARD

The 'Prince' Who Would Be Chairman

Approachable and likable, the FCC's general counsel also could prove broadcasters' formidable, if friendly, foe

By Chris McConnell

He's the nicest guy broadcasters may ever want to neutralize.

He always makes time to talk; never yells; doesn't act smarter than you; remembers your name and probably your birthday; asks how things are going, and genuinely seems to care.

"He's just an absolute prince of a guy," says National Association of Broadcasters Senior Associate General Counsel Valerie Schulte.

And yet William Earl Kennard—President Clinton's choice for FCC chairman—also is a man who, if confirmed, could wield far more power over the broadcast and cable industries than his predecessor, outgoing FCC Chairman Reed Hundt.

"He could become an extremely effective chairman," one official says

of Kennard. Several others predict Kennard's evenhanded style will allow him to craft compromises where Hundt has been unable to do so. Broadcasters voice concerns that Kennard may prove a more formidable—if more soft-spoken—chairman than Hundt.

Still other observers point to the overhauled FCC that Kennard will inherit—an FCC that will not have outgoing FCC Commissioner James Quello to oppose any public interest initiatives.

The expected incoming Democratic commissioner—New Mexico regulator Gloria Tristani—is an unknown to broadcasters. But none expects a fellow Democrat to oppose Kennard as strongly as Quello opposed Hundt on public interest-related issues.

"The number-one big fact is the fact that Commissioner Quello is leaving," Hundt says of the public interest portion of the commission's agenda, although he objects adamantly to the notion that

internal dissent has stymied the existing FCC. Hundt insists that disagreements over public interest-related matters have drawn a disproportionate share of attention.

Commissioner Susan Ness, while praising the existing commission, predicts Kennard's FCC will address the thorny broadcast issues without the rancor that has characterized some FCC efforts during the past few years.

"I think we're going to see a commission that's more collegial than it's been in the past," says Ness, the lone commissioner remaining at the FCC.

The public interest issues that sparked squabbles in the Hundt FCC will be returning to the Kennard commission. His commission will receive an advisory group's recommendations for setting new public interest obligations for digital TV. The Clinton administration this summer has been assembling a group of advisers to pre-

Dennis Brack / Black Star

pare the recommendations, which likely will focus on the provision of airtime to office seekers.

And before it gets to the recommendations, Kennard's commission will tackle the question of broadcast ownership rules, something the existing FCC has been unable to resolve.

The approaching ownership and public interest review worries some broadcast lobbyists, who predict that Kennard will stick close to the Clinton/ Gore policies that for the past few years have had the industry on the defensive.

"We don't for a minute

"I can't think of what more the commission can do to us," says James Hedlund, president of the Association of Local Television Stations.

Hedlund speculates that Congress could preempt the FCC on such issues as free time for politicians. And others predict that Kennard might bring a different agenda than Hundt to the FCC. "I think he's going to chart his own course," says BET Holdings Chairman Robert Johnson.

Johnson and civil rights lawyer David Honig, for instance, hope that Kennard—who would be the commission's first African American chairman—will place minority ownership issues atop the FCC agenda.

In 1995, Kennard and Hundt said they would hold on to the FCC's equal employment opportunity policies after

ownership limits.

Ness, citing Kennard's interest in ownership diversity, speculates that he may proceed cautiously on allowing further ownership concentration. Kennard himself is declining interview requests, although he did agree to be photographed.

Others in and out of the FCC doubt the Kennard FCC will significantly shift course from the current FCC. But they add that the same probably could be said of any Gore pick for the FCC. "We all have bosses," one communications lawyer says.

And Kennard, they add, is someone they think they will be able to work with.

"Bill at least will give you an open door," ALTV's Hedlund says.

"He is the antithesis of Reed Hundt," another broadcast lobbyist adds, praising Kennard's affable manner. "He's not going to deceive you," another says.

Kennard is also someone who knows the broadcasting business. His first job out of law school was with the NAB, and later he worked for the association as its First Amendment counsel.

During his years at the law firm Verner, Lipfert, Bernhard, McPherson & Hand, Kennard represented broadcasters and cable operators. Clients included BET Holdings, District Cablevision and Pulitzer Broadcasting. Colleagues say he handled several station sales, as well as cable and cellular transactions. Kennard also represented broadcast applicants vying for licenses in the commission's now-defunct comparative criteria process.

"He does have a very good understanding of what it takes to run a business," says Washington lawyer Antoinette Cook Bush.

Kennard's communications expertise, in fact, played a role in his 1993 appointment as FCC general counsel. A known force in the Federal Communications Bar Association, Kennard lent communications credibility to an FCC led by Hundt, who arrived as an antitrust lawyer with limited communications experience.

Kennard also has family ties to the television business. Fox Executive Vice President of Network Distribution Lana Corbi is a cousin of Kennard's. So is Black Entertainment Television President Debra Lee.

Broadcasters voice hopes that the inside look at their business will yield benefits when Kennard's commission



believe there's going to be a lessening just because he's a nice guy," says one industry source.

Others point to Kennard's published thoughts on the First Amendment as it relates to broadcasters. "It is idle to posit an unbridgeable First Amendment right to broadcast comparable to the right of every individual to speak, write or publish," he and then-FCC Special Counsel Jonathan Nuechterlein wrote in a 1996 *Legal Times* piece.

"There is nothing in the First Amendment which prevents government from requiring a licensee to share his frequency with others and to conduct himself as a proxy or fiduciary with obligations to present those views and voices which are representative of his community," the authors said.

Despite such remarks and Kennard's expected freer hand at the FCC, however, others in the broadcast and cable industries voice less concern.

the Supreme Court raised the bar on constitutional standards for policies favoring minorities. The FCC said it would compile a study of the Supreme Court's *Adarand* decision, although that report has not been issued.

"I expect the Kennard FCC to be the Kennard FCC," adds Media Access Project President Andrew Schwartzman.

Quello, who sparred with Kennard in print during the 1996 debate over children's television rules, voices some hope that Kennard will run an independent agency.

"If he just remembers that we are an arm of Congress and not the executive branch, he'll do fine," Quello says.

Earlier in his tenure, Kennard should get a chance to show how closely his views track with the administration's on the issue of broadcast ownership. The Clinton administration has taken a hard line against further relaxation of

takes up such issues as how much flexibility stations should have in scheduling weekend sports around educational programming. (Earlier this summer, the FCC decided to give stations some breathing room but to reexamine the issue in a year.)

FCC staff also approve of a chairman nominee who has had an inside look at their commission. "Staff morale is extremely high," says David Solomon, deputy general counsel.

Solomon recalls Kennard's interest in staff members, how he would stop to chat with them in FCC hallways and even set up regular "staff hours" for commission officials to drop in and talk.

One former client says the hands-on style helped save her business. Search Communications President Shelly Spiegel says Kennard convinced the lawyers at Verner Liipfert to perform \$50,000 worth of legal work for her new company at a time when all she could offer was a \$5,000

retainer. Later, when the young company needed more capital, Kennard drove to New Jersey with Spiegel to convince a group of some 20 investors to keep the firm afloat.

Kennard has devoted similar energy to boosting diversity in the legal profession as well as other businesses. At Verner Liipfert he co-chaired the recruitment committee and focused on promoting diversity in the company's hiring. Verner Liipfert's Berl Bernhard says Kennard also worked to develop a legal practice that would help minority-owned businesses prosper.

Kennard focused on minority ownership issues at the NAB as well. There he labored on an advisory committee whose work eventually would lead to an expanded use of tax certificates.

Lawyers regard Kennard as an authority on the now-defunct tax certificate policies. When Congress was reviewing the policies in 1995, Kennard was the lone representative the FCC sent to defend the practice.

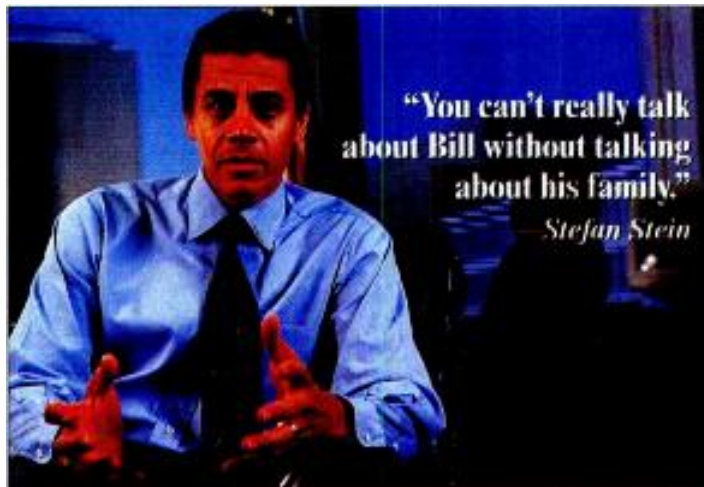
"It was really unfair," says civil rights lawyer Honig. "Bill had to go and do the

[FCC] eighth floor's job for it."

The interest in promoting minority businesses and careers runs in the family. Kennard's father, the late Robert Kennard, was a founding member of the National Organization of Minority Architects and also a founder of one of the oldest U.S. African American architecture firms.

"You can't really talk about Bill without talking about his family," says Denver lawyer Stefan Stein, a longtime friend of Kennard's.

The youngest of three children, Kennard grew up in Hollywood Hills and attended Hollywood High School, where he was student body president.



Stein recalls the young Kennard riding around the California hills on a minibike. Kennard remains an outdoors enthusiast, now cultivating an interest in fly-fishing.

Like his two older sisters, Kennard attended Stanford University. He left California for Yale Law School after college before launching his legal career in Washington.

It's a career that has gone from an NAB fellowship to a nomination as FCC chairman in just 16 years.

Onlookers attribute his professional trajectory to a number of factors, including a knack for not making enemies and real legal talent (FCC officials are ever quick to cite the commission's improved winning percentage in court).

Others also cite good political connections. Although he was not a schoolmate of Gore or Clinton—as Hundt was—Kennard does know some people in Washington. One friend is Clinton intimate and Akin, Gump, Strauss, Hauer & Feld senior partner Vernon Jordan.

Jordan also is a friend of Kennard's

wife, Mobile Oil Corp. attorney Deborah Kennedy, who might even prove a political asset. Kennedy's father is James Kennedy, a prominent South Carolina religious leader. Some say the elder Kennedy's influence in the state may factor into Senator Ernest Hollings's (D-S.C.) treatment of Kennard during confirmation hearings this fall.

Hollings had been leading his own campaign to place former aide and Washington lawyer (and Kennard friend) Ralph Everett in the chairman's seat. The effort did in earlier administration plans to nominate White House economic adviser Kathleen Wallman as FCC chairman.

Kennard also has kept up his own participation in elections. At the Democratic-leaning Verner Liipfert, for instance, he contributed regularly to the firm's political action committee.

Additionally, Kennard has been known to hit the streets in support of his party. Last year, BET's Johnson saw him on a Denver street corner campaigning—on his own time—for Clinton/Gore. "He was out there like a rank-and-file voter," Johnson says.

In fact, Kennard's political clout was strong enough to make him a candidate for FCC chairman back in 1993. Several say he also was runner-up to Larry Irving as head of the National Telecommunications and Information Administration.

Most in Washington credit Verner Liipfert's Erwin Krasnow with shepherding Kennard's career at the law firm and at the NAB. "I look upon him more as a colleague," Krasnow says.

Krasnow adds that Kennard has merely been doing a general counsel's job in defending the Hundt FCC. He predicts Kennard will leave his own imprint on the commission.

While the exact shape of that imprint remains unknown, more possible hints can be found in earlier writings. In one humorous review of past chairmen, for instance, Kennard and Krasnow penned some verse extolling the then-incoming Dennis Patrick FCC to strike a balance between extremes. The rhyme closed with the lines:

"The key is to strike a good balance/Since both chaos and fiat are bad./So the marketplace really can function/And be free of political fad./Call it ABCDeregulation/A sensible basic regime./Keep the best, scrap the rest/Give the market a full head of steam." ■

A Disney Channel Original Movie

Northern Lights

On



CHANNEL

She wasn't looking for a son. He wasn't looking for a mother.
But what they found turned a small town into a big family.

Starring Academy Award Winner Diane Keaton

**Another Saturday PremEAR,
August 23 at 7/6c**

CORRE PATIENCE IS N



CTION: NOT A VIRTUE.

But longevity is. Ten years ago, we set out to provide the best news product along with the best customer service. And what's developed is a partnership. When you expanded your news programming, we added more content to our feeds, and fed them more often. And we'll continue to deliver live breaking news as soon as we get it. Because we know you don't like to be kept waiting. *Serious about news?*



For more information call (404) 827-2340. ©1997 Turner Broadcasting System, Inc. All Rights Reserved.  **CNN NEWSOURCE SALES**

FCC lists out-of-market LMAs

By Sara Brown and
Chris McConnell

Federal regulators have counted more than 30 local marketing agreements (LMAs) between stations or broadcast companies located in different markets.

Most of the "out-of-market" LMAs involve pacts between broadcast groups and stations. Paxson Communications Corp. alone holds nearly half of the out-of-market deals, and Pappas Telecasting programs another four stations through LMAs.

When combined with LMAs between stations in the same market (B&C, Aug. 11), the out-of-market deals bring the total number of marketing agreements to more than 100. Regulators have counted about 70 in-market deals.

The FCC has been conducting the LMA research as part of its effort to revise TV ownership rules. A proposal issued last year would treat brokered stations as "owned" properties for the purpose of measuring compliance with ownership caps.

Earlier this year, the commission

instructed all participants in LMAs to report the deals to the FCC. Commission officials said they plan to use the data in deciding what grandfathering provisions to grant the LMAs.

Last fall's proposal would allow companies to keep any LMAs that do not conform to ownership limits, but only until the existing deals expire.

As with the in-market deals, in the out-of-market agreements most of the brokering companies use most or all of the airtime on the brokered station. The lengths of contracts for the out-of-market deals range from one year to 10. ■

BROADCAST GROUP LMAs

DMA/Market	Brokering Entity	Brokered Station (ch.)	Owner	Affil.	Start Date	Term (years)	Time brokered
1 New York	Paxson	WPXN-TV (31)	ITT-Dow Jones TV	Ind.	6/30/97	variable	100%
6 Boston	Paxson	WHRC(TV) (46)	Christian Network ¹	Ind.	1/16/97	7	58.3%
12 Seattle	Paxson	KBCB(TV) ² (24)	World TV	Ind.	8/19/96	5	96.4%
15 Tampa, Fla.	Paxson	WFCT(TV) ² (66)	Paxson ³	Ind.	TBD*	30 mo.	98.8%
16 Miami	Paxson	WCTD(TV) (35)	Paxson ³	Ind.	3/31/94	5	50%
17 Phoenix	Paxson	KAJW(TV) ² (51)	Paxson ⁴	Ind.	7/31/96	7	96.4%
25 Indianapolis	Sinclair	WTTV/WTTK (4/29)	Sinclair ³	UPN	5/31/96	ends on sale date	99%
27 Hartford, Conn.	Paxson	WTWS(TV) (26)	Roberts Bcst.	Ind.	2/12/97	5	96.4%
29 Sacramento, Calif.	Paxson	KMCY-TV (29)	Ponce-Nicasio Bcst. LP	Ind.	10/01/96	2	96%
38 San Antonio, Tex.	Ortiz Bcst.	KTRG(TV) (10)	Republic Bcst. Co.	Ind.	4/29/97	8	Nearly all
41 New Orleans	Cox	WUPL(TV) (54)	Cornerstone Inc.	UPN	5/01/96	3	96.4%
44 W. Palm Beach, Fla.	Cocola Media	WHBI(TV) ² (67)	Hispanic Bcst. Inc.	Ind.	6/02/97	7	96.4%
44 W. Palm Beach	Paxson	WTVX(TV)	Whitehead Media	UPN	12/29/95	10	96.4%
49 Wilkes Barre, Pa.	Paxson	WSWB(TV) ² (64)	Paxson ³		TBD*	5	96.4%
51 Birmingham, Ala.	Paxson	WNAL(TV) (44)	Paxson ³	Ind.	9/02/96	2	75%
55 Fresno, Calif.	Paxson	KKAG(TV) (61)	Kralowec Children's Family Trust	Ind.	6/01/97	2	90%
56 Charleston, W.V.	High Mtn. Bcst.	WKRP-TV ² (29)	Mountaineer Bcst. Corp.	Ind.	TBD*	10	100%
57 Little Rock, Ark.	Paxson	KVUT(TV) ² (42)	Paxson ³	Ind.	8/21/96	5	96.4%
58 Tulsa, Okla.	Paxson	KGLB(TV) (44)	Paxson ³	Ind.	5/23/96	5	96.4%
67 Lynchburg, Va.	BIP/Channel 24	WDRL-TV (24)	Danville TV Partners	UPN	8/11/94	2	100%
68 San Francisco	Cocola Media	KWOK-TV ² (68)	North Bay TV Inc.	Dark	TBD*	5	96%
69 Honolulu	Paxson	KAPA(TV) ² (66)	Dove Bcst.	Ind.	TBD*	2	96.4%
86 Cedar Rapids, Iowa	Paxson	KTVK(TV) (48)	Paxson ³	Ind.	5/02/97	1	96.4%
101 Lincoln, Neb.	Pappas	KSNB (4)	Pappas ³	Fox	7/01/96	5	Nearly all
101 Lincoln	Pappas	KGHI (13)	Pappas ³	ABC	7/01/96	5	Nearly all
101 Lincoln	Pappas	KWNB (6)	Pappas ³	ABC	7/01/96	5	Nearly all
101 Lincoln	Pappas	KTVG (17)	Hill Bcst. Co.	Fox	4/25/94	5	Nearly all
123 Yakima, Wash.	Mountain Bcst.	KAUP ² (11)	Comm. Properties Inc.	Ind.	3/25/96	7	Nearly all
127 Boise, Idaho	Gaba/Boise Bcst.	KNIN(TV) (9)	Schuyler Bcst. Corp.	UPN/WB	5/02/96	4	75.5%
175 El Centro, Calif.	Growth Cities Bcst.	KECY (9)	Pacific Media Corp.	Fox	5/01/97	11	Nearly all
181 Bowling Green, Ky.	Crossover Comm.	WKNT-TV (40)	Southeastern Comm. Inc.	Fox	1/01/97	10	100%

1 Paxson is founder; 2 construction permit; 3 is buying; 4 owns 49% and option for remainder; *To be determined, LMA takes effect when station goes on air

STATION LMAs

Brokering station (ch.)	DMA/Market	Owner	Affil.	Brokered station (ch.)	DMA/Market	Owner	Affil.	Start date	Term (years)	Time brokered
WBFS (33)	16/Miami	Viacom	UPN	wtvx (34)	44/W. Palm Beach, Fla.	Viacom ¹	UPN	7/31/97	10	Nearly all
wxt(tv) (9)	68/Syracuse, N.Y.	Ackerley Gp.	ABC	wutr(tv) (20)	166/Utica, N.Y.	Utica TV	ABC	6/30/97	8	99.4%
WTTT (21)	51/Birmingham, Ala.	Sinclair	WB	wdbb (17)	185/Tuscaloosa, Ala.	C. Heftel	Ind.	11/9/95	5	83%

¹ is buying

Expertise, Flexibility, Responsiveness.

CELLULAR XL, L.P.

**Managing Agent
Senior Credit Facilities**



E! ENTERTAINMENT TELEVISION, INC.

**Managing Agent
Senior Credit Facilities**



FIRST MEDIA

**Co-Managing Agent
Senior Credit Facilities**



LIBERMAN BROADCASTING

**Managing Agent
Senior Credit Facilities**



MARCUS CABLE

**Co-Managing Agent
Senior Credit Facilities**



NEW CENTURY SEATTLE PARTNERS

**Managing Agent
Senior Credit Facilities**



NORTHWEST BROADCASTING, L.P.

**Managing Agent
Senior Credit Facilities**



PAXSON COMMUNICATIONS

**Managing Agent
Senior Credit Facilities**



RADIO EQUITY PARTNERS, L.P.

**Managing Agent
Senior Credit Facilities**



RIFKIN/ NARRAGANSETT SOUTH FLORIDA CATV, L.P.

**Managing Agent
Senior Credit Facilities**



VIACOM INTERNATIONAL

**Agent
Senior Credit Facilities**



WALT DISNEY COMPANY

**Co-Agent
Senior Credit Facilities**



Find out what these companies already know.

Find out what Union Bank of California can offer your media,
entertainment or communications company.



Communications / Media Division

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

Competing arrangement

The FCC last week stepped up efforts to encourage radio and TV applicants to settle competing bids for licenses, saying it will waive rules that limit the amount of money applicants can pay each other to drop competing applications. The action follows a decision by Congress to instruct the FCC to waive any rules necessary to allow applicants to settle competing applications. The Budget Act also calls for the commission to settle contested licenses through an auction if they are not otherwise settled after 180 days. Last week, the FCC said it will look favorably on requests to waive other rules in cases in which a waiver will help parties reach settlements. The commission took the action as part of a decision to accept a settlement agreement filed by a series of applicants seeking an FM radio license in Mableton, Ga.

FCC personnel moves

FCC International Bureau Chief Peter Cowhey is leaving the commission. Cowhey, who has served as the bureau's head since March, will return to the University of California at San Diego, where he is a professor at the Graduate School of International Relations and Pacific Studies. Replacing Cowhey will be Regina Keeney, who will move from her current post as FCC Common Carrier Bureau chief on Sept. 15.

In another personnel move, the commission has named Richard Lee acting chief of the FCC Compliance and Information Bureau. Lee has served as the FCC's deputy managing director since 1995. Additionally, Mary Beth Richards has been named deputy managing director of the FCC.

FCC on hold over editorial/personal attack

Regulators last week were explaining their deadlock over the political editorial and personal attack rules. The Radio-Television News Directors Association has been pushing the FCC to ax the rules, which require stations to offer candidates a chance to respond to on-air personal attacks or editorials. Commissioner Rachelle Chong said she would have liked to oblige the association, but Chairman Reed Hundt and Commissioner Susan Ness wanted to conduct additional review of the two rules. "It appears the result is a 2-2 tie," Commissioner James Quello said. Quello hopes the new FCC will settle the issue.

Ness hopes for a less polarized atmosphere when the new FCC takes up the issue. "The First Amendment is in the public interest," Ness said. "And the public interest can be well served...without impinging upon the values served by the First Amendment."

Hundt said he would like the rules to be reviewed as part of a broader inquiry into broadcasting's role in the political process. Hundt has been seeking to launch such an inquiry for weeks, but Chong and Quello have blocked the initiative. "These issues are important to our democracy, and from a constitutional perspective they are nontrivial," Hundt said in a lengthy statement about the rules. "They should not be addressed by glib, nonfactual, unsupported statements that [spectrum] scarcity does or does not exist; that the First Amendment says one thing or the other; that there is or is not adequate diversity of viewpoint in television; that there is or is not sufficient access to free television for candidates or issues."

Chong countered, saying the rules do not serve their

intended purpose and should be eliminated: "The personal attack rule, for example, has been invoked largely as a substitute for defamation suits and serves primarily to escalate personal quarrels [rather] than illuminate public debate." RTNDA President Barbara Cochran says the group plans to return to court to seek repeal of the two rules.

Paxson gets must-carry decision

Paxson Communications won a small victory in New York last week when the FCC decided to grant WHAI-TV Bridgeport, Conn., must-carry rights in several Westchester County, N.Y., communities, reversing a Cable Services Bureau decision. Paxson has asked the FCC to consider WHAI-TV a satellite of WPXN-TV New York; the request is pending at the FCC. Paxson lost a similar decision in Houston, however, when the FCC dismissed its request for must-carry privileges for Paxson Houston Licenses Inc. on TCI Cablevision of Texas, which serves Clute, Freeport, Lake Jackson and Richmond, all Texas. Paxson has filed multiple must-carry petitions at the FCC during the past several months, with the hope of gaining carriage for its fringe television stations.

Pole attachment changes

The FCC last week proposed revisions to its rules concerning the rates that govern what cable and telecommunications companies pay utilities for the use of poles and other rights of way. The 1996 Telecommunications Act requires the commission to adopt a new methodology for setting the rates that telecommunications carriers pay to use the poles and conduits. The commission is accepting comments on the new rate plan through Sept. 26.

FCC fines

Regulators last week handed out \$20,000 in fines for violations of commercial limits during children's programming. WENT(TV) Greeneville, Tenn., received a \$10,000 "notice of apparent liability" for exceeding the limits on the amount of commercial material stations may air during children's programming. The FCC also gave a \$10,000 fine to WNDY-TV Marion, Ind., for violating the rule.

In another enforcement action, the commission ordered KUTR(AM)-KCPX(FM) Salt Lake City to pay \$16,500 for violations of FCC equal employment opportunity policies. The commission also notified WIBC(AM) Indianapolis of a \$10,000 EEO fine.

Allan moves to Harris

High-definition-TV proponent Bruce Allan is moving from Thomson Consumer Electronics to broadcast hardware maker Harris Corp. Allan, who last year participated in computer/broadcast industry negotiations over the digital-TV standard, will be leading Harris's digital-TV business as head of worldwide broadcast operations.

Errata

The Aug. 11 list of in-market LMAs incorrectly listed Sullivan Broadcasting as the owner of WUXP-TV Nashville. The station is owned by Mission Broadcasting.

Washington Watch

Edited by Chris McConnell

Broadcasting

August 18, 1997

A Whole New Day In Court!

The First
Interactive
Strip On
Television.

**THE
PEOPLE'S
COURT**

www.thepeoplescourt.com

Premieres September 8th

A
Ralph Edwards/Stu Billett
Production



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



Gayle King walks the talk

Eyemark accommodates working mother's busy schedule with side-by-side studios for talk host/news anchor

By Joe Schlosser

When Gayle King finishes taping an episode of her upcoming talk show, she walks exactly 169 steps to WFSB-TV, the Hartford, Conn., CBS affiliate where she anchors the evening news.

How does she know that it is 169 steps? William, her 10-year-old son, counted. King, a single mother of two and an anchor/reporter at the station since 1981, is doing her best to make Hartford a new TV hot spot.

When King was approached last year by officials at CBS's syndication division, Eyemark Entertainment, she was excited by the prospect of hosting her own talk show. But King, who is known nationally as Oprah Winfrey's best friend, had one problem.

"She was very honest and up-front with us," says Eyemark Entertainment's Jim Dauphinee, senior vice president, programming and development. "She said it sounded great and very interesting and that she'd love to do [a talk show]. But she said she had to be in Hartford, that her family is in Hartford and that she loves anchoring the news in the city."

King says she thought Eyemark would want her to move to one of the traditional talk show outlets—New York or Los Angeles.

"I did say that if it meant leaving Hartford then I [could] not do it," says King, who lives in a Hartford suburb with son William and 11-year-old daughter Kirby. "I was really willing to take a pass on it if they said I had to move."

Dauphinee says he and other Eyemark officials didn't even blink.

"We didn't spend more than two seconds thinking about that," he says. "We were convinced that she was the person we wanted, so we said, 'Sure, we'll make it work for you.'"

King and Eyemark officials point out that not all talk shows have originated from major cities. Phil Donahue's show started in Dayton, Ohio, and Sally Jessy Raphael taped her show in southern Connecticut. Winfrey, who has the top-rated syndicated talk show, got her start in Baltimore, King notes.

"You can do a talk show anywhere, as long as you have a good host and a good project," says Linda Ellman, executive producer of *The Gayle King Show*. That's what we have here."



Gayle King does double duty in Hartford.

Eyemark officials looked at 12 locations in and around Hartford and even considered Foxwoods Casino in Ledyard, Conn., before finding a home for the show in WFSB's backyard. Across from the station, in an area known as Constitution Plaza, Dauphinee and other executives noticed a two-story building that had been abandoned for more than 10 years. It was quickly turned into a state-of-the-art television studio.

"The building was a total disaster. I mean, it had had an asbestos problem and it was all exposed brick," says Dauphinee. "It looked like someone had just walked in and tossed a hand grenade and taken off."

Four months of construction and more than \$1 million was put into the 100-seat studio King now calls her daytime home. The set is unlike that of any other syndicated talk show, Dauphinee says. To take advantage of the building's busy downtown location, Eyemark officials placed a series of windows behind the audience.

"You'll see Connecticut at its best, with the snow falling and the leaves blowing," Ellman says. "The windows add a genuine character to everything."

As for its easy access to the CBS affiliate, King says she needs it. Eyemark officials are taping two episodes of the talk show every Tuesday, Wednesday and Thursday, and King anchors the 5:30 p.m. news each weeknight.

"I'm not eating as much as I did before, so this is going to do wonders for my figure," King says with a laugh. "I don't plan to work this hard for the duration, but I understand that we need to work hard to do this thing right. So I'm going at the pace I am."

The Gayle King Show, which debuts

Fox sees 'Stargate'

The 22 Fox owned-and-operated stations have signed on for the syndication run of MGM's *Stargate SG-1*. The sci-fi series, which stars former *MacGyver* star Richard Dean Anderson, airs on Showtime and will debut in syndication in fall 1998.

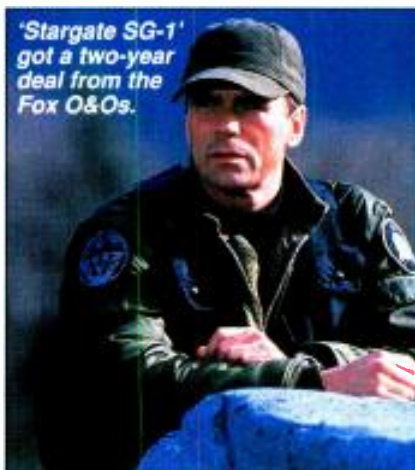
The Fox O&Os signed on for a two-year deal, which includes 44 hours (22 each year) of the series. Financial terms of the deal were not released, but MGM officials say the stations and the syndicator will each get seven minutes of ad time in each episode.

"We had been talking about this for some time," says Sid Cohen, MGM Domestic Television Distribution president. "[Fox] wanted to see the product; they did and liked what they saw, and we were able to consummate our deal."

Two other MGM syndicated hours, *The Outer Limits* and *Poltergeist: The Legacy*, already air on the Fox stations.

With the Fox station clearances, *Stargate* now is carried in nearly 40% of the nation and in 14 of the top 20 markets. MGM officials say they will start selling the show aggressively in September.

—JS



'Stargate SG-1' got a two-year deal from the Fox O&Os.

Sept. 8, is being packaged by Eyemark as a half-hour talk show to follow *Martha Stewart Living*.

King's producers say her show is not celebrity-driven and that the Hartford location (two hours from New York City) will not affect its success. And King says

rumors that Winfrey will appear on her first show are not true. King and Winfrey have been close friends since the late '70s, when King got a job as a production assistant at WJZ-TV Baltimore, where Winfrey was a news anchor.

"I do talk to her and get advice from

her, but I think that would be very cheesy to have her on my first show," King says. "I'm sure we'd get great ratings, but that wouldn't be a true indication of the show. We have to get on and get started, and then we'll have her on."

TV finds more room for gays

GLAAD says record 30 gay characters will be featured in new and returning shows



r on TV.

in agenda, intended to change out homosexuality."

SAVINGS WORTH BROADCASTING

☒ **Yes!** Start my subscription to *Broadcasting & Cable* saving me 48%. I'll pay just \$129 a year and save \$123 off the cover price!

Name _____

Title _____

Company _____ Apt / Floor _____

Address _____ State _____ Zip _____

City _____ Type of Business _____

Phone (____) _____ B733DS

☐ Payment enclosed ☐ Bill me ☐ Charge my ☐ AMEX ☐ VISA ☐ MC

Card # _____ Expiration Date _____

Signature _____

Canadian rate=\$149 (incl. GST)
Foreign rate=\$350 (incl. air) U.S. funds only
Foreign surface=\$199. Florida residents please add applicable sales tax.

Broadcasting & Cable

ters signals America's increasing appreciation of the lesbian, gay and bisexual community as part of their own lives."

Coming on the heels of the coming-out episode on *Ellen*, the new lot of gay characters adds some diversity in storytelling, according to GLAAD. The character of "Melvin" on *413 Hope Street*, for instance, is only the second black gay male (the other being Michael Boatman's "Carter" on ABC's *Spin City*).

On *Veronica's Closet*, Langham's character faces a sexual identity crisis, co-executive producer David Crane told reporters at the annual TV Critics gathering last month. "He says he's not [gay]; everybody else thinks he is."

And on UPN's *Head Over Heels*, Bristow's character, "Ian," once was "sexually omnivorous;" now's he just a

demands. Whether you are preparing to enter the field or are an experienced TV journalist this intensive two-day seminar can help you meet these challenges.

COURSE BENEFITS

In this seminar, you will learn to:

- ▶ Read comfortably, authoritatively, and naturally
- ▶ Use a TelePrompter
- ▶ Ad lib on camera
- ▶ Conduct studio interviews with reporters in the field
- ▶ Write accurate, tight copy
- ▶ Write headlines, voiceovers, teases and intros to packages and sound bites

COST

\$1,599, including all materials.

Space is limited, so register early.

INSTRUCTORS



Herb Brubaker, President and Chairman of the Television News Center and a 20-year veteran of NBC News in Washington



Bob Kur, Anchor, NBC News, "Weekend Today Show"

For more information or to Register:

Call (301) 405-6244 or 1-800-711-UMCP

Crime spree on network news

Study finds number of such stories has tripled since 1993

By Steve McClellan

Body-bag stories have long been a staple of local news programs, but since 1993, such stories have received much greater coverage on the evening newscasts of ABC, CBS and NBC.

That's one conclusion of a study issued last week by the Center for Media and Public Affairs, based on an analysis of every story reported by the Big Three evening newscasts from 1990 to 1996.

The study found that, overall, crime news on the network evening newscasts has tripled since 1993, the year before the O.J. Simpson story broke. Since then, one of every seven stories has been about crime, the most heavily covered topic, CMPA says. Coverage of murders is up 700% since 1993, at a time when homicide rates nationwide are dropping. Excluding the Simpson case, homicide coverage on the newscasts rose 356% from 1993 to 1996, according to CMPA.

On a year-by-year basis, the prolifer-

ation of crime stories on the evening newscasts may have peaked in 1995.

That year, *NBC Nightly News with Tom Brokaw* reported 993 crime stories, a threefold increase from 1992. But last year, the newscast's crime coverage dropped nearly to 1992 levels, with just 373 stories about crime.

The *CBS Evening News with Dan Rather* reported 861 crime stories in 1995, up about 300% from 1992 levels. But last year its crime coverage dropped about 50%, to 452 stories. Crime coverage on *ABC World News Tonight with Peter Jennings* also peaked in 1995 with 720 stories, a 350% gain over 1992. But such coverage fell sharply last year, when the newscast reported just 402 stories on the subject.

The networks' newscasts are also paying more attention to Hollywood and entertainment, the study found. Since 1993, the newscasts have aired 50% more stories on the entertainment world than on the environment. From 1990 to 1992, there were twice as many environmental stories as entertainment stories,

CMPA says.

But as with crime coverage, entertainment news coverage seemed to peak in 1995. *NBC Nightly News* that year was by far the leader in reporting entertainment-related stories with 115, versus 68 in 1992, a gain of 70%. *ABC World News Tonight* reported 66 entertainment stories in 1995, compared with 44 in 1992, while CBS did 61 such stories in 1995 versus 51 in 1992.

CMPA Research Director Dan Amundson says crime coverage on the evening newscasts started to escalate when crime became a presidential election issue in 1992. "It sort of got out of hand," particularly during the Simpson period, when the networks saw such stories as "an effective way to build audience and bring people back to network news," Amundson says.

Did the networks pander to their audience on this issue? Says Amundson: "At least at some level during that 1993-94 period the networks seemed to be saying 'We know you're scared of crime, and we will tell you all about it



Fox demo spike

Fox posted its highest Nielsen ratings for the summer in the key adult demos for the week of Aug. 4-10, thanks to the performance of its four-hour miniseries *Intensity*. Fox ranked second behind NBC for the week in adults 18-49 (3.8/13 versus NBC's 4.3/14)

and adults 18-34 (4.0/14 versus NBC's 4.1/14). Over the two nights of the miniseries, *Intensity* averaged a 4.7/15 in adults 18-49 and a 7.1/13 in households.

WB unveils prime times

The WB Network has announced the premiere dates for its fall lineup, which includes new days and times for *The Jamie Foxx Show* and *The Steve Harvey Show*. Sunday, Sept. 7: 7 p.m.—*Nick Freno: Licensed Teacher*; 7:30—*The Parent 'Hood*; 8—*The Jamie Foxx Show*; 8:30—*Unhappily Ever After*; 9—*The Tom Show*; 9:30—*Alright Already*. Wednesday, Sept. 10: 8 p.m.—*Sister, Sister*; 8:30—*Smart Guy*; 9:30—*The Steve Harvey Show*. Monday, Sept. 15: 8 p.m.—*7th Heaven*; 9—*Buffy the Vampire Slayer*. Wednesday, Sept. 17: 9 p.m.—*The Wayans Bros.*

Kissinger on comedy

In his first major hire since joining Universal TV, presi-

dent Ken Solomon has tapped David Kissinger to serve as senior vice president, comedy development, replacing Maria Grasso, who started at Warner Bros. TV. Monday as senior vice president of comedy development. Kissinger spent five years at Walt Disney Television as senior vice president, comedy development, overseeing such shows as *Home Improvement*, *Ellen* and *Boy Meets World*.

Stockwell leaps to Danza show

Dean Stockwell, the former co-star of NBC's *Quantum Leap* and currently in the blockbuster theatrical "Air Force One," will join NBC's new comedy *The Tony Danza Show*. He will play Danza's widowed father, "Frank," the owner of a bakery in New York's Little Italy. *The Tony Danza Show*, from Columbia TriStar/NBC Studios, will debut Sept. 24 at 8-8:30 p.m.

Meeting of business minds

Unapix, Forbes, WGBH-TV Boston, John Wiley & Sons and Simon & Shuster Audio are teaming up on a five-part series titled *Great Minds of Business*, featuring Paul Volcker, former chairman of the Federal Reserve; Andrew Grove, Intel chairman; Pleasant Rowland, creator of the American Girl's Collection; Fred Smith, founder of Federal Express, and Peter Lynch, former Magellan Fund manager. The series will air on PBS in the fall; home video, book and audio book releases will follow. A Website is also in development. The series is being underwritten by a grant from the Travelers Group.

—LR

KEY: RANKING/SHOW [PROGRAM RATING/SHARE] • TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED • TELEVISION UNIVERSE ESTIMATED AT 97.0 MILLION HOUSEHOLDS; ONE RATINGS POINT=970,000 TV HOUSEHOLDS
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 46	abc	CBS	NBC	FOX	U/PIN	WB
	7.5/14	6.8/12	8.5/15	5.8/10	2.7/5	2.4/4
MONDAY	8:00	39. Cosby 6.7/13	57. Suddenly Susan 5.8/11	28. World's Scariest Police Chases 7.3/13	100. In the House 2.5/5	103. 7th Heaven 2.3/4
	8:30	42. Ev Loves Raymd 6.5/12	51. Fired Up 6.1/11		98. Mal & Eddie 2.6/5	
	9:00	30. Cybill 7.2/12	24. Caroline in the City 7.4/13		89. Mal & Eddie 3.0/5	101. Buffy/Vampire Slayer 2.4/4
	9:30	36. Murphy Brown 6.9/12	18. Wings 7.8/13	76. Roar 4.3/7	91. Sparks 2.9/5	
	10:00	40. Chicago Hope 6.6/12	2. Dateline NBC 11.9/21			
TUESDAY	7.3/13	6.7/12	8.5/15	6.8/12	2.3/4	
	8:00	67. Roseanne 5.1/10	28. Mad About You 7.3/14		94. Moesha 2.7/5	
	8:30	56. Grace Under Fire 5.9/11	42. NewsRadio 6.5/12	37. Fox Tuesday Night Movie—Dean Koontz' Intensity, Part 1 6.8/12	107. Soc Studies 1.5/3	
	9:00	12. Home Imprvmt 9.2/16	16. Frasier 8.1/14		106. Star Trek: Voyager 2.2/4	
	9:30	14. Spin City 8.6/15	31. CBS Tuesday Movie—Family of Cops II 7.0/12	31. Just Shoot Me 7.0/12		
WEDNESDAY	10:00	24. NYPD Blue 7.4/13	4. Dateline NBC 11.0/20			
	10:30					
	8.1/15	7.5/14	6.7/12	7.4/13	2.8/5	2.5/5
	8:00	46. Drew Carey 6.4/13	42. The Nanny 6.5/13			103. Sister, Sis 2.3/5
	8:30	52. Coach 6.0/11	57. Murphy Brown 5.8/11	24. Fox MovieSpecial—Dean Koontz' Intensity, Part 2 7.4/13	93. The Sentinel 2.8/5	101. Steve Harvey 2.4/5
THURSDAY	9:00	20. Drew Carey 7.6/13				98. Jamie Foxx 2.6/5
	9:30	31. Ellen 7.0/12	15. Countryfest '97 8.2/14	19. Law & Order 7.7/13		94. Wayans Bros 2.7/5
	10:00	6. PrimeTime Live 10.8/19				
	10:30					
FRIDAY	5.4/10	7.3/13	10.8/20	3.9/7		
	8:00	72. High Incident 4.7/9	42. Promised Land 6.5/13	11. Friends 9.5/19	82. Martin 3.8/8	
	8:30			10. Men Behaving Badly 9.6/18	79. Living Single 4.0/7	
	9:00	73. Turning Point 4.6/8	20. Diagnosis Murder 7.6/13	1. Seinfeld 12.8/23	80. New York Undercover 3.9/7	
	9:30	30. Trouble with Lawyers 7.0/13	21. 48 Hours 8.0/14	3. Suddenly Susan 11.2/19		
SATURDAY	7.4/15	5.4/11	6.6/14	3.1/7		
	8:00	63. Step by Step 5.4/12	52. Unsolved Mysteries 6.0/13	89. Sliders 3.0/7		
	8:30	57. Boy Meets World 5.8/12	63. JAG 5.4/11	88. Millennium 3.3/6		
	9:00	40. Sabrina/Witch 6.6/13	60. Nash Bridges 5.7/11			
	9:30	60. Clueless 5.7/11				
SUNDAY	10:00	8. 20/20 10.5/21	67. Homicide: Life on the Streets 5.1/10			
	10:30					
	3.8/8	5.2/11	4.8/10	4.8/10		
	8:00	86. Family Matters 3.5/8	75. The Pretender 4.5/10	76. Cops 4.3/10		
	8:30	82. Hangin' w/Mr. C 3.8/8		65. Cops 5.2/11		
SUNDAY	9:00	82. Who Makes You Laugh? 3.8/8	70. NBC Saturday Night Movie—With Honors 5.0/10	71. AMW: America Fights Back 4.8/10		
	9:30	80. The Practice 3.9/8				
	10:00					
	10:30					
SUNDAY	5.3/10	8.7/16	6.1/11	5.8/11		11.4
	7:00	91. Second Noah 2.9/6	4. 60 Minutes 11.0/24	85. Beyond Belief: Fact or Fiction? 3.7/8		110. Nick Freese 1.4/3
	7:30					109. Parent's Hood 1.5/3
	8:00	78. Am Fun Hm Vid 4.1/8	48. 3rd Rock fr/Sun 6.2/12	52. The Simpsons 6.0/12		103. Jamie Foxx 1.8/4
	8:30	67. Am Fun Hm Vid 5.1/9		52. King of the Hill 6.0/11		103. Jamie Foxx 2.3/4
SUNDAY	9:00		47. NBC Saturday Night Movie—Murder in the First 6.3/11	22. The X-Files 7.5/13		94. Unhappy Valley 2.7/5
	9:30	37. ABC Sunday Night Movie—Desperate Journey 6.8/12	31. CBS Sunday Movie—Dazzle, Part 1 7.0/12			94. Wayans Bros 2.7/5
	10:00					
	10:30					
WEEK AVG	6.4/12	6.9/13	7.4/14	5.4/10	2.6/5	2.3/4
STD AVG	8.5/15	9.0/16	9.9/17	7.0/12	3.0/5	2.5/4

and fill your imagination with every conceivable type of crime.' They started to cover the sorts of crimes that only the local news was doing up until then."

Feature reports have also increased significantly on the newscasts, the study reports, from about 1% of all stories in 1990 to 9% in 1996. Amundson says the trend is clearly a marketing device to build stronger bonds between reporters and viewers and to try to carve out identities. Amundson says the trend isn't bad per se, unless the purpose is "just to get ratings."

An NBC spokesperson said there was no denying the trends reported in the study but stressed that the network was not deliberately seeking out crime stories to boost ratings. The jump in crime news "is largely led by some recent high-profile crime cases and a sense that viewers are more interested in those stories."

The spokesperson also said that many of NBC's feature stories qualify as hard news and noted that there have been fewer stories about international affairs since the end of the Cold War. "Is crime filling the gap? Maybe, but it's a shifting of American priorities, not the networks'."

SYNDICATION MARKETPLACE



'Carey' carriage

Warner Bros. Domestic Television has cleared *The Drew Carey Show* in nine of the top 10 markets representing more than 60% of the nation. New stations for the show include WPHL-TV Philadelphia, WFXB (TV) Boston, WTTG (TV) Washington, KTXA (TV) Dallas, WXON (TV) Detroit and WAGA-TV Atlanta. The sitcom debuts in syndication in fall 1999.

Howie doin'?

Paramount Domestic Television has cleared upcoming syndicated talker *The Howie Mandel Show* in 70 markets representing 58% of the nation. Mandel is now in seven of the top 10 markets. New stations include WGN-TV Chicago, WXYZ (TV) Detroit, WXIA (TV) Atlanta, WFOR (TV) Miami and WVT (TV) Hartford, Conn. The show debuts next June.

'Donny & Marie' adds six

Columbia TriStar, which has added

NSS POCKETPIECE

Top ranked syndicated shows for the week ending Aug. 3, as reported by Nielsen Media Research. Numbers represent average audience/stations/% coverage.

1. Wheel of Fortune	9.6/229/99
2. Jeopardy!	8.1/224/99
3. Home Improvement	7.5/233/99
4. Seinfeld	6.4/228/97
5. Oprah Winfrey Show	6.2/235/99
6. Simpsons	6.1/208/96
7. Xena: Warrior Princess	6.0/226/98
8. Entertainment Tonight	5.1/190/96
8. Hercules, Journeys of	5.1/232/99
10. Jenny Jones Show	4.7/188/94
10. Montel Williams Show	4.7/194/97
12. Wheel of Fortune-wknd	4.6/184/81
13. Star Trek: Deep Space Nine	4.5/237/98
14. Century 17	4.4/210/94
15. Inside Edition	4.2/159/92
15. Sally Jessy Raphael	4.2/178/95

another six markets for its upcoming *Donny & Marie* talk/variety show, has cleared it in more than 30% of the country. New stations include KARE (TV) Minneapolis, KMBC-TV Kansas City, KGTV (TV) San Diego and WVUE (TV) New Orleans. A week ago Columbia TriStar cleared the show in New York, Los Angeles and Chicago.

Paxon Communications Corporation

Lowell "Bud" Paxson, Chairman & CEO

has agreed to acquire

WSCO-TV

Suring, Wisconsin

from

VCY/America, Inc.

Vic Eliason, President

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



PATRICK COMMUNICATIONS

410-740-0250

Changing Hands

*The week's tabulation
of station sales*

TV

WTNH-TV New Haven, Conn.; **WAND (TV)** Decatur, Ill.; **WANE-TV** Fort Wayne and **WISH-TV** Indianapolis, Ind.; **WIVB-TV** Buffalo, N.Y.; **KXAM-TV** Llano/Austin and **KXAS-TV** Fort Worth/Dallas, Tex., and **WAVY-TV** Portsmouth/Norfolk, Va.

Price: \$1.71 billion (\$1.45 billion cash; \$260 million in debt)

Buyer: Hicks, Muse, Tate & Furst, Dallas (Thomas O. Hicks, chairman); owns/is buying six TVs. Thomas Hicks owns CapStar Broadcasting Partners LP, which owns/is buying 164 FMs and 76 AMs, and Chancellor Broadcasting Co., which is merging with Evergreen Media Corp. The new company owns/is buying ksky (AM), KDGE-FM and KZPS-FM Dallas and a total of 71 FMs and 27 AMs.

Seller: LIN Television Corp., Providence, R.I. (Gary R. Chapman, president; AT&T Wireless Services, 46% owner); no other broadcast interests

Facilities: WTNH-TV: ch. 8, 166 kw visual, 16.6 kw aural, ant. 1,210 ft.; WAND: ch. 17, 5,000 kw visual, 1,000

kw aural, ant. 1,290 ft.; WANE-TV: ch. 15, 437 kw visual, 43.7 kw aural, ant. 830 ft.; WISH-TV: ch. 8, 316 kw visual, 42.7 kw aural, ant. 990 ft.; WIVB-TV: ch. 4, 100 kw visual, 20 kw aural, ant. 1,201 ft.; KXAM-TV: ch. 14, 3,236 kw visual, 324 kw aural, ant. 883 ft.; KXAS-TV: ch. 5, 100 kw visual, 20 kw aural, ant. 1,686 ft.; WAVY-TV: ch. 10, 316 kw visual, 38.9 kw aural, ant. 990 ft.

Affiliations: WTNH-TV, WAND: ABC; WANE-TV, WISH-TV, WIVB-TV: CBS; KXAM-TV, KXAS-TV, WAVY-TV: NBC

KSNF(TV) Joplin, Mo.; WMGC-TV Binghamton, N.Y., and KJAC-TV Port Arthur/Beaumont and KFDX-TV Wichita Falls, Tex.

Price: \$72 million

Buyers: KSNF, KFDX-TV, KJAC-TV: Nexstar Broadcasting Group Inc., Scranton, Pa. (Perry Sook, president; ABRY Broadcast Partners, owner); owns/is buying eight TVs ■ WMGC-TV: Ackerley Group, Seattle (William Ackerley, president); owns/is buying seven TVs
Seller: U.S. Broadcast Group, Shelton, Conn. (Bob Fish, chairman); owns three TVs

Facilities: KSNF: ch. 16, 2,570 kw visual, 257 kw aural, ant. 1,027 ft.; WMGC-TV: ch. 34, 1,480 kw visual, 148 kw aural, ant. 922 ft.; KJAC-TV: ch. 4, 100 kw visual, 20 kw aural, ant. 1,184 ft.; KFDX-TV: ch. 3, 100 kw visual, 20 kw aural, ant. 1,000 ft.

Affiliations: KSNF, KFDX-TV, KJAC-TV: NBC; WMGC-TV: ABC

Broker: Communications Equity Associates (seller)

KOKH-TV Oklahoma City

Price: \$60 million cash

Buyer: Sullivan Broadcasting Co. Inc., Boston (J. Daniel Sullivan, president/CEO; ABRY Broadcast Partners, 80% owner); owns/is buying 12 TVs. ABRY also owns Nexstar Broadcasting Group Inc., which is buying KSNF(TV) Joplin, Mo., and KJAC-TV Port Arthur/Beaumont and KFDX-TV Wichita Falls, Tex. (see item above).

Seller: Sinclair Broadcast Group Inc., Baltimore (David D. Smith, president/28.1% owner); owns KOCB-TV Oklahoma City. Sinclair owns/is buying 25 TVs, 34 FMs and 123 AMs. Note: Sinclair must divest KOKH-TV in order to buy Heritage Media Corp., which currently owns the station.

Facilities: Ch. 25, 1,410 kw visual, 141 kw aural, ant. 1,540 ft.

Affiliation: Fox

Proposed station trades

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

THIS WEEK:

TVs □ **\$1,844,200,000** □ 4
Combos □ **\$785,480,000** □ 12
FMs □ **\$54,713,902** □ 15
AMs □ **\$640,000** □ 3
Total □ **\$2,685,033,902** □ 34

SO FAR IN 1997:

TVs □ **\$5,786,506,684** □ 76
Combos □ **\$6,615,153,404** □ 212
FMs □ **\$1,686,620,145** □ 269
AMs □ **\$256,421,761** □ 144
Total □ **\$14,344,701,994** □ 701

SAME PERIOD IN 1996:

TVs □ **\$5,161,939,845** □ 66
Combos □ **\$9,827,955,479** □ 239
FMs □ **\$1,775,767,953** □ 265
AMs □ **\$144,789,688** □ 152
Total □ **\$16,910,452,965** □ 722

Source: BROADCASTING & CABLE

WNEG-TV Toccoa, Ga.—Greenville-Spartanburg, S.C.

Price: \$2.2 million

Buyer: Spartan Communications Inc., Spartanburg (Tom Watson Brown, chairman/60% owner); owns WSPA-TV-AM-FM Spartanburg and six other TVs

Seller: Stephens County Broadcasting Co., Toccoa (Roy E. Gaines, president); owns WNEG(AM) Toccoa

Facilities: Ch. 32, 647 kw visual, 129 kw aural, ant. 835 ft.

Affiliation: CBS

COMBOS

Swap of KBIG-FM Los Angeles, WDBZ (FM) (now WNSR) New York and KLDE(FM) Houston for WTOP(AM) and WGMS-FM Washington and format and signal of KZLA-FM Los Angeles (B&C, Aug. 11)

Value: \$740 million

Swapper, KZLA-FM, WTOP, WGMS-FM: Chancellor Media Corp., Dallas (Scott K. Ginsburg, president); owns KIBB (FM), KYSR(FM), KLAC(AM) and KKBT (FM) Los Angeles; WLTW(FM), WAXQ (FM), WKTU(FM) and WHTZ-FM New York; KTRH(AM)-KLOL(FM) and KKBO-AM-FM* Houston, and WMZO-FM, WASH(FM), WBIG(FM), WTEM(AM), WEBR (FM)* and WWRC(AM)* Washington. Chancellor owns/is buying (*=buying) 71 FMs and 27 AMs.

Swapper, KBIG-FM, WDBZ, KLDE: Bonneville International Corp., Salt Lake City (Bruce T. Reese, president; Corporation of the President of the Church of Jesus Christ of Latter-Day Saints, owner); owns wwzz(FM),

CLOSED!

WITN-TV, Washington, North Carolina from Raycom-US, Inc., John Hayes, President, to Gray Communications, Inc., for \$39,400,000.

Brian E. Cobb
Broker

ELLIOT B. EVERS
415-391-4877

GEORGE I. OTWELL
513-769-4477

BRIAN E. COBB
CHARLES E. GIDDENS
703-827-2727

RANDALL E. JEFFERY
RANDALL E. JEFFERY, JR.
407-295-2572

RADIO and TELEVISION
BROKERAGE • APPRAISALS



**MEDIA VENTURE
PARTNERS**

WASHINGTON, DC
ORLANDO • CINCINNATI
SAN FRANCISCO

WXTR(AM)-WWVZ(FM) Washington. Bonneville owns/is buying three TVs, 11 FMs and five AMs.

Facilities: KBIG-FM: 104.3 mhz, 84 kw, ant. 2,894 ft.; WDBZ: 105.1 mhz, 6 kw, ant. 1,362 ft.; KLDE: 94.5 mhz, 100 kw, ant. 1,919 ft.; WTOP: 1500 khz, 50 kw; WGMS-FM: 103.5 mhz, 44 kw, ant. 518 ft.; KZLA-FM: 93.9 mhz, 18.5 kw, ant. 3,137 ft.

Formats: KBIG-FM: AC; WDBZ: modern AC; KLDE: oldies; WTOP: news; WGMS-FM: classical; KZLA-FM: country
Broker: Star Media Group Inc.

WMCS(AM)-WLUM-FM and WJZI(FM) Milwaukee

Value: \$30 million

New Company: Milwaukee Radio Alliance LLC, Milwaukee (Suburbanair Inc. and Shamrock Communications Inc., members); no other broadcast interests

Seller: Suburbanair Inc., Inglewood, Calif. (Willie D. Davis, president/60% owner); owns KCKC(AM) San Bernardino and KCXX(FM) Lake Arrowhead, Calif. ■ Shamrock Communications Inc., Scranton, Pa. (William R. Lynett, president/25% owner); owns five radios

Facilities: WMCS: 1290 khz, 5 kw; WLUM: 102.1 mhz, 20 kw, ant. 761 ft.; WJZI: 93.3 mhz, 12.6 kw, ant. 992 ft.

Formats: WMCS: AC; WLUM: new rock; WJZI: AOR

KDAE(AM)-KLTG-FM, KOUL-FM and KRAD-FM Corpus Christi, Tex.

Price: \$5.2 million

Buyer: Harpole Broadcast Holdings of Tex., San Antonio, Tex. (Jay Harpole, president); owns KVOZ(AM)-KOYE-FM Laredo, KVOU(AM)-KYUF-FM Uvalde and KEPS(AM)-KINL-FM Eagle Pass, all Tex.

Seller: Broadcast Corp. of the Southwest, Corpus Christi (Bill York, president); owns KCTA(AM) Corpus Christi

Facilities: KDAE: 1590 khz, 1 kw day, 500 w night; KTLG: 96.5 mhz, 97 kw, ant. 955 ft.; KOUL: 103.7 mhz, 100

kw, ant. 942 ft.; KRAD: 105.5 mhz, 1.9 kw, ant. 361 ft.

Formats: KDAE: MOR; KTLG: oldies; KOUL: C&W; KRAD: contemporary mass appeal

Broker: Norman Fischer & Associates

WNIO(AM)-WNCD-FM Niles/Youngstown, Ohio

Price: \$3.4 million for stock

Buyer: Jacor Communications Inc., Cincinnati (Randy Michaels, CEO; Zell/Chilmark Fund LP, 70% owner; Dave Crowl, president, Radio Division); is buying WKBN-AM-FM Youngstown. Jacor owns one TV station; owns/is buying 95 FMs and 56 AMs.

Seller: WN Broadcasting Corp., Niles (Bob Doane, president); no other broadcast interests

Facilities: AM: 1540 khz, 500 w; FM: 106.1 mhz, 3 kw, ant. 328 ft.

Formats: AM: big band; FM: AOR

Broker: Blackburn & Co.

KVNI(AM)-KHTQ(FM) Coeur d'Alene, Idaho

Price: \$2.5 million

Buyer: Evening Telegram Co., Superior, Wis. (John B. Murphy, president); owns KKPL(AM) Opportunity, KXLY-TV-AM-FM, KZZU(FM) and KTRW(AM) Spokane, KAPP-TV Yakima and KVEW-TV Kennewick, all Wash.

Seller: North Idaho Broadcasting, Los Angeles, Calif. (B. Todd Hagadone, owner); no other broadcast interests

Facilities: AM: 1080 khz, 10 kw day, 1 kw night; FM: 94.5 mhz, 100 kw, ant. 1,883 ft.

Formats: Both AC

WMOK(AM)-WREZ(FM) Metropolis, Ill., and WZZL(FM) Reidland, Ky.

Price: \$1.5 million

Buyer: W. Russell Withers Jr., Mt. Vernon, Ill.; owns four TVs, seven FMs and seven AMs

Seller: WMOK Inc., Metropolis (Gary Kidd, president); no other broadcast interests

Facilities: WMOK: 920 khz, 1 kw; WREZ: 105.5 mhz, 6 kw, ant. 456 ft.; WZZL: 106.7 mhz, 1.35 kw, ant. 492 ft.

Formats: WMOK: country; WREZ: light AC; WZZL: religion

KTRF(AM)-KSNR-FM Thief River Falls, Minn.

Price: \$1.175 million

Buyer: Thomas E. Ingstad, Orono, Minn.; owns/is buying nine FMs and five AMs

Seller: Border States Broadcasting Corp., Montrose, Colo. (J. Stephen Glasmann, president/51% owner). Glasmann owns KUBC(AM)-KKXX-FM Montrose, Colo.

Facilities: AM: 1230 khz, 1 kw; FM: 100.3 mhz, 100 kw, ant. 620 ft.

Formats: AM: MOR, news; FM: oldies

WJMO(AM)-WZJM-FM Cleveland Heights, Ohio

Price: \$735,000 for stock

Buyer: Maria Wymer, Leon X. Zapis, Donna Thomas, Renee Seybert (principals of Zapis Communications Corp.), Cleveland. Zapis owns WZAK (FM) Cleveland and three radios in Pennsylvania.

Seller: Orrin Lynn Tolliver Jr., Otis Lee Rush, Cleveland; no other broadcast interests

Facilities: AM: 1490 khz, 1 kw; FM: 92.3 mhz, 40 kw, ant. 548 ft.

Formats: AM: soul; FM: religion

WIEL(AM) Elizabethtown-WKMO(FM) Hodgenville, Ky.

Price: \$500,000

Buyer: Basix Communications LLC, Elizabethtown (Linda and Ross Becker, 51% owners); owns WRZI(FM) Vine Grove, Ky.

Seller: Elizabethtown Broadcasting Co. Inc., Elizabethtown (D. Michael Coyle, chairman); no other broadcast interests

Facilities: AM: 1400 khz, 1 kw; FM: 106.3 mhz, 3 kw, ant. 400 ft.

Formats: AM: news/talk; FM: country
Broker: Media Services Group

KSTA-AM-FM Coleman, Tex.

Price: \$300,000

Buyer: Watts Communications Inc., Brownwood, Tex. (Phil Watts, president/owner); owns KXYL-AM-FM Brownwood

Seller: Coleman Co. Broadcasters Inc., Coleman, Tex. (Ross L. Jones, president); no other broadcast interests

Facilities: AM: 1000 khz, 250 w; FM: 107.1 mhz, 3 kw, ant. 180 ft.

Formats: Both rock/oldies

WMDC-AM-FM Hazelhurst, Miss.

Price: \$135,000

Buyer: O'Neal Broadcasting Co.,

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



Joe Sullivan & Associates, Inc.

Executive Search & Recruitment

9 Feather Hill, Southold, NY 11971

(516) 765-5050

Broadcasting • Cable • Satellite • Entertainment

Monticello, Miss. (Rusty O'Neal, president); owns WRQO-FM Monticello
Seller: Green Broadcasting Co., Brookhaven, Miss. (Rebecca S. Green, president); no other broadcast interests

Facilities: AM: 1220 khz, 150 w day, 46 w night; FM: 100.9 mhz, 3 kw, ant. 295 ft.

Formats: AM: country/gospel; FM: religion

KGLN(AM)-KMTS(FM) Glenwood Springs, Colo.

Price: \$35,000 (for stock)

Buyer: Dalmation Communications Inc., Rifle, Colo. (Gabriel Chenoweth, president/owner); no other broadcast interests

Seller: Colorado West Broadcasting Inc., Glenwood Springs (William R. Dunaway, director/14.81% owner). Dunaway owns 25% of KBCR-AM-FM Steamboat Springs, Colo.

Facilities: AM: 980 khz, 1 kw day, 225 w night; FM: 99.1 mhz, 3 kw, ant. 301 ft.

Formats: AM: oldies, rock; FM: country

RADIO: FM

KOAZ(FM) Glendale and KESZ(FM) Phoenix

Price: \$35 million (merger with Owens Broadcasting Co.)

Buyer: OwensMAC Radio LLC, Tempe, Ariz. (Michael L. Owens, manager.) Owens owns kcww(AM) Tempe and KNIX-FM Phoenix, and one TV and three radios in Bakersfield, Calif.

Seller: MAC America Communications Inc., Phoenix (Delbert R. Lewis, president); owns KTVK Phoenix; has TBA with KASW-TV Phoenix

Facilities: KESZ: 99.9 mhz, 100 kw, ant. 1,670 ft.; KOAZ: 103.5 mhz, 62 kw, ant. 2,428 ft.

Formats: KESZ: AC; KOAZ: MOR

WLRO(FM) and WLTO(FM) Lexington-Fayette, Ky.

Price: \$4.59 million

Buyer: Regent Communications Inc., Covington, Ky. (Terry S. Jacobs, chairman); owns wxaa(FM) Lexington and 19 other radios

Seller: Clark Broadcasting Co., Charlottesville, Va. (Michael Douglas, president); owns wcyk(AM)-wvsv(FM) and wva0-FM Charlottesville, wkdw(AM)-wcky-FM Staunton, Va., and wcei-AM-FM Easton, Md.

Facilities: WLRO: 101.5 mhz, 7.2 kw, ant. 541 ft.; WLTO: 102.5 mhz, 2 kw, ant. 400 ft.

Formats: WLRO: classic rock; WLTO: oldies

Broker: Media Venture Partners

WXTA(FM) Edinboro, Pa.

Price: \$3.7 million

Buyer: Media One Group-Erie, Ltd., Beachwood, Ohio (James T. and Thomas J. Embrescia, 51% owner); Embrescias own WRFE(AM)-WXKC(FM) Erie, Pa.; KFXA(TV) Cedar Rapids, Iowa; WTVK(TV) Naples, Fla., and partial interest in WRMR(AM)-WDOK(FM) Cleveland

Seller: WinCapp Broadcasting, Erie, Pa. (Robert M. and Constance Capp Winters, principals); has applied for new FM in Kingsville, Ohio

Facilities: 97.9 mhz, 10 kw, ant. 505 ft.

Format: Country

WOXF(FM) (to be WQLL) Bedford/Manchester, N.H.

Price: \$3.3 million

Buyer: Saga Communications Inc., Grosse Pointe Farms, Mich. (Edward K. Christian, president/CEO/58% owner); owns WFEA(AM)-WZID(FM) Manchester. Saga owns one TV, owns/is buying 23 FMs and 13 AMs
Seller: Merrimack Valley Broadcasting, Manchester (Donna MacNeil, general manager/owner); no other broadcast interests

Facilities: 96.5 mhz, 3 kw, ant. 184 ft.

Continued on page 66

The Lender of Choice
for the Communications Industry

FINOVA. It stands for financial innovators—
 innovators who deliver unique financing solutions
 tailored to the needs of your advertising or
 subscriber supported business. With \$8 billion in
 assets and a long-term industry commitment that
 you can count on, FINOVA continues to win
 recognition as 'The Lender of Choice'
 for communications companies nationwide. Call us
 today to find out how your business can benefit from
 our responsiveness, industry expertise, creativity
 and long-term commitment.

FINOVA Capital Corporation
 Communications Finance
 1111 First Street, Suite 2000
 New York, NY 10020-1101
 Phone: 212-322-7225
 Fax: 212-322-7226
 E-Mail: info@finova.com

© 1997 The FINOVA Corporation. All rights reserved.
 FINOVA is a registered trademark of FINOVA Corporation.

FINOVA
FINANCIAL INNOVATORS

C-SPAN buying Washington FM

Is paying \$13 million for U. of D.C. station after earlier buyer backs out

Radio

By Elizabeth A. Rathbun

After vocal community opposition, Salem Communications Corp. officials last week backed out of plans to buy noncommercial WDCU(FM) Washington from the University of the District of Columbia and convert the station's format from jazz to religion. The surprise replacement buyer is C-SPAN, the 24-hour cable network that covers Congress.

C-SPAN will assume the \$13 million sales contract tendered last month by Salem principals Stuart W. Epperson and Edward G. Atsinger III. C-SPAN earlier had offered \$10.5 million for the station. Its turn came again after Salem's opponents, including National Public Radio and the Media Access Project, insisted that a commercial broadcaster is not an appropriate owner for a noncommercial station.

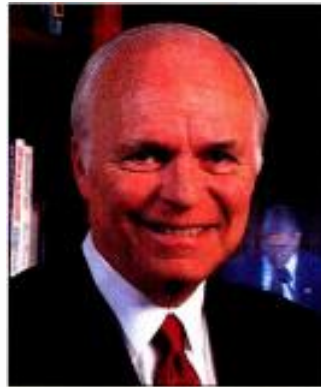
Salem technically would not have owned WDCU; a nonprofit organization would have, Atsinger says. "We could

have prevailed." But "it wasn't that overwhelming a thing for us that we wanted to create problems for" the financially strapped seller, he says. Atsinger has harsh words for his opponents' argument: "It's elitist and it frankly borders on religious bigotry."

WDCU is C-SPAN's first radio venture—and its last, says chairman Brian Lamb. "This is a big step for us," he says. "Our next step would be to satellite radio, not to [more] radio station ownership."

As for quieting the controversy that greeted Salem, "I can't imagine a more complementary service" than national public affairs for a noncommercial radio channel. C-SPAN is a nonprofit, noncommercial organization.

Plans now call for C-SPAN to simulcast much of its national public affairs TV programming over WDCU, Lamb says. With the notoriously long com-



C-SPAN Chairman Brian Lamb agreed to pay \$2.5 million more for WDCU(FM) Washington than the cable channel originally offered.

munes of the nation's capital, "it will give us a reach that we can't get solely through television."

NPR's main concerns are that WDCU's owner be nonprofit and that it provide noncommercial educational programming. With C-SPAN's radio lineup still being devised, whether educational programming will be offered "is still up in the air," says Judy Reese, NPR's acting communications director.

Media Access Project is concerned that C-SPAN address local needs over WDCU's 90.1 mhz frequency, president Andrew Schwartzman says: "Relatively minor and not especially onerous modifications [in C-SPAN's current plan] would go a long way toward meeting community concerns."

That won't be a problem, Lamb promises. "I think it's going to be a tremendous service to this town." ■

R I D I N G G A I N

Big buy for Clear Channel?

Does Clear Channel Communications Inc.'s plan to sell up to \$1.5 billion of stock and bonds within the next two years signal a pending major acquisition? Analysts last week were wondering if such a deal might be for SFX Broadcasting Inc., which has been on the block for weeks. The going price for SFX has been estimated at \$2 billion. Analysts note that most companies the size of Clear Channel have shelf registration statements on file with the Securities and Exchange Commission so that they can move quickly into the public markets if necessary. "They could be getting ready for the next big bang," or acquisition, one Wall Street analyst says. "But it could also be the normal course of business." In its statement, filed last Monday with the FCC, Clear Channel said the pro-

ceeds of the offerings would be used to repay debt and buy more radio and/or TV stations. The company currently is about \$752.3 million in debt, according to Bloomberg Business News.

Huge news from Heftel

The second-quarter net income of Spanish-language broadcaster Heftel Broadcasting Corp. skyrocketed from a loss of \$863,000 last year to \$7.7 million this year, the company reports. The growth partly reflects the February merger of Tichenor Media System into Clear Channel Communications Inc.—controlled Heftel, the company says. The result of the merger, which involved 37 radio stations, was a near tripling of Heftel's assets, from \$164 million to \$479 million. Net revenue for the second quarter shot up 90.9%, to \$38 million, while pro forma revenue increased 18.1%,

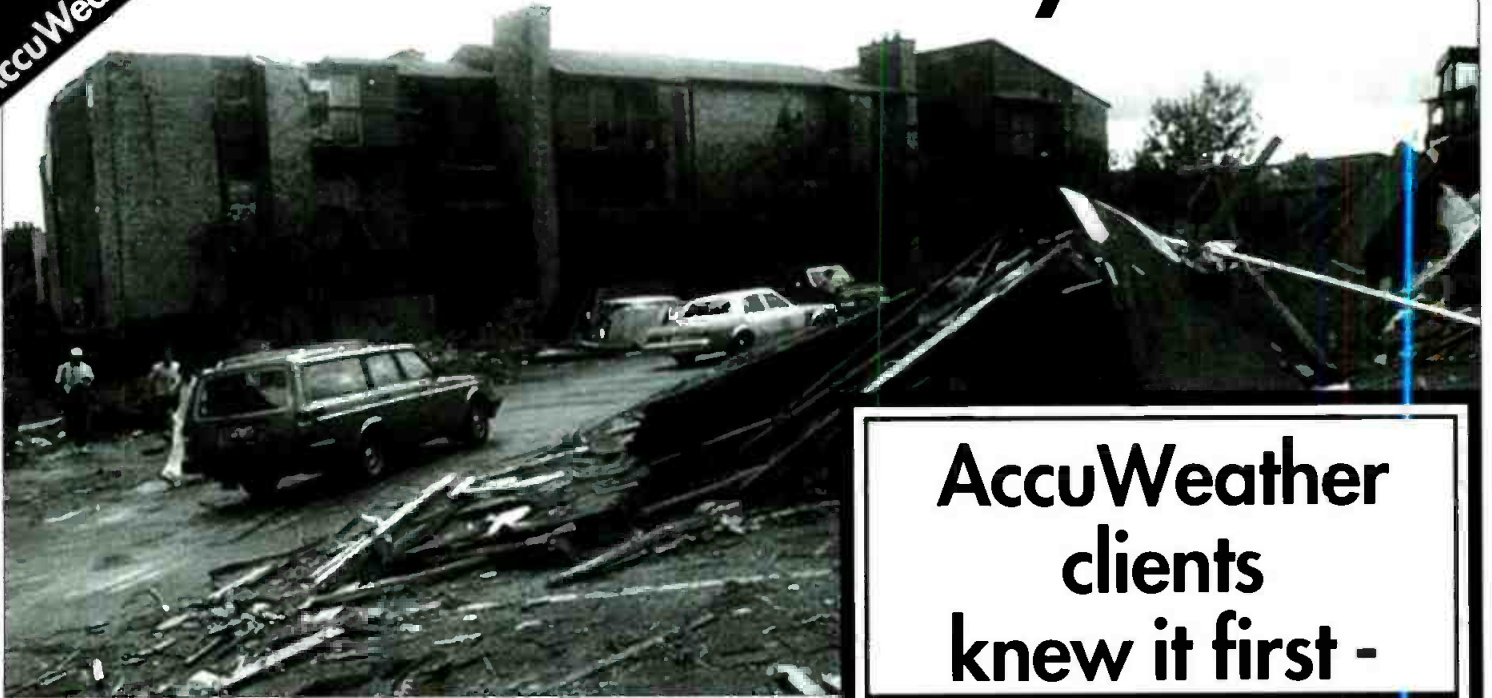
also to \$38 million. Meanwhile, operating income rose 106.8%, to \$9.8 million, and broadcast cash flow grew 120.2%, to \$15 million, the company says. The growth was better than expected, pumping up Heftel's stock price to a record high of \$70.75.

Good news from Cox

Cox Radio Inc. enjoyed 47.9% revenue growth in the second quarter, to \$54.35 million. On a same-station basis, revenue was up 14.4%, to \$36.4 million. Meanwhile, net income rose 15.8%, to \$3.9 million. The April merger with NewCity Communications Inc. was primarily responsible for the increase, the company says. NewCity contributed about \$17.7 million in revenue in the second quarter. While "almost half of our portfolio falls into the start-up and developing categories," Cox is in "an excellent financial position to pursue acquisition

Another
AccuWeather Victory!

Hurricane Danny Returns



**AccuWeather
clients
knew it first -
AGAIN!**

Forecast of Thursday, July 24th, 5:30 AM EDT

AccuWeather Clients: "The remains of Danny could regain Tropical Storm strength late today or tonight."

Government Sources: "Tropical storm formation is not expected through Friday."

What happened Danny regained Tropical Storm strength by 5 pm Thursday.

Forecast for Norfolk/Virginia Beach area - Thursday July 24th, 4 AM EDT

AccuWeather Clients: "Steadier rains and embedded heavy thunderstorms... wind gusts to 45 mph... a tornado or 2."

Government Sources: "Periods of rain... heavy at times. A thunderstorm is possible... winds 10 to 15 mph."

What happened Steadier rains and embedded heavy thunderstorms, wind gusts in excess of 45 mph, tornados occurred in the area.

From the Arkansas tornados
to the April Fools' blizzard - -
whenever weather
is in the news, there is no
better source for accurate
forecasts than AccuWeather.

Take charge of your weather with the AccuWeather Advantage.

Serving television, radio, on-line services, cable, Internet, newspapers.
Call 800-566-6606 for more information.

ACCU WEATHER

The World's Weather Leader™

619 W. College Avenue, State College, PA 16801

Call 800-566-6606 • Fax 814-231-0453 • E-mail info@accuwx.com

Visit our Internet site at: <http://www.accuweather.com>

© 1997 AccuWeather, Inc.



opportunities," Cox President Bob Neil said in a statement. Cox will continue to "search for additional fill-in opportunities" in its Sunbelt markets. ■ Despite net revenue growth of 75.7%, to \$8 million, Triathlon Broadcasting Co. reports a second-quarter loss of \$1.2 million, up from the \$93,000 loss in the second quarter of last year. On a pro forma

basis, revenue increased 8%, the company says. Poor cash-flow results were blamed largely on four radio stations in Omaha, two of which Triathlon has "only begun to operate," a news release says.

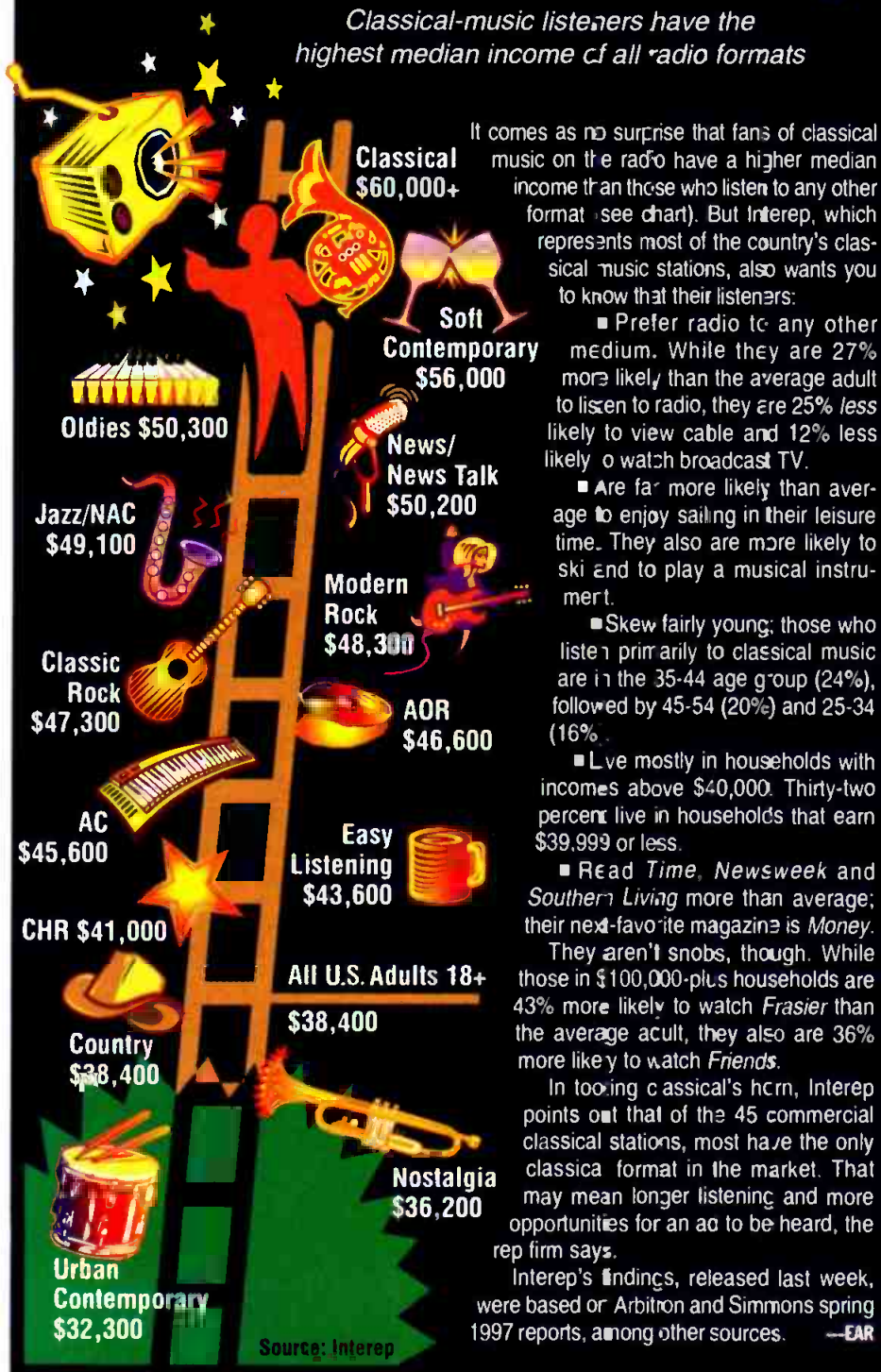
Studio donation aids girls

Troubled girls may find their voice

in radio, thanks to OmniAmerica Group/Chancellor Broadcasting Co. The companies are donating the former studio of WOLL(FM) West Palm Beach, Fla., to the Children's Home Society of Florida, which will teach radio broadcasting to at-risk girls ages 13-16. The building has been vacant since early last year, when OmniAmerica moved several of its area stations into a new building, says Steve Bady, associate director of development for the Children's Home Society. It has remained vacant through Chancellor's May purchase of WOLL and OmniAmerica's seven other Florida radio stations. The society now is seeking donations of equipment and eventually hopes to acquire an educational license from the FCC, Bady says.

Classical Climbs to Top

Classical-music listeners have the highest median income of all radio formats



It comes as no surprise that fans of classical music on the radio have a higher median income than those who listen to any other format (see chart). But Interop, which represents most of the country's classical music stations, also wants you to know that their listeners:

- Prefer radio to any other medium. While they are 27% more likely than the average adult to listen to radio, they are 25% less likely to view cable and 12% less likely to watch broadcast TV.

- Are far more likely than average to enjoy sailing in their leisure time. They also are more likely to ski and to play a musical instrument.

- Skew fairly young: those who listen primarily to classical music are in the 35-44 age group (24%), followed by 45-54 (20%) and 25-34 (16%).

- Live mostly in households with incomes above \$40,000. Thirty-two percent live in households that earn \$39,999 or less.

- Read *Time*, *Newsweek* and *Southern Living* more than average; their next-favorite magazine is *Money*.

They aren't snobs, though. While those in \$100,000-plus households are 43% more likely to watch *Frasier* than the average adult, they also are 36% more likely to watch *Friends*.

In tooing classical's horn, Interop points out that of the 45 commercial classical stations, most have the only classical format in the market. That may mean longer listening and more opportunities for an ad to be heard, the rep firm says.

Interop's findings, released last week, were based on Arbitron and Simmons spring 1997 reports, among other sources. —EAR

Meet the president

According to Evergreen Media Corp.'s home page on the World Wide Web, company president "Jimmy de Castro has a habit of turning things around quickly." Not, however, his contributions to his own home page. His "Message from the President" informs a browser, over and over for two paragraphs, that "this space will be filled with a brief but brilliant letter composed by the president of Evergreen Media Corp." That's what it's said for the past week or so, anyway. Perhaps de Castro is too busy with the pending merger of Evergreen and Chancellor Broadcasting Co. into Chancellor Media Corp. Evergreen's Website address is www.evgn.com.

Frommer revisits N.Y.

Arthur Frommer on Travel is returning via round trip to New York. United Stations Talk Radio Networks says. The Saturday afternoon travel show, hosted by travel maven Arthur Frommer himself, will air on WEVD(AM) New York and WGBB(AM) Freeport, N.Y. Frommer had left his previous New York outlet, WOR(AM), last year to protest the hiring of controversial talk show host Bob Grant. *Frommer on Travel* is heard on more than 50 affiliates, about one-third of them in the top 20 markets, according to United spokeswoman Julie Harris. —EAR

Cinemax brands for fans

Pay channel repositions itself with marketing, programing moves

By Donna Petrozzello

Cinemax has unveiled a marketing and programing strategy that will try to brand the pay-TV network as "the movie service for the movie fan."

Beginning Sept. 1, Cinemax will feature a different 8 p.m. movie every night. Dubbed "Max Hits at 8," the series will include Friday premiere films, current hits, modern classics, independent films and the *Cinemax Reel Life* documentary series. The network is promising viewers that they will not see a film twice in the same year in the 8 p.m. slot.

Starting at 10 p.m. nightly, Cinemax will feature first-time-on-TV movies, action films and big-budget theatricals in the network's "Max Prime at 10" service.

Dave Baldwin, senior vice president of program planning for Cinemax and HBO, says the new schedule is a departure from Cinemax's "predictable schedule," in which the network defined weekdays by showing films of a specific genre. While Cinemax has traditionally started its prime time movie at 8 p.m., the start time for the next film depended on the length of the earlier feature.

Starting a second feature at 10 p.m. allows the network to drop more product into prime time, says Baldwin. As a result of the 10 p.m. start, Cinemax's *Friday After Dark* adult series will not start before 11:30 p.m. in its Eastern, Pacific or Mountain feeds. Schedule changes are not expected to affect Cinemax 2, which will maintain its 9 p.m. start time for features.

In conjunction with the new schedule, Cinemax will launch an on-air marketing campaign with clips of viewers talking about movies, segments about obscure film facts and



offbeat Hollywood tours. Trailers will focus on fans talking about their favorite films.

The campaign will try to "break through the clutter" of pay-TV movie channels vying for viewers, says Jeff Bewkes, chairman of Home Box Office and Cinemax.

According to Bewkes, Cinemax and Home Box Office combined claim more households than any other pay-TV movie channel and earn the highest

total-day and prime time ratings for movies in pay-TV; Cinemax has 65% more movies than other pay-TV services.

"With the huge explosion of channels, we have to get the size of Cinemax across to consumers," Bewkes says.

Cinemax Multichannel Marketing Vice President Rick Kendall notes that Cinemax has become the second-most-watched pay-TV movie channel, after HBO, without a "blockbuster movie premiere or an exclusive studio deal.

"...Cinemax has won in the ratings because it's better at meeting the needs of the true movie fan," says Kendall. "We found that movie fans were the key to Cinemax's popularity, and if we were going to get better, we'd have to refocus on the fan. We'll talk about the customer, rather than the titles." ■

CSG to service TCI subs

Buys SummiTrak system in bargain

By Price Colman

CSG Systems International's 15-year, \$1.8 billion back-shop service contract with Tele-Communications Inc., announced last week, is CSG's biggest contract ever.

CSG returned the favor by acquiring TCI's SummiTrak back-shop system in a deal worth roughly \$172 million. CSG paid TCI \$106 million in cash and \$26 million in contingency payments. Under the deal, TCI also gets warrants for 1.5 million shares of CSG stock worth some \$40 million (at recent prices), provided that TCI meets certain undisclosed milestones.

The SummiTrak sale comes as no

surprise. Sources had said (B&C, Aug. 11) that a deal was imminent and had named CSG, along with Cable Data and Oracle, as potential buyers.

Back-shop operations—essentially billing, sales support/service, order fulfillment and customer service—may not be the sexiest business, but they are essential and increasingly lucrative as telecommunications service providers offer more products. Cable companies once billed only for cable service, but their move toward bundling such products as video, high-speed data and in limited instances telephony requires an increasingly sophisticated back-shop operation.

Going in, CSG already had a thriving

ing business, with customers ranging from cable MSOs to DBS companies and Baby Bells and encompassing roughly 20 million subscribers. But in adding 9 million TCI customers to the 4 million it already had, CSG did more than increase its subscriber base by about 45%. It also unmistakably declared its presence among the leaders. Indeed, in collecting nearly all of TCI's subs under the CSG banner, the Denver firm nudged out TCI's long-time back-shop contractor Cable Data, a subsidiary of USCS International. CSG also beat out USCS in bidding for SummiTrak.

"Cable Data long had a lock on this market, and at this time they're extremely vulnerable," says Denver cable analyst Chuck Kersch.

USCS's stock fell \$10.875, or about 35%, to \$20.125 on the news; CSG shares rose \$3.25, or about 14%, to \$26.375. USCS officials downplayed the long-term impact. Sources say

CSG's deal with TCI translates into an immediate boost in business and long-term potential

USCS, while maintaining its presence in the cable sector, has been focusing on the burgeoning cellular telephone arena.

By any measure, CSG's deal with TCI translates into an immediate boost in business and long-term potential for additional contracts with other companies.

"For TCI to say we want you to do all our subs, you have to realize they've been doing a good job for TCI," says Russ Welty, cable analyst for Denver-based Hanifen, Imhoff. "As you start adding more types of cable services, whether Internet access or movies on demand, the opportunity to add on to this contract is there. It also gives them marketing clout overseas."

It's unclear what use CSG will make of SummiTrak, the back-shop system TCI spent more than three years—and more than \$100 million—developing. CSG officials say they'll evaluate SummiTrak, which recently successfully completed crucial tests in two TCI systems, to see how it complements or enhances their own systems. ■

Fox Sports takes shot at green

Regionals' revenue often is eaten up by rights payments; challenge for new alliance is to demonstrate consistent cash-flow performance

By John M. Higgins

Executives at News Corp., Liberty Media and Cablevision Systems proclaim that their new sports network alliance is a cash machine, but new disclosures show that their existing operations could use a tune-up.

Disclosures related to Fox/Liberty Networks LLC's \$600 million junk-bond sale show that the three sports units—the existing Fox Sports regional networks, Cablevision's SportsChannel and Madison Square Garden—that make up the venture are far from the cash generator ESPN has become for The Walt Disney Co. Further, the operations generally fall short of the performance of other cable networks.

Fox/Liberty's performance will become even more critical after it completes its \$850 million investment in 40% of Cablevision's Rainbow Sports unit. The junk bonds, combined with a simultaneous \$600 million bank loan, will leave Fox/Liberty with \$1.2 billion in debt and \$61.2 million in annual cash interest payments—far more than the operation is currently generating.

The junk-bond prospectus offers the first-ever financial peek at SportsChannel and MSG. While some details of Fox/Liberty's operations have been available to the public, the prospectus gives the most extensive financial picture to date.

However, it offers very little detail about perhaps the most critical element of the business: the volatile cost of TV rights to local teams.

The networks are bringing in plenty of money—Fox/Liberty alone could hit \$500 million in revenue this year. But it's eaten up by the huge cost of local sports rights. Fox/Liberty had big losses in 1996, although there is less red ink this year. Cablevision is in better shape, but SportsChannel's cash-flow margin is just 12%, compared with 41% for ESPN. MSG—buoyed by a turnaround in its namesake New York



City arena—reaches about 20%.

The three companies insist they can galvanize the business by closely tying 12 Fox networks, eight Cablevision networks and seven additional affiliated services under a single 55 million-subscriber umbrella. That would allow Fox Sports to offer advertisers national reach on the highest-rated fare in cable—home-team sports programming.

They also contend that Fox Sports will score big by loading upgraded news and sports coverage onto the national "backdrop" service—rodeo and volleyball coverage aired when the Dodgers and Cubs aren't playing.

Still, the spotty performance of the regionals concerns some financial and media executives. Spencer Grimes, cable analyst for Smith Barney & Co., characterizes the regional sports nets as "historically underperforming."

"It's certain a concentrated message on a national ad sales basis should help the regional nets, but it seems to me that they've got to demonstrate the strong cash-flow performance of the regional networks," Grimes says.

Fox/Liberty and Cablevision would not comment on the disclosures. Fox/Liberty's financial disclosures are jumbled because of News Corp.'s entry into the business in June 1996. However, the filing shows that the combined operation posted \$43 million in negative cash flow during 1996 on more than \$382.4 million in revenue.

For the first half of 1997 (ended in June), losses were tracking on a much lower pace, just \$3.4 million on \$236.8 million in revenue. The 1996 results ap-

pear to be hurt by a big overpayment by FX for sports rights that didn't score ratings. Last December Fox/Liberty took a \$109 million charge, writing off \$80 million for overpayment on Major League Baseball rights and \$29 million on college football rights.

So how will Fox/Liberty make the interest payments? One of the two series of 10-year junk bonds being sold—accounting for \$250 million of the \$600 million—is zero coupon for five years, requiring no immediate cash payments.

More important, the company is being dragged down by several relatively new networks, including the Rocky Mountain and Arizona networks. Fox/Liberty executives tell investors that the more established services, such as those in Los Angeles, Pittsburgh and Seattle, are expected to generate \$100 million in cash flow this year.

If the start-ups can be turned around, Fox/Liberty might become profitable. Also, SportsChannel alone has been profitable enough to generate annual dividends of about \$27 million, so Fox/Liberty can tap into that flow. MSG is being tapped for more cash.

The Rainbow operation is in better shape. SportsChannel, excluding MSG, generated \$23.9 million in cash flow on \$251.2 million in revenue last year—a 9.5% margin. For the first half of this year, the networks' earned cash flow jumped 50%, to \$17 million, on a 13% sales gain, to \$143.2 million.

MSG generated \$90.3 million in cash flow on \$423.7 million in revenue. For the first half of 1997, cash

REGIONAL SPORTS LINEUP

FY 1996 6M 1997

FOX/LIBERTY

Revenue	\$382.4	\$236.8
Operating Income	\$(72.2)	\$(12.6)
Cash Flow	\$(49.7)	\$(3.4)
CF Margin	—	—

SPORTSCHANNEL

Revenue	\$251.2	\$143.2
Operating Income	\$13.2	\$12.0
Cash Flow	\$23.9	\$17.0
CF Margin	9.5%	11.4%

MSG

Revenue	\$423.7	\$219.8
Operating Income	\$29.4	\$17.0
Cash Flow	\$90.3	\$43.6
CF Margin	21.3%	19.8%

flow increased 11%, to \$48.6 million, on flat revenue of \$219.8 million.

One note on FX. The filing indicates that FX isn't living up to its promises to cable operators. When FX was launched in June 1994, then-president Anne Sweeney, now president of The Disney Channel, bragged that the network would spend \$100 million, annually on programming out of the gate.

The filing shows that in its first year of operation, FX spent no more than \$54.4 million on programming. In the 10 months of fiscal 1996, FX's total operating expenses—largely, but not totally programming costs—ran \$63 million. That's \$75 million on an annualized basis. ■

Tale of TSAT tape

TCI Satellite Entertainment reported a second-quarter net loss of \$55.1 million, or 83 cents per



share, on revenue of \$137.4 million, up 40%. TSAT also said operating cash flow increased to \$22.1 million from \$1.9 million in the comparable period last year. The increases in revenue and operating cash flow were largely the result of increased revenue per customer, rate increases, a larger customer base and improved operations, according to the company. TSAT said it ended the quarter with 757,000 subs, an addition of 22,500 during the three-month period. Compared with the same period last year, when the company added 65,000 new subs, there was a 65% decrease in the number of new customers added. One reason for the slower subscriber growth is a prepurchase credit-check program the company implemented early in the year in an effort to reduce churn.

Presented by The
Satellite Broadcasting
and Communications
Association and
SkyTRENDS



Tuesday, September 16, 1997
9:00 AM to 3:00 PM

Marriott World Trade Center
Phone: 212-938-9100

Wall Street and DBS Converge
at the Direct-to-Home
Industry's Premiere Executive
Conference

Panelists Include:

- Top Financial Analysts
- CE National Retailers
- Researchers
- DBS CEO's

Designed for the industry's
experienced analysts and their
newer staff, an **Educational
Training Seminar** will be
offered on Monday,
September 15, 1997.

Presenters Include:

- DIRECTV
- EchoStar
- General Instrument/NextLevel
- PRIMESTAR
- USSB

Registration is offered in conjunction
with SkyFORUM VIII only!

For more information
call 703-549-6990
800-541-5981
www.sbca.com



Satellite Broadcasting
and Communications
Association





250,000
blooming
plants.
one
network.



With so much interest in gardening, it's no wonder Home & Garden Television is growing wildly across the country.

Two of every five Americans are gardeners, and one network fits them perfectly. More than 29 million home enthusiasts have become HGTV subscribers in just over two years, because HGTV provides entertaining, informative programming they want. After all, there are thousands of choices for any garden, but only one real choice for gardeners. Home & Garden Television.

Affiliate Sales Southeast 423-694-2700 • West 310-854-6600 • Midwest 810-827-4472
East 212-549-4468 • New Business/Alternative Technologies 423-470-3966



THE E.W. SCRIPPS COMPANY

Jones, Bell disagreements come to light

SEC filing shows two don't always see eye to eye

By Price Colman

Is Jones Intercable's relationship with major investor Bell Canada International in trouble? A recent Securities and Exchange Commission filing from Jones might give that impression, but the company's position is that it's all part of the normal course of business.

In the SEC filing, Jones noted that BCI's three board members voted against acquisition of an Independence, Mo., cable system. The filing also notes that BCI and two outside directors opposed the upcoming offering of 7.8 million shares. The \$95 million Jones expects to net from that offering will be used to partly finance the Independence system acquisition. The remainder of the roughly \$171 million purchase price will come from existing credit lines.

It's hardly unprecedented for a regulatory filing to mention board-level disagreements. But it's the first time Jones has acknowledged that it doesn't always see eye to eye with BCI. BCI in 1994 increased its holdings in Jones from 2% to 32% by buying 7.4 million shares at a hefty premium of \$27.50 per share. (During 1994, Jones shares traded as high as \$17.875 and as low as \$11.125.)

"There was a disagreement about the offering of shares," says Jones spokesman Jim Carlson. "There are disagreements on boards of directors from time to time. Beyond that, we have no comment."

BCI executives were unavailable for comment.

Analysts say there has been friction between Jones and BCI for some time, and that BCI is putting considerable pressure on Jones to improve its stock price.

"They are basically being told they can't spend any more money," says one source in the investment community. "BCI is saying 'quit screwing around, roll up the partnerships.'"

Just how much friction there is depends on whom you ask.

"There's no real divisiveness," says a source familiar with board discussions. "There are spirited discussions on various issues with people who are really attuned to what's going on."

While Jones has been aggressive about buying out its managed partnerships—by September of last year it had increased its wholly owned subscribers by roughly 86%, to 576,000—how it's doing those deals may be the source of disagreements between the company and BCI.

Issuing new shares to effect the Independence system purchase may not have sat well with BCI because it put the Canadian company in an awkward position: See its ownership stake diluted or buy enough shares to maintain its 32% stake. BCI, as dictated by its shareholder agreement, chose the latter, committing to buy roughly 2.34 million shares.

With shares in the offering likely to go for around \$13, BCI has "averaged down" its investment in Jones. But given the premium that it paid for its 30% stake, BCI may still be having second thoughts about its decision to buy into Jones.

"I think they're unhappy with their investment," says a source in the investment community. "It's unfortunate that their timing on coming into the cable market was bad."

Unless Jones can prop up its stock price, in the process making BCI's option to buy more attractive, it's unlikely that BCI will voluntarily invest more money, the source says. ■

TCI's money men

Proxy shows Clouston topped compensation heap

By Price Colman

If Tele-Communications Inc. Vice President Brendan Clouston is still in the executive doghouse, it's a well-padded one: Clouston has an agreement with TCI for the company to buy out stock options he held as of April 7 for \$10 million.

The information is disclosed in TCI's proxy statement for its 1997 annual shareholder meeting, slated for Aug. 28.

While one TCI executive familiar with the purchase agreement called it "bizarre," it's not necessarily a bad deal for TCI.

The proxy shows that Clouston was granted stock options and stock appreciation rights effective Dec. 1, 1996, worth about \$22.8 million based on the Black-Scholes valuation model. If Clouston were to activate the purchase agreement, TCI would pay only about 44 cents on the dollar to reacquire those options and rights.

There are conditions on the agreement, which expires March 31, 2002. If Clouston exercises any of the options,



TCI's proxy shows an attractive stock deal for VP Brendan Clouston.

the \$10 million price declines by the difference between the exercise price and the fair market value of the exercised options. The price also will decline by the fair market value of any restricted stock awards at the time they vest.

According to the proxy, Clouston and TCI International boss Fred Vierra tied for third in terms of raw salary at \$650,000. CEO John Malone was number one

with \$900,000 and the late Bob Magness was second with \$863,462. Peter Barton, who voluntarily resigned earlier this year after helping build Liberty Media Corp. into one of cable's biggest and most successful programming concerns, was fourth with \$503,000 in raw salary. Larry Romrell, president of TCI Technology Ventures, was fifth with \$500,000.

But in terms of overall compensation, including tax payment reimbursements, dividends and stock awards, Clouston came out on top with \$2.9 million. All top TCI executives took salary reductions late last year because of the com-

pany's financial stumbles.

Compensation information in the proxy underscores an almost universal sentiment regarding Malone: For the responsibilities and titles he holds, he's one of the lowest-paid executives anywhere.

The proxy also discloses that former TCI executives Donne Fisher and J.C. Sparkman are collecting roughly \$10.6 million between them for long-term consulting contracts with TCI. Fisher is collecting \$6 million (including \$35,000 annually for plane and flight crew privileges) for a contract that started when he retired Jan. 1, 1996, and runs through Dec. 31, 2006. That's "whether or not his services are

required," according to the proxy. Compensation experts at Hewitt Associates say such clauses aren't unusual for top consultants.

Sparkman, who retired March 11, 1995, is getting about \$4.6 million for a contract that runs through Sept. 30, 2002.

TCI officials declined to comment on what Fisher and Sparkman's consulting duties are, but one analyst suggested that their mere presence is a boon for TCI.

"Investors have a warm and fuzzy feel when the names Donne Fisher and J.C. Sparkman are raised," says Mark Riely of Media Group Research. "It carries over to the performance of the stock

during that period when they were there." Coincidentally, TCI stock has recently emerged from the doldrums, trading over \$19, or nearly 80% above its 52-week low of \$10.75.

The proxy focuses primarily on the upcoming exchange offer for TCI's new tracking stock for TCI Ventures Group. But in one other peek at the executive shuffle that's occurred within TCI since early in the year, it discloses that Clouston, who will be president of TCI Ventures Group, was chief financial officer for TCI for just a month after being named to the position in mid-March. TCI's board declined to ratify Clouston's appointment. ■

TV Azteca ruffles peacock's feathers

NBC is claiming that Mexican broadcaster TV Azteca has caused the U.S. network some \$130 million in financial damages because of its "failure to honor our rights" in a 1994 contract, says NBC spokesman George Jamison.

The charges came as a U.S. court gave NBC the green light to subpoena the Mexican broadcaster's financial investors to support claims that TV Azteca gave misleading statements about its financial situation when NBC had options to purchase a stake in the company. TV Azteca says that "NBC's claims are without merit."

The two networks are in arbitration concerning a three-year agreement, signed in 1994, in which NBC would provide the then-fledgling TV Azteca with programming, technical and managerial advice and use of the NBC brand name in exchange for \$7 million and options to acquire up to 20% of TV Azteca.

Under the agreement, NBC would have the option to purchase up to 10% of TV Azteca for \$16 million for each 1% acquired and would receive \$2.5 million for every percentage not optioned. The deal also allowed NBC to purchase up to an additional 10% of the company upon a TV Azteca initial public offering at the IPO price.

In April 1997, one month before the contract expired, NBC decided to purchase just 1% of TV Azteca. This request, however, was denied by TV Azteca, which claimed that NBC had not lived up to its side of the agreement and therefore didn't deserve the acquisition options. The dispute was then brought to arbitration.

NBC claims that it was misled by TV Azteca about the company's value and the likelihood of an IPO in the near future. It is seeking documents from TV Azteca's investors and banks to prove that. "We believe they made misstatements and partial disclosures that would cause us to not exercise the full 10 percent."



Jamison says that as recently as April, "TV Azteca told NBC that there would be no IPO soon; however, in July TV Azteca filed with the SEC for a float, which began last week, on the New York Stock Exchange. He also says that TV Azteca has yet to pony up \$5.2 million of the \$7 million owed them and that NBC wants its acquisition options restored or \$130 million, the company's estimate of its financial damages.

DIRECTV joins Spanish DTH consortium

Spanish government-backed digital TV platform Via Digital confirms that DIRECTV has made "a huge investment" in the start-up service.

A Via Digital spokesperson says Hughes-owned DIRECTV will become a "main partner" but that the exact percentage of its ownership has not yet been determined. DIRECTV's stake in Via Digital likely will be 17%-18% but could be as much as 25%. DIRECTV's investment will reduce the stake of the other main shareholders: Spanish telecom operator Telefonica de Espana, state public broadcaster Radio Television Española (RTVE) and Mexican media giant Grupo Televisa. Telefonica's 35% share could drop to 25%, and RTVE and Televisa's 25% shares could fall to 17% each. Completion of the deal will be announced in mid-September.

Pro Sieben eyes Nickelodeon stake

German television network Pro Sieben reportedly will acquire a majority stake in Nickelodeon's German service. That service, which launched in 1995, is owned by Viacom (90%) and local media company Ravensburger Film+TV (10%). Although Pro Sieben is expected to take over all of Ravensburger's stake, it is unknown how much the group will acquire from Viacom.

—By Michael Katz

50 PEOPLE'S CHOICE Top Cable Shows

Following are the top 50 basic cable programs for the week of Aug. 4-10, 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/Chicago @ Miami	TNT	Sun 8:00p	3.855	5.4	4.0	9.4
2. World Champ. Wrestling	TNT	Mon 10:00p	3.321	4.7	3.4	7.7
3. NASCAR/Bud at the Glen	ESPN	Sun 1:00p	3.134	4.4	3.2	12.0
4. World Champ. Wrestling	TNT	Mon 9:00p	3.030	4.3	3.1	7.0
5. World Champ. Wrestling	TNT	Mon 7:55p	2.890	4.1	3.0	7.4
6. Movie: "Kindergarten Cop"	USA	Fri 9:00p	2.536	3.6	2.6	6.6
6. Rugrats	NICK	Tue 7:30p	2.521	3.6	2.6	6.9
8. Movie: "Cradle of Conspiracy"	LIF	Mon 9:00p	2.395	3.5	2.5	5.7
9. Movie: "Overboard" (1987)	TBS	Wed 10:06p	2.429	3.4	2.5	6.6
9. Busy World of R. Scarry	NICK	Mon 10:00a	2.393	3.4	2.5	13.2
9. Movie: "Matter of Justice Pt. 2"	LIF	Sun 6:00p	2.335	3.4	2.4	7.1
12. Movie: "Crocodile Dundee II"	USA	Sat 8:00p	2.341	3.3	2.4	6.7
12. Blues Clues	NICK	Tue 9:30a	2.325	3.3	2.4	13.0
12. Doug	NICK	Tue 7:00p	2.316	3.3	2.4	6.6
12. Hey Arnold	NICK	Sun 11:00a	2.290	3.3	2.4	10.1
12. Rugrats	NICK	Sun 10:00a	2.290	3.3	2.4	10.5
12. Busy World of R. Scarry	NICK	Tue 10:00a	2.280	3.3	2.4	12.5
16. Movie: "Kindergarten Cop"	USA	Sat 6:00p	2.261	3.2	2.3	7.6
18. Angry Beavers	NICK	Sun 10:30a	2.241	3.2	2.3	10.0
18. J. Henson's Muppet Babies	NICK	Mon 10:30a	2.236	3.2	2.3	11.8
18. Rugrats	NICK	Mon 7:30p	2.232	3.2	2.3	5.9
22. Blues Clues	NICK	Mon 12:30p	2.194	3.1	2.3	10.1
22. Blues Clues	NICK	Mon 9:30a	2.194	3.1	2.3	12.3
22. Movie: "Matter of Justice Pt. 1"	LIF	Sun 4:00p	2.086	3.1	2.2	7.3
25. Rugrats	NICK	Thu 7:30p	2.108	3.0	2.2	6.1
25. Figure It Out Special	NICK	Tue 6:00p	2.095	3.0	2.2	6.5
25. Busy World of R. Scarry	NICK	Fri 10:00a	2.095	3.0	2.2	11.5
28. Tiny Toon Adventures	NICK	Sat 9:30a	2.053	2.9	2.1	10.8
28. Figure It Out Special	NICK	Mon 6:00p	2.039	2.9	2.1	6.3
28. J. Henson's Muppet Babies	NICK	Tue 10:30a	2.037	2.9	2.1	11.3
28. J. Henson's Muppet Babies	NICK	Sat 10:00a	2.033	2.9	2.1	10.1
28. Busy World of R. Scarry	NICK	Wed 10:00a	2.026	2.9	2.1	11.1
28. M. Sendak's Little Bear	NICK	Mon 9:00a	2.021	2.9	2.1	11.5
28. Blues Clues	NICK	Fri 12:30p	2.020	2.9	2.1	9.4
28. M. Sendak's Little Bear	NICK	Wed 9:00a	2.014	2.9	2.1	11.4
28. Blues Clues	NICK	Tue 12:30p	2.011	2.9	2.1	9.1
28. Angry Beavers Special	NICK	Tue 8:00p	1.994	2.9	2.1	5.3
28. Movie: "Search for Justice"	LIF	Sun 8:00p	1.962	2.9	2.0	4.9
39. Blues Clues	NICK	Wed 9:30a	1.986	2.8	2.0	10.9
39. M. Sendak's Little Bear	NICK	Mon 12:00p	1.982	2.8	2.0	9.5
39. M. Sendak's Little Bear	NICK	Fri 12:00p	1.972	2.8	2.0	9.3
39. M. Sendak's Little Bear	NICK	Tue 12:00p	1.970	2.8	2.0	9.3
39. Angry Beavers Special	NICK	Thu 8:00p	1.962	2.8	2.0	5.3
39. Rupert	NICK	Fri 1:00p	1.950	2.8	2.0	8.5
39. Rugrats	NICK	Fri 7:30p	1.948	2.8	2.0	6.2
39. J. Henson's Muppet Babies	NICK	Fri 10:30a	1.946	2.8	2.0	10.7
39. Figure It Out Special	NICK	Wed 6:00p	1.938	2.8	2.0	6.4
39. Aaahh!!! Real Monsters	NICK	Sun 11:30a	1.936	2.8	2.0	8.4
39. Gullah Gullah Island	NICK	Tue 11:30a	1.927	2.8	2.0	9.7
39. Tiny Toon Adventures	NICK	Sat 9:00a	1.925	2.8	2.0	10.6

Sources: Nielsen Media Research, Turner Research

HEADENDINGS

A shop on the wild side

For viewers with the urge to splurge after midnight, QVC kicks off a shopping/variety show from New York City's Times Square on Sept. 5 at 1 a.m. ET. The late-night "extreme shopping" series combines music, comedy, celebrities and outlandish merchandise for insomniac spendthrifts. QVC is touting the soon-to-be-auctioned items as "products appealing to viewers' wilder side." Those items include the legendary "pink palace" that once belonged to Jayne Mansfield, a dozen dinosaur eggs from China, a vintage psychedelic Volkswagen painted by pop artist Peter Max and memorabilia from a Soviet spacecraft. In addition to offering one-of-a-kind trinkets from around the world, *First Friday: Extreme Shopping* hosts will sneak into offbeat New York shops for hidden treasures.

Comcast numbers

Comcast Corp. reports that operating cash flow rose 24.1%, to \$367.4 million, for the second quarter compared with the same period last year. However, the company reported a net loss of \$37.8 million, or 12 cents per share, compared with a profit of \$16.8 million, or 7 cents per share, in last year's second quarter. Comcast attributed \$32.3 million of that loss to start-up costs associated with its 15% share of the Sprint PCS joint venture. The company also reported a 25.3% increase in consolidated revenue, to \$1.185 billion, for the quarter. QVC, the company's electronic retailing operation, saw revenue increase 15.3%, to \$467.7 million, generating a 23.4% increase in operating cash flow to \$82.7 million. Comcast's cable division, including on a pro forma basis the acquisition of Scripps Howard cable, saw revenue rise 10.4%, to \$520.8 million, with operating cash flow increasing 5.8%, to \$246.4 million.

TCI, Box make it official

TCI Music and the Box Worldwide Inc., following through on a previous memorandum of understanding, signed a definitive agreement

HEADLINES

to merge. As previously disclosed, The Box will become a subsidiary of TCI Music with shares of Box stock being exchanged for shares of TCI Music Series A preferred. The deal calls for each share of Box common to be valued at \$1.50. Each share of TCI Music would be immediately convertible to three shares of TCI Music Series A common. The merger, contingent on regulatory OKs and approval by 75% of Box shareholders, is expected to close in the fourth quarter.

EchoStar losses up

EchoStar Communications Corp. said its net loss grew 182%, to \$63.8 million, for the second quarter, although revenue increased 50%, to \$172.8 million, and EBITDA (earnings before interest, taxes, depreciation and amortization) was \$3 million compared with negative \$7.6 million for the same period last year. EchoStar also reported that it has added 240,000 subs since year-end 1996, for a June 30 total of 590,000. The company reported improvements

from first quarter 1997 to the second quarter; revenue increased \$28.8 million and EBITDA went from negative \$3.8 million to positive \$3 million primarily because of the revenue improvement. EchoStar has not reported subscriber activity for June, when it unbundled equipment and programming packages, but analysts have indicated that the company's subscriber base grew by about 45,000, which would give it a July 1 total of roughly 635,000 subs.

HBO cooks with Brooks



Home Box Office says its simulcast of country music star Garth Brooks's concert in New York's Central Park Aug. 7 earned a 15.2 average Nielsen rating and a 24 share for the two-hour event. During the last quarter-hour, HBO

pulled a 19/29 to beat the ABC, CBS, NBC and Fox networks, says HBO Chairman Jeff Bewkes.

ESPN lineup

Viewer's Choice has unveiled its September pay-per-view sports lineup, starting with college football and finishing with Major League Soccer. The 1997 ESPN GamePlan offers college football fans games not available in their TV markets and runs every Saturday in September. Viewer's Choice offers the World Wrestling Foundation special *In Your House Ground Zero*, at 7 p.m. ET on Sunday, Sept. 7. Wrestling fans get another shot on Sunday, Sept. 14, at 7 p.m. ET when World Championship Wrestling presents the *WCW Fall Brawl*. Soccer fans can see Italy versus the Republic of Georgia at noon ET in a World Cup '98 qualifying match. Major League Soccer viewers can catch games all month in the MLS/ESPN Shootout. Boxing fans get their turn Saturday, Sept. 13, when Oscar de la Hoya defends his title against Hector Camacho at 9 p.m. ET.

REPUBLIC OF PANAMA PUBLIC SERVICE REGULATORY COMMISSION

ANNOUNCEMENT FOR THE CREATION OF A ROSTER OF EXPERTS ACCREDITED IN TELECOMMUNICATIONS

The Public Service Regulatory Commission of the Republic of Panama, an independent agency, in conformity with Law 26 of February 29, 1996, Law 31 of February 8, 1996 and Decree No. 73 of April 9, 1997, is the only entity with jurisdiction over operation and administration of telecommunications services, as well as resolution of controversies among licensees of telecommunications services.

In accordance with Article 36 of Decree No. 73 cited above, the Public Service Regulatory Commission shall maintain a **ROSTER OF ACCREDITED EXPERTS** to assist in the resolution of controversies which may arise among licensees of telecommunications services; consequently, it is necessary to establish the roster of experts who will assist the Public Service Regulatory Commission in areas including, but not limited to:

1. Interconnection
 - a) Interconnection and/or Access Charges
 - b) Cost Methodology Regarding Interconnection
2. Frequency Interference
3. Joint use of Facilities of Towers, Posts and Ducts.

Therefore,

THE PUBLIC SERVICE REGULATORY COMMISSION INVITES

All individuals or companies of recognized professional prestige to apply for inclusion in the ROSTER OF ACCREDITED EXPERTS.

Only those individuals or companies of recognized professional prestige who demonstrate experience in the resolution of controversies in telecommunication matters may be accredited.

To apply for inclusion in the list, send the Application for Accreditation of Experts in Telecommunications, which will be provided by the Public Service Regulatory Commission of Public Services and may be requested from the following:

Ente Regulador de los Servicios Públicos
Calle 50, Edificio Discount Bank, Primer Piso
Apartado Postal No. 4931
Panamá 5, República de Panamá
Telephone: 507-265-35-55
Fax: 507-265-35-11

or

Wilkinson, Barker, Knauer & Quinn
c/o M. Veronica Pastor, Esq./Giuliana Castro, Esq.
2300 N Street, N.W., Suite 700
Washington, D.C. 20037
Telephone: 202-733-4141
Fax: 202-333-2360

The completed application, along with the required documentation, should be sent to the Regulatory Entity at the above address by September 18, 1997.

José Guantí G.
Presiding Director

Low blows against high-def

Broadcasters embrace SDTV, multichannel approach

By Glen Dickson

Multichannel DTV is good...and HDTV is expensive.

That was the prevailing message at Paul Kagan's Digital Television Summit in New York last week, at which both ABC and Sinclair Broadcasting announced plans to use their DTV spectrum to deliver multiple channels of standard-definition digital programming instead of one high-definition signal.

ABC's Padden: Multiplexing is the key to digital success

In giving the keynote speech at the DTV conference, ABC Television Network President Preston Padden trumpeted broadcasters' strength in the analog marketplace and indicated how ABC aims to retain market share in the digital world: with a multiplex of widescreen SDTV channels, including subscription services. Padden said multiple channels will allow ABC to hold on to an increasingly fractionalized audience and get a fair share of the \$30 billion subscription TV market while still offering far superior pictures to NTSC.

"Until recently, conventional wisdom was that broadcasters faced a stark choice between transmitting one high-quality digital program stream or multiple streams of much lower picture quality," said Padden. "But, because of the dynamic scalability of the Grand Alliance standard and because of advances in compression such as statistical multiplexing, the choice no longer appears so stark."

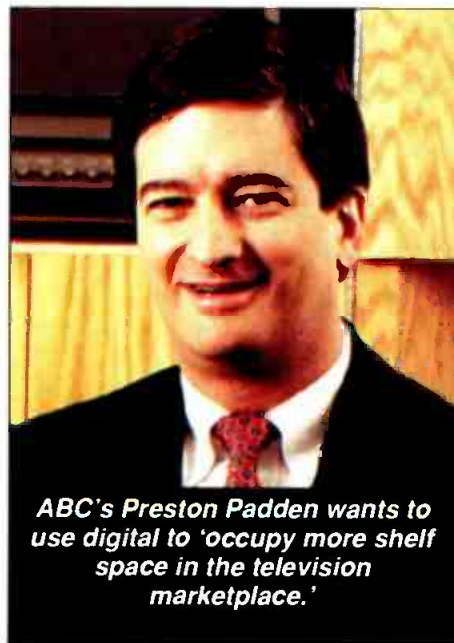
Instead, Padden said, ABC can offer multiple streams of widescreen pictures

with CD-quality sound at a "picture quality virtually indistinguishable to the consumer from the highest resolution except when viewed on the largest and most expensive display devices."

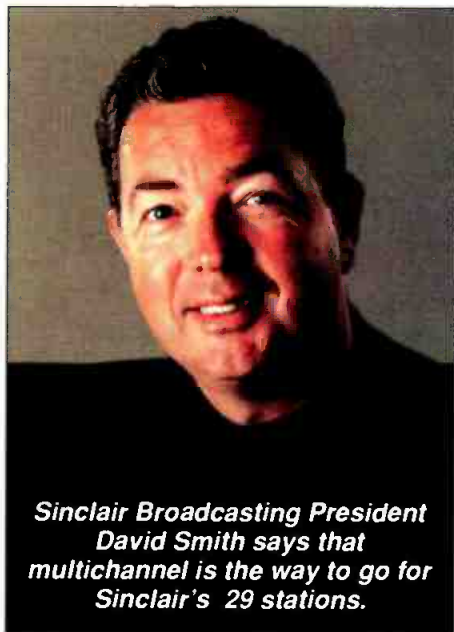
Padden said that ABC wants to "drive the penetration of digital service" through two consumer products: widescreen digital receivers and inexpensive digital-to-analog converter boxes. He said that ABC will be working with MSTV and WHD-TV, the model HDTV station in Washington, to test the reception of DTV signals with a "consumer-friendly indoor antenna." Padden added that ABC will be conducting consumer surveys to see which DTV formats attract viewers.

While Padden didn't give technical details about picture formats, he is talking about either 480I (interlace) or 480P (progressive) SDTV. 480P widescreen is regarded as far superior in quality to the 480I widescreen format, and side-by-side comparisons of 480P and 1080I HDTV on midsize (34-inch) widescreen monitors have shown a negligible difference in picture quality. ABC engineers have consistently maintained that for an equivalent picture quality, progressive scan requires less bandwidth than interlace. But you could probably cram more 480I pictures into 6 mhz than 480P because of 480I's lower native data rate.

By saying it won't do HDTV, ABC becomes only the second broadcast network to make a definitive statement about its DTV plans. CBS has said from day one that it will support 1,080-line HDTV in prime time, although sources have indicated that Mel Karmazin is now eyeing multiplexing as a potential



ABC's Preston Padden wants to use digital to 'occupy more shelf space in the television marketplace.'



Sinclair Broadcasting President David Smith says that multichannel is the way to go for Sinclair's 29 stations.

revenue source (B&C, July 28). Fox has stayed quiet on the subject, although it seems to be leaning toward multichannel SDTV. And NBC also hasn't announced its DTV intentions, although Tom Rodgers, NBC executive vice president, said at the Summit that NBC won't launch free multichannel service unless the new channels reach 30 million-40 million homes.

Sinclair to test multicasting

In a panel discussion following Padden's address, Sinclair Broadcasting President David Smith announced his station group's plan to offer a multiplex of DTV channels that includes subscription services. Smith said that Sinclair will test multicasting at its Baltimore headquarters in January "to demonstrate the multichannel game—how easy it is, and how cost effective it is." Smith didn't say whether Sinclair plans to transmit 4:3 or 16:9 pictures.

"I don't get the HDTV business model," Smith said. "Can I sell a spot for more because the picture's prettier? That's why we're focused on being a multichannel provider. It's already an established business with cable and DBS. It's simply up to the broadcaster to take his fair share of the subscription business."

Both Padden and Smith emphasized that business planners, not engineers, were now driving their companies' DTV direction. "I think the business guys have started to look at the cost of an HDTV camera, an HDTV switcher or an HDTV tape machine," Smith said. "They'll find that for less than \$1 million, they can be in the multichannel over-the-air subscription business...the technology is available off the shelf and can be done tomorrow."

Of course, that \$1 million-per-station figure doesn't include paying for DTV spectrum, which Congress says broadcasters will have to do if they want to launch subscription services. Roy Stewart, chief of the FCC's Mass Media Bureau, acknowledged that the FCC needs to have a rulemaking on spectrum fees for subscription services, along with the vital decision of how cable must-carry rules apply to DTV signals.

While SDTV may be good enough for ABC and Sinclair, it may be bad for consumer electronics manufacturers, who are planning to roll out large-screen, HDTV-capable projection systems as their first DTV receivers. TV set manufacturers have said they need HDTV to drive sales of the first DTV sets because standard-definition signals won't have the visual impact that HDTV will have on large projection screens. Pictures in 4:3 SDTV format, for example, would be displayed with blank side panels on widescreen sets.

Nonetheless, Consumer Electronics Manufacturers Association Presi-

dent Gary Shapiro sounded unfazed. "It's not horrible or surprising," he said. "It's almost irrelevant. We expect broadcasters to be reluctant at first to embrace HDTV. But like stereo, advertisers will insist upon it."

Shapiro said that ABC's commitment to widescreen pictures is significant because the 16:9 aspect ratio will be the major selling point for new DTV sets. But he said that 480P still isn't HDTV, and he predicted that consumers will know the difference. "HDTV will win—there's no question in my mind," Shapiro said. "People will watch the best picture possible. But we'll build sets so they get everything."

The multiplex announcements by ABC and Tribune may breathe new life into the DTV proposal put forth by Compaq, Microsoft and Intel at NAB '97, under which computer manufacturers would build PC monitors that could receive and display 480P DTV pictures. Tom McMahon, a digital television and video architect for Microsoft attending the conference, predicted that by 2006 the bulk of DTV programming will be distributed in 480P format, even if it's shot on something else, because progres-



NBC's Tom Rogers says that NBC won't launch additional DTV channels unless they reach 30 million to 40 million homes or unless NBC can charge subscription fees for them: 'As we've seen, even local news channels need hefty support from local cable operators.'

sive compresses better than interlace.

"480P will be used to handle the distribution to viewers and also distribution within networks," McMahon said. "There will be encoders to dein-

DVB-Exciter!

The Multi-Functional Decoded Plug-in is one of only two egg-laying mammals

Radync
DVE-9050
Digital Video Exciter

DVB Modulator With C- and L-Band Outputs

- 1 to 48 Mbps Plus
- Fixed Symbol Rates to 45 Msps
- C- and L-Band Outputs
- 1 Rack Unit High
- Ku-Band Available

Radync

5225 South 37th Street
Phoenix, Arizona 85040 USA
(602) 437-9620 Fax: (602) 437-4611

©1997 Sony Electronics Inc. All rights reserved. Sony, Betacam, Betacam SX, on-Head, and the Sony logo are trademarks of Sony.



BETACAM SX



Acquisition



Transmission

Some of the most
advanced equipment
in the field isn't issued
by the military.

Things are tough enough out there without having to lug around 150 lbs. of editing gear. Now Sony ends the battle with the DNW-A220 Digital Portable Field Editor.

This Betacam SX digital field editing unit is compact, surprisingly lightweight, and extremely portable. Its concise design incorporates two VTRs, two LCD screens and a built-in audio system in a highly durable package that's made to withstand the rigors of field work. Whether it's bouncing alongside you in a truck or being tossed into an overhead compartment on a plane.

For versatility on international assignments, the DNW-A220 easily switches from 525/60 to 625/50 operation. And, should you need to divide and conquer, its VTRs can be quickly separated to operate independently.

In terms of compatibility, the DNW-A220 can play back analog Betacam, Betacam SP, and Betacam SX.

And it performs frame accurate insert and assemble editing with the superb video quality of Betacam SX and four digital audio tracks. So your final cut will never be compromised.

The new DNW-A220. It's a definite strategic advantage in the field.

1-800-635-SONY, ext.220
www.sony.com/professional



Editing



Recording



Storage

SONY

terlace the picture before the [ATSC] encoder, and decoders to reinterlace the signal at the TV end. Of course, computer and flat-panel displays are both progressive."

Lucent joins DTV Team

The "DTV Team" of Microsoft, Com-

paq and Intel gained a new member last week, as Lucent Technologies' Microelectronics Group agreed to provide the computer faction with MPEG-2 decoder chip sets and 8-VSB demodulation technology, both of which are necessary to receive and display DTV signals.

With the DTV Team agreement, Grand Alliance member Lucent is on both sides of the DTV receiver fence. The company already is providing decoder chips to Mitsubishi for use in Mitsubishi's large-screen HDTV sets, which should go on sale in fall 1998 for \$8,000-\$11,000. ■

Cutting Edge

By Glen Dickson

Comark Digital Services and Microwave Radio Communications have agreed to work together to provide complete digital transmission paths to broadcasters making the move to DTV. Under the pact, CDS will sell MRC's digital studio transmitter links to its broadcast customers as part of integrated DTV transmission systems.

Mitsubishi Electric America has formed a new business unit targeting DTV technologies. The Digital Broadcasting Business America (DBBA) division will be headquartered in New Providence, N.J., and will market selected products to manufacturers of DTV broadcast and receiver equipment. The new division will be headed by Y. "Super" Yamaguchi, a senior managing director of Mitsubishi Electric Corp. in Japan. Tommy Poon will serve as DBBA's senior vice president for strategic planning, while Ralph Cerbone will be senior vice president/ GM of marketing and sales. Mitsubishi already has produced the first ATSC-compliant HDTV encoders, which have been purchased by CBS, and also plans to manufacture DTV television sets.



Fujinon's AT2 ENG lenses now feature a quick-zoom function.

Fujinon Broadcast has added a new quick-zoom function to its AT2 line of ENG lenses to allow simple focus setting. After a camera operator frames a shot, a push and hold of the AT2's quick-zoom button initiates a fast zoom to the telephoto position, allowing the operator to make a quick, accurate focus setting. When the quick-zoom button is released, the lens automatically returns to the initial frame position. The Fujinon lenses that include the new feature are the A10X4.8EVM Wide Power hand-held lens, the A15X8EVM hand-held zoom lens and the A20X8EVM telephoto zoom lens.

Acrodyne says that it can offer Adjacent Channel Technology (ACT) to broadcasters making the transition to DTV. ACT is a transmitter that can pass adjacent digital and

analog channels through a single high-power amplifier. An ACT transmitter also will require only one antenna and one transmission line.

Acrodyne says that ACT may be a cost-efficient way to simulcast NTSC and DTV signals for the 320 broadcasters that have adjacent channel assignments in the digital spectrum.

Vyvx has gained a long-term contract from ABC for video transmission services.

The deal will increase and expand the video transmission services that Vyvx provides to ABC, primarily backhauls for sports and news events. Richard Wolf, ABC director of telecommunications and distribution services, won't disclose the terms of the contract, saying only that it is "multimillion-dollar and multiyear." Wolf says the contract includes dedicated fiber, occasional-use fiber and satellite distribution. ABC has been a Vyvx customer since 1990. In other Vyvx news, the company has completed the conversion of its satellite spot-delivery network to digital operation. Six hundred TV stations and cable systems have installed digital receivers to decode transmissions for on-site

storage and playback.

Star TV of Hong Kong is now online with the **Columbine JDS** Paradigm management information system. The transition to Paradigm at the satellite programming service is being done in stages, with full integration due by the end of the year. In April, three Paradigm products were installed on four ISkyB channels: the Paradigm Traffix module, Paradigm Program Control and Paradigm DVB. Three commercial channels went live on June 1—Channel V International, Star Plus South, and Star Movies South—and by Aug. 1 Phoenix and NSCC also were operational with Paradigm. Nine additional channels are scheduled to go live by Dec. 31. "When a broadcaster reaches the point of delivering more than 10 or 15 digital channels, the operation becomes so complex that you simply cannot fit enough people in the room to handle the multitude of tasks that have to be done," says Ron Higgins, Star TV's broadcast operations and engineering director. "Our quest for an integrated, multichannel management solution had become an absolute necessity." With Paradigm, Star TV now needs only one person per three or four channels per shift, compared with the previous requirement of two or three people per channel.

Broadcasting & Cable's **Telemedia**

THE CONVERGENCE OF TELEVISION, RADIO AND NEW MEDIA

Push Technology

Netcaster ships with broad net

CREDIT PRE-APPROVED

BUY SMART

SEND NO MONEY!

Yes! I want to buy smart. Enter my one-year subscription to *Broadcasting & Cable* – America's #1 radio/television industry news source. I'll pay just \$129 and SAVE \$123 off the cover price.

Name _____ (Please print)

Title/Position _____

Company Name _____

Address _____

City _____

State _____

Zip _____

☐ Payment enclosed. ☐ Bill me.

Charge to: ☐ VISA ☐ MasterCard ☐ AMEX

Account No. _____

Exp. Date _____

Signature _____

B733WS

SAVE \$123!

Canada \$169 (includes GST). Foreign Air = \$350. Foreign Surface = \$199.
U.S. funds only. Florida residents please add applicable sales tax.

own. (More than Websites feature Netcast Channel" ns.)

Content providers initially are paying their respective net positions to access to information from users who register to use the Netcaster Channel Find functions, according to a person, who says from one provider

indicator 4.02, which the Netcaster software is priced at \$59. It is for download along with the Netcaster Professional Edition Netscape's site www.netscape.com. TM

Internet Access

NextLevel invests in WorldGate

Deal lends support to Interactive Channel's digital applications

By Richard Tedesco

Continuing its effort to drive the digital-TV business, NextLevel extended its software ties last week to WorldGate Communications and Source Media's Interactive Channel.

NextLevel joined with Scientific Atlanta in making an undisclosed equity investment in WorldGate. The three companies are joining forces to push WorldGate's \$5-a-month Internet access service designed to accommo-

date cable systems.

NextLevel also struck a deal to make its CFT2200 advanced analog set-top boxes capable of delivering Interactive Channel's digital programming applications.

The moves lend momentum to the fledgling WorldGate and Interactive Channel initiatives and come on the heels of NextLevel's million-dollar investment in ACTV. WorldGate is field testing its service in the headends of three major MSOs, while Interactive Channel is running what is effectively a commercial

testbed in Century Communication's Colorado Springs system.

Making modules available for Interactive Channel's service holds the prospect of a jump start for its modem-free Internet access, e-mail and local information services. Once Interactive Channel's software is embedded in the NextLevel boxes, it's looking at launching in other cable systems by early 1998, says Tom Oliver, Interactive Channel CEO. "From our perspective, this enormously raises the marketing opportunity from digital

to analog," he says.

Interactive Channel's next launch will be in Cablevision Systems Corp.'s Boston system in October, according to Oliver, who says it will be packaged with Cablevision's Optimum digital TV service or sold on a stand-alone basis for \$7.95 per month. Interactive Channel sells for \$6.95 a month in Colorado Springs, where 20% of the subs purportedly use it daily.

Interactive Channel plans to market

itself as a tiered cable service, Oliver says, adding that support from a group of national advertisers to be announced shortly also will help sustain it.

Cablevision is one of three MSOs testing WorldGate's service (at its 643,000-sub Long Island system). Comcast Cable has WorldGate in front of 35,000 subscribers in Philadelphia, and Charter Cable is testing it among 155,000 subs.

WorldGate plans to have the service in as many as 18 more cable headends before

year's end, according to David Dill, WorldGate CFO, who says several of those will be abroad. Regardless of whatever acceptance the service gets, the support of NextLevel and S-A is essential, Dill says: "These are the dominant set-top suppliers in the world, and it's important for us to have a strong relationship with them."

WorldGate expects to make a major upgrade to the service this fall, Dill says, enabling near-digital-quality image resolution via analog boxes. TM

Telemedia Briefs

SportsZone adds pitch-by-pitch coverage

ESPN's SportsZone.com has quietly introduced GameTracker, a feature that enables fans to follow live baseball games pitch by pitch.

PC users can monitor any Major League Baseball contest in the baseball scoreboard area of SportsZone by locating the game and launching the GameTracker application. What appears on screen: a running box score; a graphic that shows the current situation on the baseball diamond; a current-inning summary in text, and the live pitch count on the batter, with photos of pitcher and batter.

Users also can access career statistics for the batter-pitcher matchup. Clicking on a base runner in the diamond graphic provides information on how he reached base and his stolen-base stats. Clicking on a fielder's number reveals the player at that position. Lineups and running stats also are displayed. Users can activate an audio signal that sounds whenever something of note happens during the game.

ESPN did not introduce GameTracker with a splash, but stayed low-key while debugging it, says Geoff Reiss, senior vice president of sports at ESPN Internet Ventures. The next step could bring GameTracker—and SportsZone's baseball coverage—into another dimension, Reiss says: "One can imagine a world where the [game] audio is linked. That's the next logical progression."

NCI, Navio set to go on Enhanced TV

The Internet TV space is getting crowded, with Enhanced TV planning to jump in as one of three such services by year's end.

As Oracle Corp.'s Network Computer Inc. unit and Navio Communications officially merged as Network Computer Inc. last week, they demonstrated software for the planned service. As exhibited, Enhanced TV enables a user to watch a sport events or entertainment show, reduce that program to a window on the TV set and access information or engage in a chat session simultaneously on-screen.

Enhanced TV will launch by early next year at a cost comparable to that of Microsoft Corp.'s WebTV, \$19.95 a month. Enhanced TV's next-generation set-top boxes, produced by makers yet to be announced, will cost about \$300, according to an NCI spokesperson.

WebTV claims 120,000 subscribers. It will get its first competitor, NetChannel, when that service launches next month. NetChannel demonstrated a concept similar to Enhanced TV at an industry gathering in New York last week.

Thomson/RCA and Zenith will deliver the first generation of boxes for NCI next month, but the devices won't allow integration of TV signals and data content.

Among NCI's investors are Nintendo Co., Sony Corp., Sega Enterprises Ltd. and Acer Group, all of which held stakes in Navio and could suggest a direction in content for the NCI venture.

New Tech hopes Bikini.com takes off on TV

New Tech Entertainment has launched Bikini.com as the first of many—it hopes—hybrid online/TV entertainment projects.

The site (www.bikini.com) combines marketing opportunities with a sort of camp *Sports Illustrated* swimsuit issue knockoff. It has a section featuring supermodels in bikinis; "bikiniarama," where users can dress a caricature of a supermodel; a "bikinazine" of pictorials featuring other bikini-clad models; bikini chat; a bikini shop; a surf shop, and a photo section for a male-female model search (presumably to defuse the politically incorrect sexism it celebrates). It also aspires to become a beach party TV series—and already has a theme song.

Bikini.com is one of 20 content concepts that New Tech is looking to flesh out so they can migrate from the Internet and enjoy a simultaneous life on-air. The concepts include *Crimebeat*, *Cartoonland*, a sci-fi vehicle

with Star Trek skipper William Shatner as host; *Pap City*, in development with Dick Clark Productions, and *Las Vegas World*, featuring Steve Lawrence and Eydie Gorme.

"All of our concepts for the Internet have a multitude of avenues," says Herman Rush, New Tech co-founder and principal. "All of the concepts lend themselves to TV as well as to the Internet."

The beach party show he hopes will emerge from

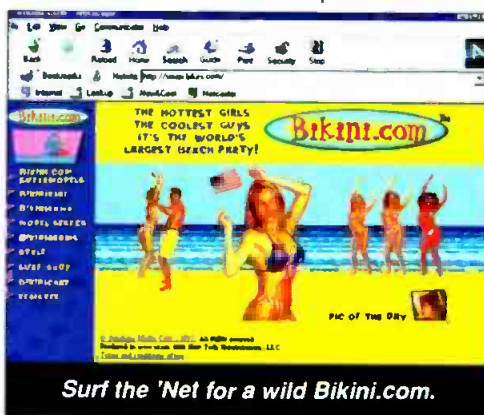
Bikini.com would feature live music, profiles of top models, games and comedy. Rush may take the concept to NATPE next year. The former chairman of Coca-Cola Telecommunications, Rush is also executive producer of the syndicated *Montel Williams Show*.

Most of the 20 concepts that New Tech has in the works are in development as Websites now, according to Rush, who envisions plenty of crossover in the new media as TV and PC technologies merge.

Bikini.com is produced by Sunshine Media Corp.—RT



ESPN now provides play-by-play and other baseball info.



Surf the 'Net for a wild Bikini.com.

Classifieds

See last page of classifieds for rates and other information

RADIO

HELP WANTED MANAGEMENT

Manager, Engineering. Responsible for the efficient engineering operations of NBC10. Formulates, administers and coordinates engineering policies and practices designed to improve operating performance. Responsible for the transition to Digital TV. Actively contributes input to the capital, business and operating plans and is accountable for engineering performance. The position requires: solid broadcast technical knowledge, significant experience in major market production/operations/technical management, bachelors degree in a technical area or equivalent experience, computer proficiency (Microsoft Word, Excel, Access, PowerPoint), excellent leadership, team building, communications and general management skills. Experience working with unions is preferred. EOE. If interested, please send resume to: NBC 10 - Employee Relations, City Avenue & Monument Road, Philadelphia, PA 19131, or fax to: 610-668-7073.

HELP WANTED SALES

Wanted: Jingle Salesperson With A Track Record. Tell us about your success in selling commercial (retail) and/or radio ID jingles. We offer excellent compensation. Looking for representation in Canada, England and USA. Reply to Box 01212, c/o Broadcasting & Cable, 245 W. 17th St., New York, NY 10011. EOE.

HELP WANTED PRODUCTION

Radio Producer. Charlotte, NC based production company is seeking a producer for a new weekly syndicated radio program. Seeking a self starter with great producing flair and creativity. Strong work ethic, team player and people person a must. Work with the hottest talent in the business on a new concept. Must have a sense of humor. Minimum 5 years hands on experience. No egos please! Hurry! Reply to Box 01213, c/o Broadcasting & Cable, 245 W. 17th Street, New York, NY 10011. EOE.

SITUATIONS WANTED MANAGEMENT

If you need a small market GM/Sales Manager/Announcer. Call Ted 212-421-7699. Experienced. Top biller. Top references. Willing to relocate.

SITUATIONS WANTED PROJECT

Your manager left with no notice. Your station is not in the black but should be. Plan to build or rebuild? You're wondering what to do with your station: Phone William Shaw (704) 487-1589 to begin solving your problems.

TELEVISION

HELP WANTED MANAGEMENT

Director of Communications. KERA/KDTN seeks 5+ years exp in marketing, advertising, communications and public relations, preferably in a broadcasting environment. Strong management skills are needed to develop, direct & implement communications strategies. Send resume & salary history to: HN-CD, 3000 Harry Hines Blvd, Dallas, TX 75201. EOE

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.

Unit Manager-Engineering. Fox WNYW-TV is seeking for an experienced Unit-Manager-Engineering dept. Individual will be responsible for the preparation of Financial schedules. Responsibilities include on-going analysis of adherence to budgetary guidelines including O.T., vacation, sick leave, and capital and operations. Individual will have a min. of 2-3 yrs. supervisory and Finance exp. Knowledge of broadcasting operations and engineering a plus. Knowledge of union labor agreements preferred. WNYW-Fox-5, HRD, 205 East 67th St., NY, NY 10021. E.E.O.

Morning News Manager. Ready to move into management? The CBS affiliate in the fastest growing city in the country is looking for a morning news manager. You will supervise producers, writers, editors, live crew and technical staff. This position oversees content and presentation for two and a-half hours of news each weekday morning. Sending resume and producing philosophy to Joe Riddle, Executive Producer, KLAS-TV, 3228 Channel 8 Drive, Las Vegas, NV 89109. EOE

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 Sales Manager: WDBJ-TV, the CBS affiliate in Roanoke, is seeking applications for perhaps the most difficult job in television -- succeeding our current Director of Sales & Marketing, who retires on December 31. Send resume and cover letter telling why you are our best choice to lead this sales department into the next century. Give us your best pitch, but no phone calls. Personnel Manager WDBJ Television, Inc. P.O. Box 7, Roanoke, VA 24022-0007. WDBJ is an Equal Opportunity Employer and encourages applications from women and minorities.

National Sales Manager: WIFR-TV, a Benedek Broadcasting station and the CBS affiliate serving the Rockford, Illinois market, is currently accepting resumes for the position of National Sales Manager. Coordinating the national sales efforts with our rep firm is the primary focus of this position. The successful candidate will be a solid negotiator, a creative thinker and will possess very good interpersonal skills. Our new NSM will also be responsible for cultivating relationships on the local level with businesses which are national in scope. Please send your cover letter and resume to: Jim Glendening, GSM, WIFR-TV, 2523 N. Meridian Road, Rockford, IL 61101. EOE.

HELP WANTED SALES

SALES ACCOUNT COORDINATOR

NBC4 has an immediate opportunity for an experienced Sales Account Coordinator. The selected candidate will be responsible for receiving and writing up commercial spot orders; dealing consistently and effectively with clients over the telephone; inputting all contracts and maintaining accurate files of all corresponding paperwork. Reporting to multiple account managers and sales management, the qualified applicant will assist in retrieving availability reports and composing sales packages. This individual will also have the ability to handle multiple job functions at one time, including account assistance, traffic, operations, clerical duties, and other support efforts as necessary.

Excellent verbal and written communication skills, strict attention to detail, and organizational abilities are essential. Abili-

ty and flexibility to work well under pressure and tight deadlines. Must have knowledge of Microsoft Word, Windows, Excel, Powerpoint, and the AdValue Network or both Mac & IBM. Experience with AS-400/Enterprise system would be extremely helpful. Candidates must type a minimum of 45WPM (typing test will be given to finalists) and be able to work in a fast-paced, multi-cultural environment. Previous television industry experience and college degree desirable.

Please forward your resume and salary requirements to: NBC4, Attn: Workforce Diversity, Dept. SAC/B&C, 3000 W. Alameda Ave., #3250, Burbank, CA 91523. We are proud to be an Equal Opportunity Employer.



WANTED: National Advertising Sales Manager

New satellite TV channel, Wisdom Channel, seeks enthusiastic individual with 2-5 years national advertising sales experience. B.S. in Advertising or Marketing. Computer skills a must.

Candidates should be familiar with people like Dr. Wayne Dyer, Deepak Chopra, Marianne Williamson, Michael Toms and other enlightened individuals in the "body, mind & spirit" industry. Inside sales position with some travel required.

Please forward resume along with cover letter, three professional references, salary and/or commission requirements to WISDOM CHANNEL, c/o Turner Vision, Inc., Employee Relations Dept., P.O. Box 169, Bluefield, WV 24701 or fax to (304-589-7277). EOE



Southeast NBC affiliate is looking for an experienced Account Executive. Strong new business development skills a must. TV, Scan, Star, Scarborough, and Recas a plus. Send resume to: Human Resources Manager, WYFF-TV, P.O. Box 788, Greenville, SC 29602. EOE

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.

**WANT TO RESPOND TO A
BROADCASTING & CABLE
BLIND BOX ?**

Send resume/tape to:

Box _____,

245 West 17th St.,

New York, New York 10011

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 KLGT WB-23, 1640 Como Avenue, St. Paul, MN 55108. Attn: Personnel Manager. *No phone calls please!* EOE.

Local Account Executive. Kansas City UPN affiliate is seeking an experienced television sales account executive. Knowledge of Nielsen ratings required. Must be a creative thinker with strong follow-through who can meet the needs of advertising prospects, and sell "outside the box" marketing concepts. Send resume to: Gloria Rudd, UPN62, 10 E. Cambridge Circle Drive, Ste. #300, KCKS 66103. Fax (913)621-4703. EOE

Account Executive: WPXT-FOX51 TV is seeking a broadcast sales professional with abundance of enthusiasm, aggressive and proven sales history, outstanding written and verbal skills and, most of all, a Winning Attitude. 2+ years of television sales experience is desired. A solid background working with agencies to increase shares and bringing in new business via local direct advertisers is a Must. Women and minority candidates are encouraged to apply. Send Resume to: WPXT Television, 2320 Congress Street, Portland, ME 04102. Attn.: Sandy Smith, Local Sales Manager. WPXT is an equal opportunity employer.

Account Executive. WB36! Is seeking an Account Executive responsible for selling and servicing account list. Developing new clients to television. Applicant must be computer literate and have knowledge and ability to use rating data. Minimum two years broadcast sales (preferably television) experience. Knowledge of Scarborough research, Tapscan, Nielsen preferred. Sales promotion experience helpful. If qualified, please send resume or fax resume to Human Resources Dept., WB36!, One Monroe Place, Atlanta, GA 30324. Fax (404) 881-3759. No Phone Calls please. EOE

Account Executive, WLFL-TV/FOX and WRDC-TV/UPN, Raleigh, N.C. has an immediate opening for an experienced Account Executive. Must be able to handle agency negotiations and develop new business. Strong verbal and written communications skills necessary. Need a creative team player with the desire to grow with an aggressive company. Send resumes to Jo Anne Gancy, WLFL/WRDC, 3012 Highwoods Boulevard, Raleigh, N.C. 27604. EOE.

Benedek Broadcasting Corporation is accepting applications for entry-level account executives for our TV stations across the country. No experience is necessary but applicants should have a college degree, preferably in Business or Communications. Applicants will receive four weeks training and must be willing to re-locate. Compensation includes salary, commissions, and an extensive company benefit program. Benedek Broadcasting Corporation is the largest operator of medium and small-market television stations in the country and is an Equal Opportunity Employer. To apply, send your resume to: BBC AE Program, c/o Dave Donelson, Benedek Broadcasting Corp., 100 Park Avenue, Rockford, IL 61101 or e-mail DvDonelson@aol.com.

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.

Director of Marketing. High growth group of stations in Texas looking for Director of Marketing for its FOX, UPN and Cable News Channel. Potential candidates should have a degree in Marketing, demonstrated ability to conceptualize opportunities, develop solutions and execute preferably with hands on experience. You should possess knowledge, and practical application, of all media and its impact of driving viewership to each of our television products. We have all of the tools in order to accomplish our mission of being the area's premiere information and entertainment choice. The successful candidate will work for a company that is truly employee centered. If you are a second in command and ready to take the reins or in a smaller market ready to move up then rush a resume and examples of your work to: Mark McKay, VP & GM, Fox51/Fox30/UPN 22/48 & Fox4News, 701 N. Access Road, Longview, TX 75602; or Email-Fox51@Juno.com. No Calls Pls. EOE/M/F/ADA. www.Fox51.com.

HELP WANTED TECHNICAL

Newsroom Maintenance Technician. Ideal candidate will have several years experience in television news maintaining ENG & RF equipment. FCC General License & experience with RF coordination required. Experience with SNG up-linking highly preferred. Hours include weekends and nights. Send resume & cover letter (no calls/faxes) to Brian C. Smith, Assistant News Director, WPVI-TV, Suite 400, 4100 City Avenue, Philadelphia, PA 19131. EOE

VIDEO OPERATIONS MANAGER

Expect the best with Cox Communications San Diego! Join our team of dedicated TV and Video professionals as we continue to grow our TV Channels. We are currently recruiting for a seasoned, professional Video Operations Manager who will have the overall responsibility for all cable system video operations, playback, master control and video engineering staff, equipment and facilities. You will lead the daily operations of video engineering and master control, including ad insertion, playback and recording, status monitoring of channels for quality, proper programming, switching and distribution to affiliates. Team provides Video Engineering support related to all satellite delivered channels, locally originated channels, CableRep and Cox TV News Channel 15 and Channel 4 San Diego.

To qualify, you must have a minimum of a Bachelor's degree in a related field, and 5 years' experience in video engineering or master control including programming computer supported device automation systems and video equipment; minimum of 5 years' operations or engineering experience. In addition, you must have 5 years' supervisory experience, the ability to deal with the public, strong leadership, customer service and management skills, and possess a strong working knowledge of local area broadcast operations and program schedules.

Cox Communications offers a very competitive salary and benefit package. To apply, please send a resume and cover letter with salary requirements to: Cox Communications San Diego, 5159 Federal Blvd., San Diego, CA 92105, Attn: Dept GB. We are proud to encourage workforce diversity.



jobs.sd@cox.com

WE PLACE ENGINEERS USA & WORLDWIDE



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

Phone (717) 655-7143
Resume/Fax (717) 654-5765

1/97

Director of Engineering. A midwest television station is looking for a Director of Engineering. 5 to 10 years engineering management experience preferably in TV. Thorough knowledge of analog and digital. Must have a proven track record in budgeting and administration of same. We offer a competitive benefits package. Reply to Box 01208 EOE.

Manager, Engineering. Reporting to Director of Engineering, responsibilities include reliable performances of studio, remote and transmitter technical facilities; maintaining up-to-date knowledge of technical facilities and operating budgets, including long-range forecasting of equipment, purchases and operating budgets. Supervise Transmitter and Maintenance Technicians. 5 years experience as engineering manager for a broadcast facility. Please send resumes to KCNC-Human Resources, 1044 Lincoln St. Denver, CO. 80203. EOE/MF

Manager, Engineering. Responsible for the efficient engineering operations of NBC10. Formulates, administers and coordinates engineering policies and practices designed to improve operating performance. Responsible for the transition to Digital TV. Actively contributes input to the capital, business and operating plans and is accountable for engineering performance. The position requires: solid broadcast technical knowledge, significant experience in major market production/operations/technical management, bachelors degree in a technical area or equivalent experience, computer proficiency (Microsoft Word, Excel, Access, PowerPoint), excellent leadership, team building, communications and general management skills. Experience working with unions is preferred. EOE. If interested, please send resume to: NBC 10 - Employee Relations, City Avenue & Monument Road, Philadelphia, PA 19131, or fax to: 610-668-7073.

Engineering Manager, WANE-TV, Fort Wayne, IN: We need someone with an in-depth knowledge of broadcast and microwave RF technology. Candidates should have experience in TV broadcast engineering management including studio and transmitter facility maintenance, capital project planning and implementation, production and on-air operations, scheduling of technical personnel preparation of operating budgets, knowledge of all building systems and compliance with all government and industry standards. We want a team player who has proven ability to work well with employees and fellow department heads. Degree in a technically-related field or equivalent experience required. Send resume (No calls/faxes/internet) to Personnel Manager, WANE-TV, 2915 W. State Blvd. Fort Wayne, IN 46808. EOE

TV Broadcast Operations Supervisor, Rochester, New York. Supervise, coordinate, and assign operating personnel for air, audio, videotape editing, remotes and production. Successful applicant will exhibit strong leadership skills, minimum five years television broadcast engineering experience, direct supervisory experience, working knowledge of broadcast rules & regulations, degree preferred. Cover letter and resume to: WXXI Human Resources Dept., PO Box 21, Rochester, New York 14601. WXXI is an equal opportunity employer.

E.I.C. (Engineer in Charge) TV Remote Truck/Engineer Operator, WXXI Rochester, New York Supervise and coordinate all technical aspects of remote operations including camera and audio placement and set-up. Requires Associate degree or equivalent experience; minimum 5 years in remote production with thorough knowledge of production techniques. Maintenance engineering background a plus; valid driver's license and good driving record, CDL Class A Tractor Trailer Driver's License desirable; excellent communications skills and high energy level, ability to work unusual hours and at various locations; ability to work on ladders and other forms of production rigging. Send resume and cover letter to WXXI Human Resources Dept., PO Box 21, Rochester, New York 14601. WXXI is an equal opportunity employer.

ENG Personnel. ENG field operations with camera (and microwave) experience, Videotape Editors, and ENG Maintenance. Employment for West Coast. Would commence spring/summer 1997. Out-of-town applicants accepted for these positions will be reimbursed for airfare, hotel, and per diem expenses. Send resumes to: MMS, Suite 345, 847A Second Avenue, New York, NY 10017 or Fax: 212-338-0360. This employment would occur in the event of a work stoppage and would be of a temporary nature to replace striking personnel. This is not an ad for permanent employment. An Equal Opportunity Employer.

Director of Engineering - Denver ABC affiliate seeks experienced individual to be responsible for all aspects of engineering, technical operations and related personnel for the station. Duties will include overseeing maintenance and repair of all technical equipment, quality control of on-air operation, transmitter operation, manage acquisition of capital equipment, budgeting and cost control of department, and maintain compliance with FCC rules and regulation. 10 years broadcasting experience and 5 years supervisory experience preferred. Send resume and salary requirements to HR, KMGH-TV, 123 Speer Blvd., Denver, CO 80203 or fax 303-832-0138. No phone calls, please. EOE

Manager, Engineering. Reporting to Director of Engineering, responsibilities include reliable performances of studio, remote and transmitter technical facilities; maintaining up-to-date knowledge of technical facilities and operating budgets, including long-range forecasting of equipment, purchases and operating budgets. Supervise Transmitter and Maintenance Technicians. 5 years experience as engineering manager for a broadcast facility. Please send resumes to KCNC-Human Resources, 1044 Lincoln St. Denver, CO. 80203. EOE/MF

"WOWT", the NBC Affiliate in Omaha, NE is searching for a Maintenance Engineer. The candidate must possess two years minimum experience in component-level trouble shooting and repair of broadcast television studio and ENG/SNG equipment of all types. Must have a thorough knowledge of RF systems and ENG/SNG operations. High level computer skills required, including familiarity with current business and technical applications software and networking. Must have a current FCC license; SBE certification preferred. Must be able to lift and/or move items weighing 50 to 75 pounds. Must be able to read and comprehend complex manufacturer's instructions. No Phone Calls Please. Fill out application at or send resume to: WOWT - Human Resources - ME, 3501 Famam Street, Omaha, NE 68131-3356. Resumes may also be faxed to (402) 233-7885 or E-mail: gailw@wowt.com Chronicle Broadcasting Company is a drug free Company and requires pre-employment drug testing. EOE. Closing date 08-22-97.

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

HELP WANTED NEWS

NEWS DIRECTOR

BayTV, the local news, sports and information cable channel serving the San Francisco Bay Area has an immediate opening to lead our news operation. BayTV is owned and operated by The Chronicle Broadcasting Company. You'll be working closely with the combined resources of KRON NewsCenter 4, The San Francisco Chronicle and The Gate on-line service. In exchange for sharing your talents with BayTV, we offer a competitive salary and benefits, and the opportunity to work in the most beautiful and creative city in America. The Chronicle Broadcasting Company is an equal opportunity employer, and a drug-free company that requires pre-employment drug testing. Send your tape and resume no later than Sept. 1, 1997 to: KRON Human Resources, PO Box 3412, San Francisco, CA 94119.



Writer/Coordinators: Candidate will be responsible for the development of sixty minute trade show television scripts. Candidate will also work with editors post producing pre-packaged showcases, features and segments. Candidate will also coordinate the arrival and assembly of field tapes. Can also expect to travel from time to time. Must relocate. Fax to VMS at: 407-345-0494. EOE

Weekend Anchor/Producer/Reporter: How can I replace my Weekend Anchor who just jumped 157 markets to her next job? This is a great opportunity for a solid journalist who also anchors and produces, in addition to doing terrific live shots. At least 1 year previous commercial TV experience required. Send me last night's newscast on 3/4 or VHS tape. Scott A. Michlin, News Director, WMDT, 202 Downtown Plaza, Salisbury, MD 21801. EOE

WIFR, CBS for Rockford, IL, is looking for a take charge assignment manager, and reporters who are great storytellers. We're also accepting resumes for anchors, weathercasters, sportscasters, producers, photographers, and newscast directors. Minorities are encouraged to apply. No phone calls. T & R to Ray Wilck, News Director, WIFR-TV, 2523 N. Meridian Rd., Rockford, IL. 61101. EOE.

Weekend Meteorologist/Weekday Environmental Reporter and fill-in Meteorologist. Qualified and competent weather anchor/reporter able to present factual, timely, accurate and responsible weather information needed. Must have previous experience and expertise as weather anchor/reporter, meteorologist in a broadcast environment. Must have an exceptional knowledge of weather. Prefer meteorology or related science degree. AMS/NWA seal holder strongly preferred. Working knowledge of the Kavours I-7 system preferred. Ability to participate in ad-lib conditions, including but not limited to "live" newscast conditions. Basic journalistic reporting and presentation skills, including fact gathering, story research and electronic news gathering story production. Must be willing to be committed to severe weather coverage and events. To apply, send resume and tape to: Human Resources, KTBC-TV, 119 E. 10th Street, Austin, TX 78701. Reference Wknd. WX. No phone calls, please. EEO Employer.

Videotape Coordinator. KDNL, the ABC TV station for St. Louis has an immediate opening for a Newsroom Videotape Coordinator. The Coordinator supervises all off-line videotape editing for two daily newscasts. This position is a high-pressure one requiring at least 3 years television production experience, preferably in a TV newsroom. Qualified candidates must also be extremely organized, have excellent communication skills, and work well under deadlines. Send resume to: Personnel Department, KDNL-TV, 1215 Cole street, St. Louis, MO 63106. Pre-employment drug screening required. EOE. Minorities encouraged to apply. No phone calls please.

Producer/Talent Wanted: WUNI-TV, Boston's Univision affiliate, is looking for an energetic, bilingual team player to write/produce/appear on New England's #1 Latin variety show. Send non-returnable tape and resume to M. Godin, WUNI-TV, 33 Fourth Ave., Needham, MA 02194. No phone calls please. EOE

Reporter. Looking for creative, motivated, self-starter to join an established news team in Austin, Texas. Must have a positive attitude, a desire to learn and grow and a deep commitment to quality and the overall news product. We are looking for a reporter who can deliver the news in a conversational but credible style. You should be able to tell compelling stories and have excellent live shot abilities. Strong writing is a must. Must have at least 3 years prior experience as a news reporter at affiliated broadcast station; strong command of English language; working knowledge of libel laws and generally accepted journalistic ethics; good driving record. Submit resume and tape to Human Resources, KTBC-TV, 119 E. 10th St., Austin, TX 78701. Reference position title. No phone calls, please. EEO Employer. Minorities encouraged to apply.

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.

Producer/Reporter. Good writer and on-camera personality wanted to take over an award winning, corporate video news magazine. Monthly show, produced entirely on location with top quality equipment and support staff. Reels or resumes to: Producer, P.O. Box 24802, Jacksonville, FL 32241.

Photographer: Talented, skilled, NPPA-style team player needed for an immediate opening. We have Avid, SX Sony, Beta, SNG. You need at least one year experience and college degree. Send tapes/resumes to: Human Resources Manager, WYFF-TV, 505 Rutherford St., Greenville, SC 29609. EOE

News Videotape Editor: WTVD-TV, an ABC owned station, is looking for an experienced News Editor. Speed with attention to detail a must! This opening is for an editor, but prior news/sports photography experience is a plus. Send resume and tape (no music pieces) to: Ted Holtzclaw, News Operations Manager, WTVD-TV, P.O. Box 2009, Durham, NC 27702. EOE.

News Reporter/Producer: Generate, cover, write and oversee editing and production of stories for all newscasts, special reports, interview shows and series projects. Responsible for the accuracy and journalistic quality of each story as well as its video and audio composition. Produce newscasts or news segments as assigned. Substitute for news anchors as assigned. Develop and propose story ideas to the assignment desk on a regular basis. Must have demonstrated ability to produce and execute compelling live shots within assigned broadcasts. Must be available to work a variety of assigned shifts including weekends and holidays. Other general newsroom duties as assigned. This FT position requires a 4 yr. degree or equiv. experience. You must also pass a drug test to qualify. Send resume and non returnable 3/4 or VHS tape to Donna Moreland, WSTM-TV3, 1030 James Street, Syracuse, NY 13203. No phone calls please. WSTM is EOE.

News Photographer. KOTV has an immediate opening for a news photographer. Applicant must have a minimum of (2) years experience in photography for a commercial television news department. Must be able to edit videotape and operate live equipment. Applicant selected must be willing to work all hours; including nights, holidays, and weekends. Interested applicants should send resume and tape to Steve Schroeder, KOTV, P.O. Box 6, Tulsa, OK 74101. EOE M/F

News Photographer: WTOG-TV, the Paramount O&O in Tampa/St. Petersburg, is looking for a news photographer/editor with two years live truck experience. Creative, aggressive and ready to cover breaking news. Send tape and resume to: Mike Ford, WTOG-TV, 365 105th Terrace NE, St. Petersburg, FL 33716. We are an equal opportunity employer.

News Photographer: WTVD-TV has an immediate opening for an experienced News Photographer. A commitment to hard news and the ability to handle a high story count is necessary. Successful candidate must be able to cover a story without a reporter. Attitude is as important as talent. Send resume and tape to: Ted Holtzclaw, News Operations Manager, WTVD-TV, 411 Liberty Street, Durham, NC 27701. EOE.

News Department. Field Reporters who can shoot, edit, & write. Send resume & Tape to KHIZ TV Channel 64, P.O. Box 6464, 15605 Village Drive, Victorville, CA. 92392, Attention: Jim Dillman.

Meteorologist. We're looking for a weather star! We want you if you're a meteorologist who lives to chase the storm and loves to have everyone in the market watch you do it! Dominant number one network affiliate has a rare opening for a meteorologist who's ready to settle in the sunny south and become "the" household name in TV weather. Rush your tape and resume to Box 01211, c/o Broadcasting & Cable, 245 W. 17th St. NY, NY 10011. EOE.

Meteorologist. Become part of the best broadcast Meteorology team in Ohio. WKRC-TV in Cincinnati seeks an innovative forecaster to join a dedicated, award-winning team. A degree in meteorology or related field is required. Please send resumes to: WKRC-TV, Attn: Business Office-mn, 1906 Highland Ave., Cincinnati, OH 45219. Equal Opportunity Employer.

KAAL-TV, an award winning ABC affiliate in Austin, MN (#148) has an opening for an assignment editor. This person is responsible for developing our story line-up for the 6 & 10 news Monday through Friday. Candidates should be news fanatics, able to work under deadline pressure, generate stories and efficiently schedule reporters and photographers. Degree in journalism. Send resume by Aug 22 to: KAAL-TV, ATT: Dean Adams, ND, 1701 10th PL NE, Austin, MN 55912. KAAL-TV is an equal opportunity employer.

Investigative Reporter: #1 station in Top 50 market seeking Investigative Reporter to lead efforts of News Consumer Investigative Unit. Must be able to contribute daily investigative ideas as well as working long term projects. Must be aggressive, cautious, and detail oriented. 2-3 years reporting experience, investigative experience preferred. Participation in specific groups (IRE, Poynter). Excellent storytelling and producing skills a "must." Flexibility in story selection and work schedule. Please send resume and tape to Lisa Stevens, News Director, WFMV-TV, P.O. Box TV-2, Greensboro, NC 27420. No phone calls please. EOE.

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

General Assignment Reporter. KDNL-TV, the ABC station for St. Louis, has an immediate opening for a general assignment reporter. Qualified candidates will have 3-5 years TV news reporting experience with a heavy emphasis on enterprise reporting, creative storytelling, and live shots. Send resume and videotape to: Personnel Department, KDNL-TV, 125 Cole Street, St. Louis, MO 63106. Pre-employment drug screening required. Minorities encouraged to apply. EOE. No phone calls accepted.

Anchor/Reporter. A small market network affiliate seeks Anchor/Reporter for its prime newscast. Must be experienced in all phases of broadcast journalism. Minimum 2-years on-air experience. Reply to Box 01209, c/o Broadcasting & Cable, 245 W. 17th St., NY, NY. EOE.

Attention Anchors!! Do you have the high energy necessary to power our News start up?? Come to this top rated FOX affiliate to anchor our new 10pm broadcast. Our viewers demand the best: news anchors who excite and inform, a meteorologist who lives and breathes weather, and a sports anchor who's ready to set a new standard of excellence. If you're "Foxified" send resume/tapes to Box 01214, c/o Broadcasting & Cable, 245 W. 17th Street, New York, NY 10011. EOE.

HELP WANTED PROMOTION

Promotion Manager needed for KGWC-TV CBS in beautiful Casper, WY. A Benedek group station. Out where the West begins. Join our team as we prepare to move into our new facility. Responsible for station, news and sales promotions. Creative writing skills and experience in marketing research, ratings, computers is required. Video production skills needed. Communications or marketing degree is desired. Send resume to General Manager, KGWC-TV, P.O. Box 170, Casper, WY 82602. EOE.

Promotion Writer/Producer. Come to the beach and the South's most beautiful city. WCIV-TV has an immediate opening in Charleston's hottest promotion department for a highly creative, aggressive, self-motivated Writer/Producer. Minimum two years experience in writing, editing and producing news image spots and topicals. Non-linear editing or Avid skills helpful for our state-of-the-art equipment. Send non-returnable Beta or 3/4" tape and resume immediately to Paige Canaday, WCIV, POB 22165, Charleston, SC 29413-2165. No beginners and no phone calls please. EOE. M/F.

Promotion Manager. UPN affiliate in metered market needs a high energy Promotion Manager to maximize ratings potential. Three to four years experience in a TV promotions position and communications or marketing degree desired. Qualified candidates must have a strong working knowledge of both network and syndication cop; experience with Columbine a plus. Knowledge of radio and print buying is crucial. This position works directly with Marketing and Sales departments on all projects and events and must be able to create and implement promotional themes utilizing any and all media. Send resume to: Rich Deutsch, UPN62, 10 E. Cambridge Circle Drive, Ste. #300, KCKS 66103. Fax (913) 621-4703. EOE. M/F.

News Promotion Hot Shot! You want to make a name for yourself? KFMB-TV in San Diego is building a top-notch Creative Services team. We're now looking for a key producer who can turn out the hottest stuff in town. If you've got at least two years experience producing attention-getting news promotion that gets tune-in results, we want to see your reel. If you're a hands-on craftsman with AVID experience- that's a plus! This is the job for a pro who wants to push the envelope and grow even more! If that's you, rush your resume and tape to Promotion Manager, KFMB-TV, 7677 Engineer Road, San Diego, CA 92111. EOE/MF. No phone calls please!

Promotion Manager: We want you if you are ready to: Add to our 9 Promax Gold Awards, Work in one of our three post production suites (including AVID 8000), Lead our five member Promotions team, increase our audience share of our FOX and UPN stations. Are you a strong producer, organized, a leader, and ready for a challenge? Then quickly Fax your resume to Brad Moran, Owner/General Manager KJTV/KUPT Lubbock 806-748-3521.

Promotions Writer/Producer: WNCT-TV the CBS affiliate in Greenville, NC (#105) is seeking a multi-talented Writer/Producer. Qualified applicants must be able to write compelling, creative promotional copy. Looking for highly organized, self-motivated, idea-generating writer who can create news image, news topical and news POP spots. Strong writing, shooting, lighting and AVID skills essential. Must have at least 1 year of television promotional experience or related field. If you are confident in your knowledge and ability to help market an aggressive news product, send resume and tape (VHS only) to: Human Resources, Department 871, WNCT-TV 9, 3221 South Evans Street, Greenville, NC 27834. Pre-employment drug test required. We are an equal opportunity employer M/F.

HELP WANTED PRODUCTION

ON-AIR WRITER/PRODUCER

KTLA Television, known for its award winning news coverage, the Rose Parade, the Dodgers, and a dynamic mix of entertainment, has an excellent opportunity for a creative type who also understands marketing. Position reports to our On-Air Promotion Manager.

If you love a challenge, can handle tight deadlines, and enjoy working with state-of-the-art digital equipment, then this job is for you. In addition to an undergraduate degree in advertising, broadcasting or communications (or equivalent work experience), you need 2+ years experience producing promos at a TV station; experience directing state-of-the-art video production, on-air talent and technical personnel; strong writing and visual composition skills; ability to prioritize and meet deadlines. Experience in non-linear, off-line editing preferred.

We offer an excellent benefits package. Please forward your resume and salary history to: KTLA, Attn: WP/BC/081897, P.O. Box 2307, Los Angeles, CA 90078. Equal Opportunity Employer.



Production. Shooting & Editing Commercials & Local Programs. One year experience. Send Tape & Resume to KHIZ TV Channel 64, P.O. Box 6464, 15605 Village Drive, Victorville, CA 92392. Attention: Jim Dillman.

Production Assistants: Candidate is responsible for assisting administrative, production, and technical personnel. Additionally, this candidate will handle shipping, deliveries, errands and some filing. Travel from time to time in the exciting field of trade show television. Must relocate. Fax to VMS at: 407-345-0494. EOE

Photographers: Talented, creative, self-motivated team player with at least two years experience. Complete equipment package provided. Run and shoot style assignments at major trade shows around the U.S. Extensive travel. Must relocate. Fax to VMS at: 403-345-0494. EOE

Executive Producer. FOX 4 News in Kansas City seeks Producer with strong writing skills & good leadership ability to oversee midday, 5 & 6pm newscasts. Successful candidate has college degree as well as 5 yrs. experience producing TV newscasts. Send resume w/tape to: Mike McDonald, V.P. News, WDAF-TV, 3030 Summit, Kansas City, MO 64108. EOE

Executive Producer - WSMV Nashville: Looking for EP with integrity, experience, strong work ethic, level head and superior writing and copy editing skills. Our EP handles hour to hour operations in the newsroom, coaches producers, mentors reporters and supervises Internet project. Candidates should have 5 years producing experience and 2 years news management experience. Resume, references, news philosophy statement to Al Tompkins, News Director, 5700 Knob Rad, Nashville, Tennessee 37209.

Executive Producer: NBC 13, the network-owned station in a rapidly growing market of Birmingham, AL is looking for a dynamic television news professional to oversee its daily news programming. This person will be in charge of the day-to-day operation of the News Department and will also be responsible for script approval, news content and overall production of the newscast. Must believe in the importance of good journalism while striving for ratings supremacy. Send resume and non-returnable tape to: Human Resources Department, NBC 13, 1732 Valley View Drive, Birmingham, AL 35209. No Phone Calls. EOE

Associate Producers: College Degree and production/technical background preferred. Candidate can also expect extensive travel in the exciting field of trade show television coordinating on-location shoots, camera crews, writing scripts, producing segments and assisting producers in all capacities. Must relocate. Fax to VMS at: 407-345-0494. EOE.

CBS KYW-TV3 Senior Sports Producer- Needed to supervise daily sportscasts, weekly 1/2 hour sports program, and special sporting event coverage. The right candidate must be a skilled and experienced sports producer, capable of constructing, writing and executing fast-paced, video intensive, informative and entertaining sports segments and programs. Must be experienced at field producing hard and feature stories. Must have the organizational skills to motivate the other sports producers, anchors, and reporters. Editing ability/experience is a plus. 5 years of major or medium market sports producing a must. We're looking for a producer prepared to motivate and elevate. Send resume and tape to: Human Resources Department, KYW-TV 3, 101 S. Independence Mall East, Philadelphia, PA 19106. EOE, M/F, ADA.

Director/TD needed for top rated newscasts. Position requires a minimum of 3 years of directing/switching fast-paced newscasts and other programming. Working knowledge of GVG switchers helpful. Send resume and latest tape with director tract to Don Williams, Production Manager, KSAT-TV, 1408 N. St. Mary's, San Antonio, TX 78215. No Phone Calls Please. Any job offer contingent upon successful completion of pre-employment physical including drug screen; verification of references and education. EOE/M-F/DV/ADA.

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

TV News Producer KWTW is seeking a newscast producer with BA and 2 yrs TV news producing or related exp. We are an award-winning, breaking news station looking for someone who can handle the pressure of a highly competitive market. Send resume and non-returnable tape to Billye Gavitt, KWTW, PO Box 14159, Okla. City, OK 73113. EOE M/F

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.

HELP WANTED RESEARCH

ENTERTAIN A NEW CHALLENGE

If you've ever worked in Television, you know how exciting it is to analyze the performance of television programs. At Columbia TriStar Television, we would like you to participate in this exhilarating venture. We currently have the following opportunity available for a motivated professional:

SENIOR ANALYST, SYNDICATION RESEARCH

We're looking for an experienced TV researcher with 2-3 years of syndication research and a solid grasp of the syndication television marketplace to join our team. You will help supervise two analysts and two interns in the daily distribution and written analysis of the overnight and national ratings as well as coordinate analyses and renewal pitches of our syndicated programs. You will be involved in the decision-making process for time period recommendations and program testing, in addition to working on special projects.

An excellent salary and benefits package accompanies the opportunity to join an innovative entertainment leader. For immediate consideration, please send resume and salary history to: **Sony Pictures Entertainment, Human Resources, Dept. RC/SA, 10202 W. Washington Blvd., SPP/3900, Culver City, CA 90232-3195.** Equal Opportunity Employer. M/F/D/V.



Group Research Manager. Leading NYC representative company seeks hands-on manager to generate sales and marketing support materials for a list of TV stations (sales promotion audience analysis, etc) and to supervise research analyst. The successful candidate should have excellent analytical, quantitative, communication and leadership skills. Must have knowledge of PC applications (Lotus, WP, experience working with Nielsen ratings). A minimum of 3+ years experience required. TV/Rep industry background a+. We offer a competitive salary and excellent benefit program. For consideration please send your resume with salary requirements to: JA- 418BC, 180 Varick St., 2nd fl, NY, NY 10014. EOE.

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

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.

SITUATIONS WANTED NEWS

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.

Sportstalk, P-B-P, Reporter: 10 yrs covering H.S. to the Pro's in Pittsburgh. Current Aide to State Senator. Hungrier than ever! Will relocate. Rob 412-226-6116.

SITUATIONS WANTED MANAGEMENT

TELEVISION EXECUTIVE

Television executive with 15 years experience in broadcasting, program development, brand advertising, production, strategic planning and new media seeks senior level position with startup or aggressive, brand driven company in need of creative executive with outstanding management and business skills.

PROGRAMMING SERVICES

St. Pé - Cinéclassique Film Library Available to TV

High quality 600 plus classic film library available to TV stations nationwide. Public domain titles to choose from include: Drama, Horror, Comedy, Sci-Fi and Cartoons. Build and own your own library at lowest pricing. Masters come from 35mm or 16mm stock and are duplicated to your format choice.

Call 1-800-353-9177 for more information

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 SALES TRAINING

LEARN TO SELL TV TIME

Call for FREE Info Packet

ANTONELLI MEDIA
TRAINING CENTER
(212) 206-8063

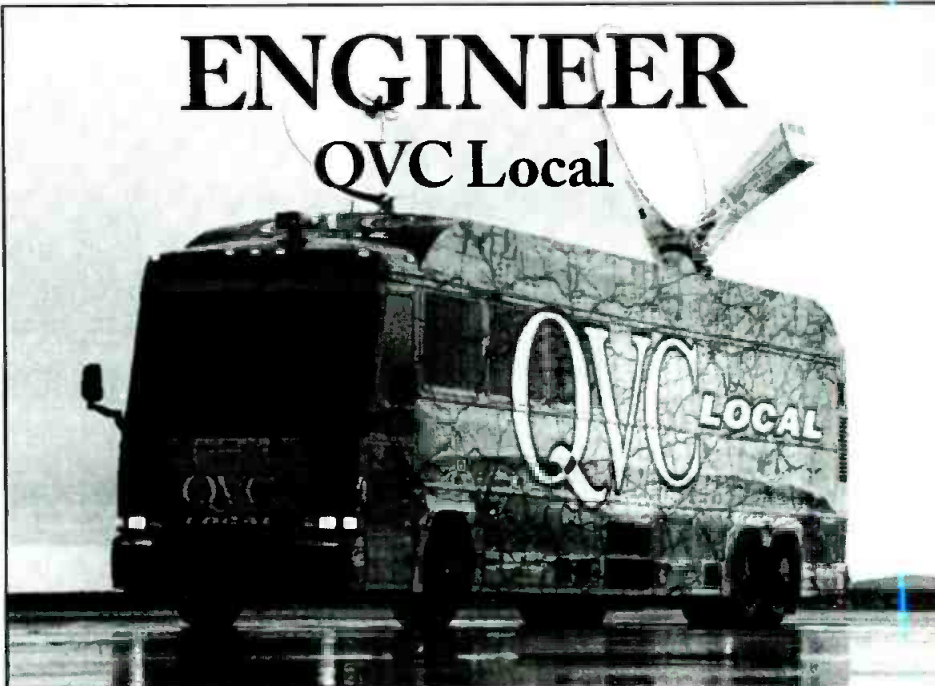
Over 25 years in the TV industry

CABLE

HELP WANTED TECHNICAL

ENGINEER

QVC Local



THE ROAD TO SUCCESS STARTS HERE!

QVC, Inc., the nation's preeminent electronic retailer, seeks an Engineer-In-Charge for our remote vehicle, The QVC Local. A state-of-the-art mobile TV studio, The QVC Local is a bright orange bus that has travelled the country documenting thousands of the best American-made products for over 60 million viewing households.

Reporting to the Supervisor, Technical Operations, the successful candidate will supervise technical operations (equipment set-up, maintenance & repair, uplink/downlink set up & operation, and managing crews for remote broadcasts). Other responsibilities include: assisting with set up and breakdown of equipment; technical performance logging and systems maintenance; resolving complex technical problems including those related to graphics computers, transmitters, receivers, cameras, VTRs, switchers and editors; and monitoring video and audio transmission quality.

The professional we seek for this unique hands-on opportunity will possess: AS in Electronics or equivalent combination of training and experience (SBE Broadcast Engineer certification or FCC license preferred); 6 years TV engineering experience (including satellite uplink/downlink, wireless communications, cameras & VTRs); demonstrated knowledge of video and audio equipment and systems, component level troubleshooting, state-of-the-art broadcast equipment, TV systems design & installation; and competence in dealing quickly with critical problems that occur during live broadcast situations (mobile experience preferred). Must have experience with: set up and maintenance of Sony triax cameras, Grass Valley switchers, Betacam VTRs, editors, audio equipment, PCs, modems and cellular communications. This position requires approximately 200 days a year on the road.

Interested individuals may send resume and salary history to: QVC, Inc., Human Resources - Dept. AMS/BC/ENGLO, 1365 Enterprise Drive, West Chester, PA 19380. Equal Opportunity Employer. Drug Free/Smoke Free Work Environment. Pre-employment drug screening required.

QVC®

To place your classified ad in *Broadcasting & Cable*
call Antoinette Pellegrino (212) 337-7073
or Sandra Frey (212) 337-6941

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 South Florida cable channel is searching for a highly motivated individual 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: medieguez@gemstv.com**

HELP WANTED MANAGEMENT

Regional Operations Manager, Southeast Region. Media Partners, the advertising division of Adelphia (one of the top ten cable corporations in America) is looking for a highly motivated, experienced Operations Manager for its Southeast Region headquartered in Riviera Beach, FL. The successful applicant must have proven knowledge of data network architectures (Ethernet, Token-Ring, FDDI, ATM), protocols (TCP/IP, IPX/SPX, DECnet/LAT, etc.), and hardware (bridges, routers, switches, etc.). A bachelor's degree in computer science or engineering or equivalent in other education/experience, and three or more years of management experience in advertising traffic and billing operations and business accounting procedures are preferred. Familiarity with all facets of regional cable advertising operations, all technical requirements of headend advertising operations, and a minimum of three years' experience in the design of data network systems preferred. The applicant must have demonstrated skills in computer and digital networking compression and insertion applications and related software/hardware operations. Adelphia offers a competitive compensation and benefits package. The successful applicant must pass a drug test, physical examination, criminal records check, and driving record check. Qualified candidates may direct all correspondence, including resume and salary history, to the following address: Adelphia Cable Communications, 2001 West Blue Heron Blvd., Riviera Beach, FL 33404. Adelphia is an Equal Opportunity Employer.

**2 EASY WAYS
to place your
Classified Ad in
Broadcasting & Cable**

WRITE

**Mail your ad to:
Antoinette Pellegrino
or Sandra Frey
Broadcasting & Cable
245 West 17th St.
New York, NY 10011**

CALL

**(212) 337-7073
or (212) 337-6941**

HELP WANTED PROMOTION

Director, On-Air Promotion. The Travel Channel needs a creative individual with strong organizational skills to develop and coordinate network promotion. Responsibilities include: supervising other writer/producer/editors on scripts and production, assisting marketing department in the development of strategic marketing plans and production of sales tapes that target the advertising, distributor and travel industries. Strong writing and production skills are essential. Hands on AVID experience a plus. Send resume, salary history and tape. No phone calls. An equal opportunity employer. M/F/H/V. The Travel Channel, On-Air Promotion Open Position, 2690 Cumberland Parkway, Atlanta, GA 30339.

HELP WANTED NEWS

Busy 24-hour News Channel seeks highly qualified Director/TD for F/T Senior Director position. Ideal candidates will have a minimum of 5 years news directing experience. Must have strong leadership skills, and the ability to direct live newscasts while simultaneously operating switcher, still-store and digital effects. Resumes to Nancy Buzby, Operations Manager, New England Cable News, 160 Wells Ave., Newton, MA 02159, or fax to 617-630-5057.

HELP WANTED RESEARCH

Media Research Specialist. Assist sales staff by prioritizing research and marketing projects, generating detailed data analysis and client presentations, and maintaining databases. Computer literacy and proficiency in TV media measurements required. Salary, benefits, 401(k). Send resume to: CT Cable Advertising, D. Salonia, 1092 Elm St., Rocky Hill, CT 06067 Fax# (860) 571-6370. Drug testing required. EOE M/F/D/V

HELP WANTED PRODUCTION

Promotion Producer. Encore Media Group is looking for entertainment oriented promotion producers at the top of their game! We are the largest provider of cable and satellite delivered television channels and we're still growing. Encore is looking for creative types with at least 3 years experience producing top notch promos and short form interstitial segments. Our ideal candidates will possess experience writing and producing on-air promotions, proven studio and field production skills, a keen eye for graphics, with superior skills in both a non-linear and linear digital edit suite. If you have a thorough knowledge of on-air promotion at national TV network, program provider or broadcast station, send resume, salary history and non-returnable VHS demo reel to: Encore Media Group, Producer Search, 4100 E. Dry Creek Road, Littleton, CO 80122. EOE. Drug test required for a successful applicant.

HELP WANTED MISCELLANEOUS



AccuStaff Incorporated, the fourth largest staffing agency in the nation is partnering with Discovery Channel Latin America to hire the following contract positions for Discovery's Latin American Television Center in Miami, Florida. Contracted through AccuStaff, employees selected for the listed positions will be working on-site at the Television Center:

Senior Engineer: Thorough knowledge of satellite uplink systems, digital video and audio, television master control and audio and video post production required. Minimum of 6 years in an engineering role in a TV master control facility. AA degree in electronics or computer systems required. Military or other significant experience/training can be substituted for degree requirements. SBE certification desirable. FCC general class license desirable. PC/computer literacy (CADD) required. Spanish and/or Portuguese a plus.

Transmission Engineer: Minimum of 3 years in master control/transmission for a satellite transmission provider, tv transmission facility, or network control/operations center. Knowledge of video, audio and RF signal parameters and quality control standards required. PC literacy required. Knowledge of Philips/BTS master control/routing and Louth Automation systems a plus. Spanish and/or Portuguese a plus.

Maintenance Engineer: Successful candidates will have a primary expertise in either systems, RF, video or audio. Minimum of 3 years maintenance experience including significant experience in a ITU-R 601 digital environment. Ability to diagnose to component level, familiarity with test signals and equipment, analytical software, and computer programming. AA degree in electronics or computer systems required. Military or other significant experience/training can be substituted for degree requirements. SBE certification and FCC general class license strongly preferred. Spanish and/or Portuguese a plus.

Master Control Supervisor: Minimum three years operations experience and one year supervisory experience in a broadcast or post production facilities. Must be technically literate, able to read scopes and monitoring equipment and have strong computer skills. Master control experience required. Must be familiar with automations systems, Louth preferred, Saturn Master Control Switchers, Odetics TCS 90, Digital Betacam format and BTS Router. Spanish or Portuguese a plus.

Broadcast Operator: Minimum two years experience in a broadcast or post production facility. Must be technically literate, be able to read scopes and monitoring equipment. Experience with master control, automation systems, control switchers and routers preferred. Spanish or Portuguese required.

Editor: minimum of two years on-line edit experience in a network or post production digital environment. Must be familiar with ACCOM editor controller, Sony Switcher/DVE and Digital Betacam. Experience with editing promos as well as long form programming. Experience in studio operations a plus. Spanish or Portuguese required.

Scheduler: minimum 2 years scheduling operations experience in post production facilities. Strong computer and interpersonal skills are essential. Spanish or Portuguese a plus. The ideal candidate will also be familiar with post production terms and practices.

Senior Audio Engineer: must have four to six years in audio sweetening/mixing experience in network or high-end audio/video post environment. Working knowledge of digital audio workstations such as Avid Audiovision, Solid State Scenaria+. Experience with videotape machines, specifically Digital Betacam. Spanish or Portuguese a must.

Audio Layback Engineer: minimum 2 years mixing/layback experience in broadcast or audio/video post production facility. Fluency in Spanish and Portuguese a must.

Senior Graphic Artist: Must have 3 to 5 years electronic graphic design experience. MAC and FLINT. Strong computer, interpersonal and implementation skills along with broadcast design experience are essential. Spanish or Portuguese a plus.

Librarian: Knowledge of tape formats and computers required. Spanish or Portuguese a plus.

Senior Editor: Minimum four to five years of on line edit experience in a network or high-end digital post production environment. Must be familiar with ACCOM edit controller, Sony Switcher/DVE and Digital Betacam. Experienced editing promos as well as long form programming. Spanish or Portuguese a must.

Send resumes to:
AccuStaff Incorporated
1101 Brickell Ave, Suite 1003
Miami, FL 33131
Fax: 305-381-9588
email address: maribell@accustaff.com
No calls to Discovery Channel please.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Broadcast Assistant Professor. Teach beginning, advanced video; supervise student cable station. TV studios. Tenure-track position begins August, 1998. Doctorate or M.A. with extensive relevant industry experience. Applicant screening begins September 22. Send letter, vita, list of three references: Broadcast & Cinematic Arts Search, 343 Moore Hall, Central Michigan University, Mt. Pleasant, MI 48859. CMU is an AA EO Institution.

EMPLOYMENT SERVICES

PROFESSIONAL JOBS
WITH ENTERTAINMENT COMPANIES

BROADCAST & CABLE TELEVISION, DISTRIBUTORS,
MOTION PICTURE, POST PRODUCTION & MORE

Entry to senior level jobs nationwide in ALL fields
(news, sales, production, management, etc.).

Published biweekly. For subscription information:

(800) 335-4335

In CA, (818) 901-6330.

Entertainment Employment Journal™

Put your resume tape
online with MediaLine's
Talent Shop

MediaLine.

Don't dub
Don't ship
Don't wait

www.medialine.com
email: jobs@medialine.com
800-237-8073
Since 1986

Media Related Job Opportunities. Print, TV, Production, Radio & More. "Entry Level To Senior Level Positions". Just \$19.95. Send Check or Money Order. Employment Assistance Packet. C & C, P.O. Box 75129, LA, CA 90076. Subscribe by August 23rd and you will receive a free copy of Job Hotline No.s.

FINANCIAL SERVICES

Loans By Phone: Lease/finance new or used broadcasting equipment. Flexible payment plans. Flexible credit criteria. Call Jeff Wetter at Flex Lease, Inc. 800-699-FLEX.

EDITING SERVICES

DISCOUNT EDITING

Offline / Online
2 AVIDS. Tons of drive space.
Grass Valley room with DVE, Chyron,
SGI
BETA, D-3, U-Matic, VHS
Call 212-977-9100 Ext.3034

WANTED TO BUY EQUIPMENT

Used videotape: Cash for 3/4" SP, M2-90's, Betacam SP's. Call Carpel Video 301-694-3500.

FOR SALE EQUIPMENT

STOCK ANSWERS.

For video duplication, demos, audition reels, work tapes, our recycled tapes are technically up to any task and downright bargains. All formats, fully guaranteed. To order call:

(800)238-4300 CARPEL VIDEO

ATTENTION C-BAND SHOPPERS!

Galaxy VII Fully Protected Transponder Available for Immediate Full-Time Use Uplink from N.Y. with DigiCipher II MCPC

*Below Market Rate!
Commit now for Huge Discount!
Only Two Channels Left!
First Come, First Served!*

Call Today (714) 263-9900 x217

Lowest prices on videotape! Since 1979 we have been beating the high cost of videotape. Call Carpel for a catalog. 800-238-4300.

Broadcast Equipment (Used): FM/AM transmitters, RPU's, STL's, FM antennas. Consoles. Processing, etc. Continental Communications, 3300 Chippewa, St. Louis, MO 63118. 1-800-664-4497. Fax: 314-664-9427.

AM and FM transmitters, used, excellent condition, tuned and tested your frequency. Guaranteed. Financing available. Transcom. 800-441-8454. 215-884-0888. Fax 215-884-0738.

FOR SALE STATIONS

**AT LAST!
A BETTER WAY TO BUY OR SELL YOUR
RADIO STATIONS!**

Thousands of Prospects a Day!
You don't have to be online to use us!
<http://www.buysellradio.com>
deb@buysellradio.com
(319)243-8679

Class A FM in Lynchburg, Virginia. Attractively priced at \$800,000. (813)926-9260.

Central Florida, suburban AM, close to major attractions: Central Texas small market combo. FM upgradable, excellent facilities. Mayo Communications. 813-971-2061.

PUBLIC NOTICE

**UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF NEW YORK**

UNITED STATES OF AMERICA

Plaintiff,

-v-

THE AMERICAN SOCIETY OF COMPOSERS,
AUTHORS AND PUBLISHERS,

Defendant.

Civ. Action No. 42-245

EXHIBIT I

**NOTICE OF PROPOSED
MODIFICATION OF
THE CONSENT JUDGMENT
ENTERED ON MARCH 14, 1950**

PLEASE TAKE NOTICE that the United State of America ("Government") named a plaintiff in the consent judgment entered by the Court in the captioned matter on March 14, 1950, has asked this Court to enter a judgment modifying the consent judgment.

The Government has filed with the court a memorandum setting forth the reasons why it believes that modification of the consent judgment would serve the public interest. Copies of the Government's motion to modify, the stipulation containing defendant's consent, the Government's memorandum and all further papers filed with the court in connection with this motion will be available for inspection at Room 300, Antitrust Division, Department of Justice, 325 Seventh Street, N.W., Washington, D.C. 20530, and at the Office of the Clerk of the United States District Court for the Southern District of New York, 500 Pearl Street, New York, New York 10007. Copies of any of these materials may be obtained from the Antitrust Division upon request and payment of the copying fee set by Department of Justice regulations.

Interested persons may submit comments regarding the proposed modification of the consent judgment to the Government. Such comments must be received by the Division within sixty (60) days and will be filed with the court by the government. Comments should be addressed to Mary Jean Moltenbrey, Antitrust Division, Department of Justice, 325 Seventh Street, N.W., United States Room 300, Washington, D.C. 20530.

BROADCASTING & CABLE'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to BROADCASTING & CABLE, Classified Department, 245 West 17th Street, New York, NY 10011. For information call Antoinette Fasulo at (212) 337-7073 or Sandra Frey at (212)337-6941.

Payable in advance. Check, money order or credit card (Visa, Mastercard or American Express). Full and correct payment must be in writing by either letter or Fax (212) 206-8327. If payment is made by credit card, indicate card number, expiration date and daytime phone number.

Deadline is Monday at 5:00pm Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday. A special notice announcing the earlier deadline will be published. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will run if all information is not included. No personal ads.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the Classified Advertising Department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement. Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$2.10 per word, \$42 weekly minimum. Situations Wanted: 1.15¢ per word, \$21 weekly minimum. Optional formats: Bold Type: \$2.45 per word. Screened Background: \$2.60. Expanded Type: \$3.20 Bold, Screened, Expanded Type: \$3.65 per word. All other classifications: \$2.10 per word, \$42 weekly minimum.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD etc., count as one word each. A phone number with area code and the zip code count as one word each.

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$187 per inch. Situations Wanted: \$93.50 per inch. Public Notice & Business Opportunities advertising require display space. Agency commission only on display space (when camera-ready art is provided). Frequency rates available.

Blind Box Service: (In addition to basic advertising costs) Situations Wanted: No charge. All other classifications: \$30 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING & CABLE will now forward tapes, but will not forward transcripts, portfolios, writing samples, or other oversized materials; such are returned to sender. Do not use folders, binders or the like. Replies to ads with Blind Box numbers should be addressed to: Box (number), c/o Broadcasting & Cable, 245 W. 17th Street, New York, NY 10011

Confidential Service. To protect your identity seal your reply in an envelope addressed to the box number. In a separate note list the companies and subsidiaries you do not want your reply to reach. Then, enclose both in a second envelope addressed to CONFIDENTIAL SERVICE, Broadcasting & Cable Magazine, at the address above.

"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

Pleasanton, Calif. (BCTFTB-970430C8)—KYLD License Corp. for KYLD(FM): voluntary TOC from Scott K. Ginsburg to Chancellor Media Corp. per transferee's request. *July 31*

San Francisco (BTCH-970430B3)—KDFC(FM) License Corp. for KDFC-FM: voluntary TOC from Scott K. Ginsburg to Chancellor Media Corp. per transferee's request. *July 31*

San Mateo, Calif. (BTCH-970430C7)—KYLD License Corp. for KYLD(FM): voluntary TOC from Scott K. Ginsburg to Chancellor Media Corp. per transferee's request. *July 31*

Chicago (BTCH-970430B8)—WPNT License Corp. for WPNT-FM: voluntary TOC from Scott K. Ginsburg to Chancellor Media Corp. per transferee's request. *July 31*

Chicago (BTCH-970430GT)—WLUP-FM License Corp. for WLUP-FM: voluntary TOC from Scott K. Ginsburg to Chancellor Media Corp. per transferee's request. *July 31*

Charlotte, N.C. (BTC-970430GI)—Evergreen Media Corp. for WFNZ(AM): voluntary TOC from Scott K. Ginsburg to Chancellor Media Corp. per transferee's request. *July 31*

Charlotte, N.C. (BTC-970430GI)—Evergreen Media Corp. for WNKs-FM: voluntary TOC from Scott K. Ginsburg to Chancellor Media Corp. per transferee's request. *July 31*

Charlotte, N.C. (BTC-970430A1)—WBAV-AM-FM/Wpeg License Corp. for WGIV(AM): voluntary TOC from Scott K. Ginsburg to Chancellor Media Corp. per transferee's request. *July 31*

Concord, N.C. (Btch-970430A3)—WBAV-AM-FM/Wpeg License Corp. for WPEG-FM: voluntary TOC from Scott K. Ginsburg to Chancellor Media Corp. per transferee's request. *July 31*

Gastonia, N.C. (BTCH-970430A2)—WBAV-AM-FM/Wpeg License Corp. for WBAV-FM: voluntary TOC from Scott K. Ginsburg to Chancellor Media Corp. per transferee's request. *July 31*

Kannapolis, N.C. (BTCH-970430GO)—WRFx(FM) License Corp. for WRFx(FM): voluntary TOC from Scott K. Ginsburg to Chancellor Media Corp. per transferee's request. *July 31*

NEW STATIONS

Returned

Beech Mountain, N.C. (970717ID)—Rondinaro Enterprises Inc. for WECR-FM: change studio location. *Aug. 13*

Abilene, Tex. (BPED-970331MB)—Christian Broadcasting Co. Inc. for noncommercial FM at 88.9 mhz. *Aug. 5*

Filed/accepted for filing

Oro Valley, Ariz. (BPH-970725MM)—Royal Broadcasting of Arizona LLC (Arthur Egnoian, managing member/99% owner, 7120 Sunset Blvd., Los Angeles, Calif. 90046) for FM at 101.9 mhz, 6 kw, ant. -41 m., 2250 W Ina Rd., Tucson, 4.92 km N of Flowing Wells, owns KTZR(AM) Tucson, Ariz., Egnoian owns 99% of KXEW(AM) South Tucson and KOHT(FM) Marana, Ariz. *July 25*

Twin Falls, Idaho (BPH-970728MG)—AM 1270 Co. (Stephanie S. Johnson, vice president/90% owner, 616 Blue Lakes Blvd., # 1270, Twin Falls, Idaho 83301) for FM at 98.3 mhz, 100 kw, ant. 62 m., 21361 W Hwy 30, 5.98 km W of Twin Falls; owns KTFI(AM) Twin Falls. *July 28*

Belgrade, Mont. (BPH-970730ME)—Big Moose Communications Inc. (Christopher Gilbert and Joan Z. Gilbert, owners, 8164 Rolling Hills Dr., Bozeman, Mont. 59715) for FM at 99.1 mhz, 6 kw, ant. -34.9 m., Rolling Hills Dr., .5 km S of Sykes Canyon Rd. *July 30*

Sparks, Nev. (970728AH)—Jane A. Filler for AM at 880 khz. *Aug. 13*

Cloudcroft, N.M. (BPH-970730MF)—Thomas G. Brown (PO Box 27275, El Paso, Tex. 79926) for FM at 96.7 mhz, 40 kw, ant. 880 m., Buck Mountain. *July 30*

Cloudcroft, N.M. (BPH-970730MG)—MTD Inc. (R.D. Hubbard, vice president/75% owner, PO Drawer 2010, Ruidoso Downs,

N.M. 88346) for FM at 96.7 mhz, 25 kw, ant. 878 m., atop Buck Mountain, 12.5 km NNW of Ruidoso; owns KRUI(AM) Ruidoso Downs and KMWM-FM Maljamar, N.M.; has applied to build new FM at Ruidoso, N.M.; president 25% owner, Woodrow Michael Warren owns KNMA-FM Reserve, N.M., KALT-FM Alturas, Calif., and KLCR-FM Lakeview, Ore. *July 30*

Ruidoso, N.M. (970730MH)—MTD Inc. (R.D. Hubbard, vice president/75% owner, PO Drawer 2010, Ruidoso Downs, N.M. 88346) for FM at 101.5 mhz, .068 kw, ant. 863 m., atop Buck Mountain, 12.5 km NNW of Ruidoso, owns KRUI(AM) Ruidoso Downs and KMWM-FM Maljamar, N.M.; has applied to build new FM at Ruidoso, N.M., president 25% owner, Woodrow Michael Warren owns KNMA-FM Reserve, N.M., KALT-FM Alturas, Calif., and KLCR-FM Lakeview, Ore. *Aug. 8*

FACILITIES CHANGES

Filed/accepted for filing

Ada, Minn. (970709IE)—R & J Broadcasting for KRJB-FM: change ERP, ant. *Aug. 7*

Cedar Hill, Mo. (BMPED-970728IB)—New Life Evangelistic Center Inc. for KNL-FM: change ERP, ant. *Aug. 7*

Giddings, Tex. (BMP-970725AB)—Jamar Media Inc. for KOKE(AM): change ant. *Aug. 13*

Waco, Tex. (BP-970801AC)—Gulfstar Communications WACO License Inc. for KKT(AM): change TL, power, ant. *Aug. 11*

Ellensburg, Wash. (970724IE)—KXLE Inc. for KXLE-FM: change ERP, TL, ant. *Aug. 7*

CALL SIGN ACTIONS

San Mateo, Calif.—Pacific FM Inc. for KOFY(AM): change to KTCT. *July 28*

Victoriaville, Calif.—Tele-Media Co. of Southern Calif. LLC for KVVO-FM: change to KHDR. *Aug. 1*

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	538
Commercial UHF TV	637
Educational VHF TV	124
Educational UHF TV	211
Total TV	1,510

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

Weatherville, Calif.—Phoenix Broadcasting Inc. for new FM: change to KAWX. Aug. 1

Newberry Springs, Colo.—NU Desert Broadcasting Co. for new FM: change to KAWU. Aug. 1

Havana, Fla.—Radiant Broadcasting Co. Inc. for WMLO-FM: change to WFLV. Aug. 1

Lakeland, Fla.—Moody Bible Institute of Chicago for WCIE-FM: change to WKES. July 28

St. Petersburg, Fla.—Paxon Tampa License LP for WKES-FM: change to WILV-FM. July 17

Lihue-Kauai, Hawaii—Ohana Radio Partners for new FM: change to KAWV. Aug. 1

Princeville, Hawaii—Vetter Communications Co. Inc. for new FM: change to KAWT. Aug. 3

Rupert, Idaho—Tri-Market Radio Broadcasters Inc. for new FM: change to KETO. Aug. 1

Aurora, Ill.—Spanish Broadcasting System Inc. for WYSY-FM: change to WLEY. July 21

Galesburg, Ill.—Galesburg Broadcasting Co. for WGBQ-FM: change to WLSR. July 3

Mount Carmel, Ill.—Old Northwest Broadcasting Inc. for WYER(AM): change to WVMC. July 11

Nashville, Ill.—Dana R. Withers for WNSR-FM: change to WDRW. July 21

Rockford, Ill.—Northern Illinois University for WNIJ-FM: change to WNIU. July 1

Jeffersonville, Ind.—Sunnyside Communications Inc. for WXVW(AM): change to WAVG. July 1 **Madrid, Iowa**—G.O. Radio Ames Inc. for KEZT-FM: change to KLRX. July 21

Louisville, Ky.—Independence Television Company for WDRB-TV: change to WDRB. July 28

Baker, La.—Guaranty Broadcasting Corp. for WGGZ-FM: change to WTGE. June 30

Lewiston, Maine—New England Television Inc. for WWLA-TV: change to WPME. Aug. 1

Battle Creek, Mich.—Horizon Broadcasting Corp. for WJUE-TV: change to WILV. July 11

Detroit—ABC Inc. for WHYT-FM: change to WPLT. June 30

South Haven, Mich.—WSJM Inc. for WCSY(AM): change to WGMV. July 18

Nashwauk, Minn.—Alan R. Quarnstrom for new FM: change to KMFG. Aug. 1

Duck Hill, Miss.—American Family Assoc. for new noncommercial FM: change to WAUM. Aug. 1

Flora, Miss.—Crossroads Communications Inc. for WXFJ-FM: change to WFMN. June 30

Cedar Hill, Mo.—New Life Evangelistic Center Inc. for new FM: change to KNLH. July 11

Concordia, Mo.—Full Smile Inc. for new noncommercial FM: change to KYRV. July 11

Kimberling City, Mo.—Turtle Broadcasting Co. LLC for KRLK-FM: change to KOMC. Aug. 1

Bridgeport, Neb.—Tracy Broadcasting Corp. for new FM: change to KAWQ. Aug. 1

Hubbard, Neb.—American Family Assoc. for new noncommercial FM: change to KAYA. Aug. 1

Pioche, Nev.—Highland Broadcasters for

new FM: change to KAXA. Aug. 3

Hampton, N.H.—The Add Radio Group Inc. for WSTG-FM: change to WXBP. July 11

Lancaster, N.H.—Barry P. Lunderville for new FM: change to WNHT. Aug. 1

Ocean Acres, N.J.—Nassau Broadcasting Partners LP for WONU-FM: change to WBBO. July 11

Los Lunas, N.M.—Guardian Communications Inc. for KDNR-FM: change to KYLZ. July 7

Santa Rosa, N.M.—KNXX Inc. for new FM: change to KAWP. Aug. 1

Hornell, N.Y.—WSKG Public Telecommunications Council for new noncommercial FM: change to WSOA. Aug. 1

Liberty, N.Y.—Sound of Life Inc. for new noncommercial FM: change to WGWR. Aug. 1

New York—ITT-Dow Jones Television for WBIS-TV: change to WPMN. June 30

Rochester, N.Y.—Kimtron Inc. for WCMF(AM): change to WDCZ. Aug. 1

Saratoga Springs, N.Y.—Sound of Life for new noncommercial FM: change to WSSK. Aug. 1

Syracuse, N.Y.—Syracuse Minority Television Inc. for new TV: change to WAUP. Aug. 1

Webster, N.Y.—Kimtron Inc. for WDCZ(FM): change to WDCZ-FM. Aug. 1

Charlotte, N.C.—Christ Covenant Presbyterian Church for WNMX(AM): change to WTLT. July 11

—Compiled by Sara Brown

OpenMike

<http://www.broadcastingcable.com>

Kudos for West

EDITOR: As we congratulate Don West on the occasion of his elevation to a high, new estate in your publishing group, we should also applaud the wise elders of BROADCASTING & CABLE's parent for ensuring that your altogether unique journal will continue to benefit from Don's brilliance and judgment as editor-at-large.

But before we let him go off to his new, broadened responsibilities and increased corporate portfolio, we should acknowledge the tremendous and overwhelming sense of gratitude felt by every broadcaster for Don's contributions to our profession (or industry, as some would have it).

During his tenure as editor, Don West continued the tradition—and teachings—of Sol Taishoff about the genius and worth of the First Amendment. He gave us the intellectual fire-

power to resist government intrusion into the creative work and electronic journalism which proceeds from our being at "the people's business" as public trustees.

The graceful, pithy pronouncements of Don West's bright, fine mind—together with the remarkable precision and fairness of his editing—elevated our profession and often made us better than we are.

We're also delighted, of course, to have Don in New York at least several days a week, especially since he always comes accompanied by a wonderful generosity of spirit, a keen intellect and that marvelous skeptical view of things temporal which is his trademark. By enabling him to concentrate on the great issues of the day, you have provided your readers with the gift of Don's great wisdom. And for that we continue in your debt. And his.

Don West gives you lineage and perspective. And his intelligence gives us meaning and worth. But having worked with the man for so long, I expect you know all this—*William O'Shaughnessy, president, WVOX(AM)-WRTN(FM) Westchester, NY.*

EDITOR: The intelligence, passion, commitment and personal knowledge that Don West has poured into your magazine all these many years has greatly benefited not only your publication and this wonderful business, but also those elements of government grappling with telecommunications policy. The net result has always and consistently been a journal of depth, breadth and vitality. Quite a legacy.

Sol made a terrific hire.—*Shaun M. Sheehan, vice president/Washington, Tribune Co.*

PROFESSIONAL CARDS

du Treil, Lundin & Rackley, Inc.

A subsidiary of A D King, PA

240 North Washington Blvd.
Suite 700
Sarasota, Florida 34236
(941) 366-2611

MEMBER AFCEE

CARL T. JONES CORPORATION

CONSULTING ENGINEERS
7901 YARNWOOD COURT
SPRINGFIELD, VIRGINIA 22153
(703) 569-7704

MEMBER AFCEE

LOHNES AND CULVER CONSULTING RADIO ENGINEERS

8309 Cherry Lane
Laurel, MD 20707-4830
(301) 776-4488



Member AFCEE

COHEN, DIPPELL AND EVERIST, P.C.

CONSULTING ENGINEERS

1300 "L" STREET, N.W. SUITE 1110
WASHINGTON, D.C. 20005
(202) 898-0111
Member AFCEE

Technical Broadcast Consultants, Inc.

Transmission Specialists

TV (NTSC & DTV) STL Microwave / FM
P.O. Box 97262 - Raleigh, NC 27624
Tel / Fax (919) 846-2976
e-mail: tbc@vnet.net

HAMMETT & EDISON, INC.

CONSULTING ENGINEERS

Box 280068
San Francisco, California 94128

HE 707/996-5200
202/396-5200

e-mail: engr@h-e.com

CARL E. SMITH CONSULTING ENGINEERS

AM FM TV Engineering Consultants
Complete Tower and Rigging Services
"Serving the Broadcast Industry
for over 30 Years"

Box 807 Bath, Ohio 44210
(216) 659-4440



Denny & Associates, P.C.
Consulting Engineers

PH 202 452 5630
FX 202 452 5620

Member AFCEE EM info@denny.com

E. Harold Munn, Jr., & Associates, Inc.

Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

Mullaney Engineering, Inc.

Consulting Telecommunications Engineers

9049 Shady Grove Court
Gaithersburg, MD 20877
301-921-0115

Member AFCEE

HATFIELD & DAWSON CONSULTING ENGINEERS

9500 GREENWOOD AVE., N.
SEATTLE, WASHINGTON 98103
(206) 783-9151 FACSIMILE (206) 789-9834

MEMBER AFCEE

F.W. HANNEL & ASSOCIATES

Registered Professional Engineers

911 Edward Street
Henry, Illinois 61537
(309) 364-3903
Fax (309) 364-3775



COMMUNICATIONS TECHNOLOGIES INC.
BROADCAST ENGINEERING CONSULTANTS

Clarence M. Beverage
Laura M. Mizrahi

P.O. Box #1130, Marlton, NJ 08053
(609) 985-0077 • FAX: (609) 985-8124

JOHN F.X. BROWNE & ASSOCIATES CONSULTING ENGINEERS

BLOOMFIELD HILLS Broadcast • Cable
810-642-6226 • Wireless •

WASHINGTON 202-293-2020 Member AFCEE

NEW!!
6 Week Rate
\$115.00/week

Cavell, Mertz & Perryman, Inc.

Engineering, Technology
& Management Solutions

10300 Eaton Place, Suite 201
Fairfax, VA 22030
(703) 591-0110 (202) 332-0111
FAX (703) 591-0115

RATES

13 weeks - \$100/week
26 weeks - \$85/week
52 weeks - \$70/week

AND SERVICES



TOWERS TOWER ERECTION
ANTENNA INSTALLATION
TOWER ANALYSIS
TRANSMITTER BUILDINGS
Tower Structures Inc.
1859 NIRVANA AVENUE
CHULA VISTA, CALIFORNIA 91911
(619) 421-1181 FAX (619) 421-0533
WWW.TOWERSTRUCTURE.COM

Shoolbred Engineers, Inc.

Towers and Antenna Structures
Robert A. Shoolbred, P.E.

1048 Morrison Drive
Charleston, SC 29403 • (803) 577-4881

dataworld®

The Global Information Source™
for the Communications Industry
25 Years of Service
800-368-5734 FAX: 301-636-5341
e-mail: info@dataworld.com

- DATAxPERT™ software
 - Custom mapping
 - Current year demographics
 - 5 year projections
 - Broadcast databases
- WWW: <http://dataworld.com>

East Coast Video Systems

consultants • engineers • systems integrators

3 Mars Court
Boonton, NJ 07005
201.402.0104
Fax: 201.402.0208
www.ecvs.com on line time

YOUR CARD HERE

Call:

(202) 659-2340



LDL COMMUNICATIONS, Inc.

RF DESIGN & INSTALLATION SPECIALISTS
LARCAN / LARCAN - TTC TRANSMITTERS
RFS ANTENNAS COMBINERS XMISSION LINES
LEBLANC TOWER SYSTEMS
650 South Taylor Avenue, Louisville, CO 80027
TEL:303-665-8000 FAX:303-673-9900



Phone 916-383-1177
Fax 916-383-1182

ANTENNAS / RF SYSTEMS

*Antennas UHF/VHF/FM *Rigid Line
*Combiners FM & UHF *Waveguide
COMPLETE SYSTEM SOLUTIONS
e-mail jampro@ns.net <http://www.jampro.com>

Stainless, Inc.

New Towers, Antenna Structures
Engineering Studies, Modifications
Inspections, Erection, Appraisals
North Wales, PA 19454
215 699-4871 FAX 699-9557

NATIONWIDE TOWER COMPANY

ERECTOR • DISMANTLER • ANTENNA • RELAMP
ULTRASOUND • STRUCTURAL ANALYSIS • PAINT
INSPECTIONS • RIGGING • ENGINEERING

P.O. BOX 138 POOLE, KY 40364-0138
PHONE (802) 533-8888 FAX (802) 533-8844
24 HOUR EMERGENCY SERVICE AVAILABLE



RF Systems, Inc.

- Remote Camera Systems
- Transmitter and Studio Installation
- Microwave and Satellite

Engineering and Installation

908-563-1144

24A World's Fair Drive
Sellersville, NJ 08873

Shively Labs

- FM, UHF & MMDS Antennas
- Pattern Study & RFL Maps
- FM & UHF Transmitters
- Filters & Combiners

Tel.: (207) 647-3327
Fax: (207) 647-8273
web site: www.shively.com

Changing Hands

Continued from page 33

Format: Oldies

WCFI(FM) Lajas, P.R.

Price: \$3,267,870

Buyer: RAAD Broadcasting Corp., Bayamon, P.R. (Roberto Davila Rodriguez, president/owner); owns WYX(FM) Bayamon

Seller: Ramon Rodriguez & Associates Inc., Levittown, P.R. (Ramon Rodriguez Guzman, president/owner); no other broadcast interests

Facilities: 103.7 mhz, 50 kw, ant. 456 ft.

Format: Spanish

KMBY-FM Gonzales/Monterey, Calif.

Price: \$2.1 million

Buyer: New Wave Broadcasting LP, Saddle River, N.J. (Ferrari Broadcasting Inc., 1% general partner; CMNY Capital II LP, 62% limited partner); owns KXDC(FM) Carmel/Monterey, KPIG(FM) Freedom and KAXT(FM) (formerly KCDU) Hollister, all Calif.; has JSA with KBOQ-FM Carmel/Monterey. New Wave owns/is buying seven other radios

Seller: Monterey Bay Broadcast Corp., Monterey, Calif. (Miklos Benedek and Terry Collingham, principals); no other broadcast interests

Facilities: 104.3 mhz, 6 kw, ant. 328 ft.

Format: Religion

Broker: Jorgenson Broadcast Brokerage

WJUS(FM) Fort Walton Beach, Fla.

Price: \$1,186,900

Buyer: Holladay Broadcasting Co. Inc., Fort Walton Beach (Clay E. Holladay, president/90% owner); owns WFTW(AM)-WKSM(FM) Fort Walton Beach and two other Florida FMs. C.E. Holladay owns two other FMs; has applied to build two FMs.

Seller: F.W.B. Radio Inc., Pensacola, Fla. (Don Schroeder, president/40% owner); owns WSWL(AM) Pensacola

Facilities: 96.5 mhz, 98 kw, ant. 984 ft.

Format: Dark

WYXZ(FM) Crestline, Ohio

Price: \$500,000

Buyer: Elyria-Lorain Broadcasting Co., Elyria, Ohio (Arthur D. Hudnutt, president; Lorain County Printing & Publishing Co. 83.8% owner); owns two FMs and one AM

Seller: Mid-Ohio Radio Partners Ltd., Rocky River, Ohio (Barry F. Gerber, principal); no other broadcast interests

Facilities: 98.7 mhz, 1.8 kw, ant. 418 ft.
Format: Classic 70s

KZPH(FM) Cashmere/Wenatchee, Wash.

Price: \$400,000

Buyer: Fisher Broadcasting Inc., Seattle (Patrick M. Scott, president); owns KYSN-FM and KWWX(AM)-KWWW-FM Wenatchee. Fisher owns/is buying one TV, 13 FMs and 10 AMs.

Seller: Big Rock Inc., Wenatchee, Wash. (Mike Wade, president); no other broadcast interests

Facilities: 106.7 mhz, 6 kw, ant. 513 ft.

Format: Classic rock

KVYF-FM Wilson Creek, Wash.

Price: \$350,000

Buyer: Pioneer Broadcasting Co. Inc., Seattle (Matthew N. Clapp Jr., vice president/99.9% owner); owns six FMs and four AMs

Seller: Wilson Creek Communications LLC, Wyckoff, N.J. (David and Patricia Doherty, owners); has interests in WNBZ(AM)-WSLK(FM) Saranac Lake, N.Y.

Facilities: 103.3 mhz, 6kw, ant. 328 ft.

Format: Spanish

WCXR-FM Lewisburg, Pa.

Price: \$106,686

Buyer: South Williamsport Sabre-Com, Inc., Williamsport, Pa. (Axiom Venture Partners, 56% owner, Alan M. Mendelson, general partner/33.5% owner); owns WFX(AM)-WZXR(FM) South Williamsport and WHTO(FM) Muncy, Pa., and six other radios

Seller: Diggins Media Inc., Lewisburg, Pa. (Michelle Diggins, principal); owns WTGC(AM) Lewisburg

Facilities: 96.3 mhz, 3 kw, ant. 418 ft.

Format: AC

40% of WTBK(FM) Manchester, Ky.

Price: \$100,000

Buyer: Timothy H. Finley, Manchester, and James E. Finley, London, Ky.; no other broadcast interests

Seller: Joe W. Burchell, London; owns 50% of WWXL(AM) Manchester
Facilities: 105.7 mhz, 7.5 kw, ant. 462 ft.

Format: Classic rock

FM construction permit, Lake Arthur, La.

Price: \$74,300

Buyer: Progressive Communications Inc., Lake Charles, La. (George A. Swift Jr., president/33.3% owner); owns KLCL(AM)-KHLA(FM) Lake Charles

Seller: G. Dean Pearce, Meridian, Miss.; owns WFFX(AM)-WJDO-FM Meridian, WZRW-FM Marion, WZKS-FM

Union and WWKZ-FM New Albany, all Miss.; has applied for TV in Tuscaloosa, Ala.

Facilities: 107.5, 50 kw, ant. 463 ft.

Format: Dark

WVYE(FM) Port Gibson, Miss.

Price: \$20,000

Buyer: R&R Broadcasting Inc., Meridian, Miss. (Kenneth R. Rainey Sr., president/50% owner). Rainey has interest in five radios; has applied to build five FMs.

Seller: Eileen S. Bailey, Jackson, Miss.; owns WKPG(AM) Port Gibson

Facilities: 18 kw

Format: Dark

WAKN(FM) Winter Harbor, Me.

Price: \$18,146

Buyer: R. Scott Hogg Sr., Bar Harbor, Me.; owns WMDI-FM Bar Harbor; has applied to build FM in Milbridge, Me.

Seller: Theodore Enfield, Coconut Grove, Fla.; no other broadcast interests

Facilities: 97.7 mhz, 6 kw, ant. 328 ft.

Format: Dark

RADIO: AM

WWPR(AM) Bradenton, Fla.

Price: \$265,000

Buyer: Greenrose Broadcasting Services Inc., Plymouth Meeting, Pa. (Raymond F. Green, president); no other broadcast interests

Seller: Skywave Broadcasting Corp., Miami (Osvaldo Onoz, president); no other broadcast interests

Facilities: 1490 khz, 1 kw

Format: News/talk

Broker: Hadden & Associates

WNEB(AM) Worcester, Mass.

Price: \$225,000

Buyer: Hairwaves, Charlton, Mass. (Stephen A. Binley, president/14.3% owner); no other broadcast interests

Seller: Bob Bittner Broadcasting Inc., Needham, Mass. (Robert M. Bittner, owner); owns WJTO(AM) Bath, Me., and WJIB(AM) Cambridge, Mass.

Facilities: 1230 khz, 1 kw

Format: Beautiful music

WANM(AM) Tallahassee, Fla.

Price: \$150,000

Buyer: Faith Radio Network, Pensacola, Fla. (Scott Beigle, president/25% owner); no other broadcast interests

Seller: WANM Inc., Tallahassee (Beth Timm, owner). Timm family has interests in WGLF(FM) and WWLD (FM) Tallahassee and two other Florida FMs.

Facilities: 1070 khz, 10 kw

Format: News

—Compiled by Sara Brown

Datebook

THIS WEEK

Aug. 19-21—Second annual Andina Link, Andean-region pay-TV conference presented by *Link Events Globex*. Cartagena Convention Center, Cartagena, Columbia. Contact: 57 95 660 1089.

Aug. 24-26—*National Religious Broadcasters* western regional convention. South Coast Plaza Hotel, Costa Mesa, Calif. Contact: (714) 575-5000.

AUGUST

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. Contact: Ralph Haimowitz, (610) 363-6888.

Sept. 9-12—"The Big Chill: Has Minority Ownership 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. 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—SkyFORUM VIII, presented by the *Satellite Broadcasting & Communications Association of America*. Marriott World Trade Center, New York City. Contact: (800) 654-9276.

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 *Intertec 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 Osmanski, (202) 467-5200.

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

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

Sept. 23-25—TV Link '97, official congress and trade show of *ABTA (Brazilian Association of Pay Television)*. International Trade Mart, Sao Paulo, Brazil. Contact: 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. 5-9—*Electronic Industries Association* 73rd annual fall conference. The Fairmont Hotel, San Francisco. Contact: (800) 527-4727.

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: (214) 342-9826.

Oct. 14-16—*Mid-America Cable Telecommunications Association* 40th anniversary annual meeting and show. Overland Park International Trade Show, Overland Park, Kan. Contact: Paddy O'Connor, (913) 841-9241.

Oct. 17-21—*Association of National Advertisers* 88th annual meeting and business conference. Ritz Carlton Laguna Niguel, Laguna Niguel, Calif. Contact: (212) 697-5950.

Oct. 19—1997 Radio Hall of Fame Awards, presented by *The Museum of Broadcast Communications*. Chicago Cultural Center, Chicago. Contact: (312) 629-6005.

Oct. 19-21—71st annual *Canadian Association of Broadcasters* convention and National Broadcasting and Media Expo. Metro Toronto Convention Centre, Toronto. Contact: (613) 233-4035.

NOVEMBER

Nov. 10—*BROADCASTING & CABLE* 1997 Hall of Fame Dinner. Marriott Marquis Hotel, New York City. Contact: Circles 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: (314) 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* conference. Hyatt Regency Hotel, New Orleans. Contact: Mary Teister, (847) 296-0200.

Major Meeting dates in red

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

Cable's do-it-yourselfer

From age 10, Ken Lowe knew he wanted to build things. But rather than tackle the common tree house, Lowe built a radio station with a small transmitter and a control room fashioned from wooden planks. He named the station WGOB for "gobs of fun." While it was a crude attempt at broadcasting, Lowe says WGOB introduced him to the business he's "always wanted to be in."

Lowe has come a long way from playing home-town disc jockey with his school pals. He oversees Home & Garden Television, a cable network he helped to launch in December 1994. His hunch was that there were other frustrated part-time home builders like himself who were eager to learn about the trade that was their weekend obsession.

In less than three years, HGTV has blossomed into one of cable's fastest-growing networks. The Knoxville, Tenn., operation has sealed carriage agreements with operators serving 31 million households via cable and satellite TV. HGTV, which recently won its fifth international carriage license, is expected to launch a companion radio network next spring.

Lowe attributes part of HGTV's success to its programing, which is entirely original during prime time and 85% original overall. HGTV's "wholesome," return-to-basics topics—home decorating, home repair and building, gardening and entertaining—appeal to the instincts of homemakers and putterers around the globe, he says.

"With cell phones and faxes, and as overly communicated as we are in this society, there is very little left that is organic in our lives," he says. "There's a certain lack of the simplistic, how-to-hammer-a-nail programing that people are looking for."

Lowe's knack for tapping the demand for informational and entertaining programing for home builders and homemakers is not the product of accident. As a youngster growing up in Westfield, N.C., Lowe learned the value of working for the things he wanted. He took grueling after-school jobs and learned "how to be a person in charge of my own success."

As a college freshman at the University of North Carolina at Chapel Hill, Lowe roomed with Rick Dees, now an international radio celebrity, and met John Tesh,



"Our business is all about hiring and nurturing good, creative people. They are its heart and soul."

Kenneth Wayne Lowe

President/CEO/founder, Home & Garden Television, Knoxville, Tenn.; b. April 7, 1950, Westfield, N.C.; BA, University of North Carolina at Chapel Hill, 1973; on-air personality, WTOB(AM) Winston-Salem, N.C., 1967-69; program director, WKIX-AM-FM Raleigh, N.C., 1969-75; program manager, KULF(AM) Houston-KYND(FM) Pasadena, Tex. (now KKBO-AM-FM), 1975-80; general manager, Scripps Howard Broadcasting Co. radio group, 1980-86, Cleveland; VP of television programing, promotion and marketing, E.W. Scripps Co., Cincinnati, 1986-94; current position since April 1994; m. Mary Evans, July 3, 1980

who became co-host of *Entertainment Tonight*. Working at the campus radio station with Dees and Tesh gave Lowe "an appreciation of talent" and a sense of how to work with talent, he says.

After college, Lowe was hired by a series of radio stations for on-air and managerial positions. In 1980 he became the manager of the Scripps Howard Broadcasting radio group. After Lowe had spent six years on the radio side, Scripps Howard merged its television and radio broadcasting divisions and named him vice president of TV programing, promotion and marketing. In that position Lowe learned the importance of developing original programing.

He chose to build five homes—three with his wife Mary—near several of the cities in which he did business. The experience gave him "firsthand knowledge of the frustration and lack of information" available to independent home builders, he says.

"I kept coming home to my wife [and] telling her that home building and decorating were big categories and there must be a lot of people who wanted to know about it. She suggested I put a network together."

Lowe's instincts were validated in conversations with friends who "talked with a sense of pride about what they were able to grow in their gardens," but weren't nearly as exuberant about their careers.

After years of refining his idea, Lowe presented it to the Scripps Howard directors. They agreed to launch HGTV with the help of retransmission-consent deals from their own nine TV stations and an outlay of \$75 million.

From the outset, Lowe has been firm on his principles both on-air and off. He remains passionate about developing original shows that speak to a sophisticated, intelligent audience.

Lowe has worked hard to prevent HGTV programing from slipping into the "tabloid talk" genre that he says "does not give the audience the credit they deserve." Lowe also abides by core company principles that value "integrity, compassion, shared responsibility and communication."

Lowe expects HGTV to become profitable in 1998. "When I think of how fast we've grown, it's a tribute to the people here. Hiring and nurturing good, creative people is the heart and soul of our business."

—DP



Be an **INDUSTRY** **Over** **Achiever**

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

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

If you do your homework, you’ll know that 35,000 industry leaders in electronic communications read *Broadcasting & Cable* closely every week. Make a smart move and reserve your advertising space today.

Special Report: Educational Programming Including Cable in the Classroom

Issue Date: September 22 • Ad Close: September 12

**Broadcasting
& Cable**

ONE MARKETPLACE. ONE MAGAZINE.

Advertising Offices: New York 212.337.6940 Los Angeles 213.549.4113

Western Technology/Cable 317.815.0882 Washington D.C. 202.659.2340

Classified Advertising & Cable Marketplace: 212.337.6941

Fates & Fortunes

BROADCAST TV



Tellem

Nancy Tellem, executive VP, business and financial affairs, Warner Bros., Burbank, Calif., joins CBS Entertainment, Los Angeles, as executive VP, business affairs.

Nicole Ungerman, director, business affairs, NBC Entertainment, Burbank, Calif., named VP.

Jennifer Evins, director, fashion, public relations and special events, JB White, Spartanburg, S.C., joins WSPA-TV there as director, public affairs.

Laura Manivong, marketing producer and Kids Crew coordinator, KSMO-TV Kansas City, Mo., joins WDAF-TV there as writer/producer, sales and special projects.



Lim

Victoria Lim, reporter/anchor, WWMT-TV Kalamazoo/Grand Rapids, Mich., joins Newschannel 8, Tampa, Fla., as consumer reporter.

Terry Segal, president, TBS Super-

station, and senior VP/GM, TNT, joins GOCOM Television, Charlotte, N.C., as VP/corporate director, programming and promotion.

Donna Dashiell Mayer, special gifts manager, WHRO-AM-FM-TV Norfolk, Va., joins Maryland Public Television, Baltimore, as director, major and planned gifts.

Cil Frazier, creative director, WGAL-TV Lancaster, Pa., joins WBMG-TV Birmingham, Ala., as director, marketing.

Brian Karem, investigative reporter, *America's Most Wanted*, joins WDAF-TV Kansas City, Mo., in same capacity.

Quan Phung, programming associate, NBC Entertainment, Burbank, Calif., named manager, Saturday morning programs and prime time series.

Appointments at WLWT-TV Cincinnati: **David Rosch**, operations manager.

New post for B&C's Schatz

Randi Schatz, BROADCASTING & CABLE's director of special projects/international sales director, has been named associate publisher for B&C's international publications. She will manage worldwide sales for BROADCASTING & CABLE INTERNATIONAL she also will oversee sales and marketing in the U.S., Canada and Latin America for TELEVISION EUROPE and TELEVISION ASIA. Schatz joined B&C in 1989. Before that she held various positions at Video Age International, Harmony Gold and Selcom Radio.



WATE-TV Knoxville, Tenn., joins as production manager; **Anzio Williams** joins as executive producer, early evening news.

Appointments at WITI-TV Milwaukee: **John Baich**, manager, engineering and operations, KCNC-TV Denver, joins as VP, engineering and operations; **Chuck Budt**, VP, finance, KSTU-TV Salt Lake City, joins as VP, finance and planning.

PROGRAMING



Lewis

Andy Lewis, VP, finance and planning, Buena Vista Television, joins Warner Bros. Television Animation, Burbank, Calif., as senior VP/GM.

National Geographic Television has consolidated its children's television and educational video departments. **Cynthia Van Cleef**, formerly director, children's television, has been named executive producer, children's programming.

Appointments at Saban, Los Angeles: **George Leon** named VP, promotions; **Jan Diedrichsen** named manager, promotions.

Rowland Perkins and **Doug Holtby** join Mainframe Entertainment Inc., Vancouver, British Columbia, as directors of the board.

Appointments at Fox Broadcasting Co.: **Paula Radin**, executive director, special events, creative services, named VP, Beverly Hills, Calif.; in New York: **Tom Cosgrove**, director, sales



Radin

research and marketing, named VP; **Candace Johnson**, manager, sales research and marketing, named director; in Los Angeles: **Cindie Morrissey**, manager, program research, named director, market research; **Paul Hewitt**, analyst, named senior analyst; **Cyndee McCarthy**, junior analyst, named sports operations analyst.

Appointments at Public Broadcasting Service, Alexandria, Va.: **Judy Braune**, director, advertising and promotion planning, named VP; **Tom Epstein**, director, communications and public relations, named VP; **Brenda Nesbitt** named VP, advertising and creative services.

RADIO

Guy Prehn, account executive, KYW(AM) Philadelphia, joins Nassau Broadcasting, Princeton, N.J., as national sales manager, company's four New Jersey radio stations.

John Peroyea, president/CEO, Powell Broadcasting Co., joins Spring Broadcasting LLC, Waukegan, Ill., as GM, WKRS(AM) and WLXC-FM there.

Penny Gaffney, agency sales manager, WQXR(FM) and WQEW(AM) New York, named general sales manager.

John Cook, programmer, KIIS-FM Los Angeles, joins SFX Broadcasting, Houston, as operations manager for SFX's Houston properties.

Mike Kaplan, assistant program director, WPST(FM) Trenton, N.J., joins WLK(FM) Asbury Park, N.J., as program director.

Claire Carneiro, manager, market development, advertiser/agency services, Arbitron, New York, named manager.

Magid expansion

Media consulting/marketing firm Frank N. Magid & Associates is expanding its entertainment and new media sectors with the creation of two executive positions. Brent Magid, director of corporate and strategic development, has been named president of the North American Television division, overseeing service to more than 130 station clients for the company that bears his father's name. He will remain based at the company's Marion, Iowa, headquarters. In addition, David Smith, executive vice president of the company, has been named president of the Entertainment Division, which he launched in 1993. Smith will oversee offices in New York and Los Angeles and will continue to oversee expansion into cable, satellite and online services. Smith is based in Los Angeles.



Smith



Magid

Hispanic Radio Services, radio station services, New York.

Appointments at Citadel Communications Corp., Little Rock, Ark.: **Cal Arnold** named VP/GM; **Gordon Hedges** named VP/station manager, KIPR(FM) and KESR(FM); **Neil Gladner** named VP/station manager, KARN-AM-FM, KRNN(AM), KKRN(FM) and the Arkansas Radio Network.

CABLE



Hogan

Joseph Hogan, senior VP, international network distribution, Turner International Inc., joins The Weather Channel, Atlanta, as senior VP, international development and operations.

Appointments at Bay News 9 (Time Warner Communications' new 24-hour local news channel), Tampa, Fla.: **Elliott Wisner**, news director, Northwest Cable News, Seattle, joins as GM; **Jonathan Greene** joins as news director; **Steve Weitekamp** joins as operations manager; **Amanda Wagner** named human resource manager; **Maria Steijlen** joins as business manager; **Terry Zurowski** named promotions manager.

Doug Jacobs, VP, business development, CBS Sports, and VP/deputy counsel, CBS Inc., joins Court TV, New York, as executive VP/general counsel.

Andrew Thau, VP, affiliate sales, Fox

Latin American Channels, and assistant GM, Fox Sports Américas, named VP/GM, Fox Sports Américas, Los Angeles.



Wheeler

Scott Wheeler, group VP, operations, Jones Education Co., Denver, named executive VP/COO.

Appointments at A&E Television Networks, New York: **Seymour Lesser**, executive VP/chief financial

and administrative officer, adds executive VP/GM, The History Channels International, to his responsibilities;



Lesser



Cascio

Michael Cascio, VP, documentary programming, A&E Network, named VP, programming; **Brooke Bailey Johnson**, senior VP, programming and production, named executive VP/GM, The History Channel; **Dan Davids**, senior VP, The History Channel, named executive VP/GM.

Linda Spooner, traffic specialist,

MediaOne Advertising Services, Newton, Mass., named manager, operations.

DEATHS

Martin Malarkey, 79, a founder and former president of the national Cable Television Association and a founder of The Strategis Group, died June 27 of cardiac arrest at his home in Washington. In 1949 Malarkey's interest in cable TV was sparked when he noticed, during a hotel stay in New York, that the television had excellent reception, unlike the sets at home in Pottsville, Pa. At home, he installed a headend on the highest mountain he could find, and ran a cable to his appliance store; his television business began to boom. In 1950 Malarkey and five others formed NCTA, of which Malarkey was president for the first five years. In 1987 Malarkey-Taylor Associates (an engineering firm formed with Archer Taylor) purchased Economic and Management Consultants International (EMCI) to develop synergies between the emerging telecommunications sectors of cable and wireless. Eventually the firm was renamed The Strategis Group, where Malarkey remained as a consultant. He is survived by his wife, Elizabeth; a daughter; five grandchildren, and three great-grandchildren.

George H. Newi, 62, former president, ABC Television Network, died July 22 of a heart attack while on a vacation cruise in Stavanger, Norway. Newi retired from ABC in 1995 after 32 years with the network. He joined the company's sales staff in 1963 and by 1969 was a VP in charge of daytime and sports sales. Newi became VP/GM in 1978 and president in 1985. Before ABC, he worked for Compton and McCann-Erickson ad agencies. Newi is survived by his wife, Sally; and three children: George Jr., Alec and Lisa.

Lyle Van, 92, radio announcer, died July 22 at his home in Clearwater Beach, Fla. Van began his radio career in the early '30s at WGST(AM) Atlanta. He covered World War II for NBC, announced for H.V. Kaltenborn and anchored the *Pure Oil News*. Van, known for his "news on the human side" style, joined WOR(AM) New York and the Mutual Broadcasting System in the '50s, anchoring local and national newscasts. Van is survived by his wife, Lyvonne, and three children.

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

CBS has announced additional contributors for *Public Eye* with Bryant Gumbel, including Rita Braver, who is being replaced as chief White House Correspondent by Scott Pelley. Braver will continue to file reports for the *CBS Evening News* with Dan Rather and *Sunday Morning* as national correspondent. Also named contributors to the Gumbel show last week were CBS correspondents Kristin Jeannette-Meyers, Richard Schlesinger and Paula Zahn. Steve Hartman, reporter for KCBS-TV Los Angeles will also file occasional stories for the Gumbel program.

In an attempt to cross-promote CBS Eye On People, CBS will devote a special edition of its 48 Hours program to a documentary developed by the startup cable network. The episode, "Birth of a Militia", was culled from Eye's *I Witness* weekly series and will appear Sept. 3 at 10 p.m. The show will include cross promo spots for Eye that will include an 800-number they can call and be switched to their local cable operator to ask that the channel be added to their system's lineup.

Time Warner Inc.'s New York City cable system has balked over paying higher fees to SportsChannel New York for additional New York Mets games and will have to block the games to its subscribers. This season SCNY, owned by Cablevision Systems Corp., was able to bump its Mets schedule from 75 to 100 games for an additional rights payment to the baseball team. Cablevision's Rainbow Sports said that

CBS has Eye on TCI systems
 CBS's start-up cable network CBS Eye on People secured an affiliation deal with Tele-Communications Inc. last week, giving the network carriage on analog and digital tiers. Terms of the deal were not disclosed, but to get Eye's lowest license fee, TCI will have to roll out the service to about 15% of its 14 million homes by year's end. Lloyd Werner, CBS Cable senior vice president of affiliate sales, says the TCI deal keeps Eye on track to reach 10 million homes by the end of the year, buoyed by recent deals with DIRECTV, MediaOne, Time Warner and other MSOs. The network has come under pressure for what senior CBS executives considered too slow a start.
 TCI is partly aiming to put the network on its lowest digital tiers, which will reach just a small portion of the MSO's total subscriber base. Werner says that if everything goes right, 30% of basic cable customers will wind up buying digital tiers after several years.
 Even that optimistic prediction will limit Eye's viewership, but Werner says the network's business plan calls for some digital carriage. "All programmers have to realize that the window for analog carriage is closing," Werner says.
 —JMH

Time Warner's contract with SCNY expired in January but kept the service on while they negotiated a new deal. Time Warner has already aired nine of the extra Mets games but will not carry the remaining 14 beginning with Friday's Colorado Rockies matchup.

Determined to boost ratings, CNN may be courting CBS Evening News anchor Dan Rather to take over its prime time newscasts. After failing to recruit NBC's Tom Brokaw months ago, CNN is actively interested in bringing in a "strong anchor" to prime time weekday newscast, says CNN News Group Chairman Tom Johnson. Rather's spokesperson Kim Akhtar says she is "not aware of any contract being offered by CNN recently." CNN has sought Rather since 1989 without success, says Akhtar. Rather recently signed a multi-year deal with CBS extending through the year 2000. While CNN spokesman Howard Polskin

did not comment on the network's alleged pursuit of Rather, he says "the network would be interested if Rather becomes available."

Outgoing FCC Chairman Reed Hundt says the Telecommunications Act of 1996 is failing to provide competition in local markets. During a speech at the American Enterprise Institute, a Washington think tank, Hundt called on Congress to pass legislation that: defines the term "cost" on a national level so that "fair and final interconnection agreements [can] quickly be reached"; defers to the FCC to interpret congressional intent and application of policy; forbids delay of judicial review of FCC decisions, and affirms that "no state or federal competition rule will be of value unless it's enforceable." Senate Commerce Committee Chairman John McCain responded that he didn't think "giving the FCC more authority to regulate is the answer." McCain plans to

hold hearings on the effectiveness of the Telcom Act early this fall.

Federal regulators last week signed off on the Bell Atlantic/Nynex merger. The FCC conditioned its approval of the deal on a series of factors, including the provisions of regulatory reports to the FCC concerning systems necessary for new competitors to provide local phone service.

Another senior MediaOne executive has left in the wake of parent US West Media Group Inc.'s decision to relocate the MSO from Boston to Denver. Senior VP of finance **P. Eric Krauss** resigned last week, following chairman Amos Hostetter and president Bill Schleyer out the door (B&C, Aug. 11). Krauss will be replaced on Sept. 1 by Bob Kikes, CFO of US West Media's directory publishing unit and controller of its domestic cellular unit. He will have the title senior VP/CFO.

ESPN has named a replacement from within to succeed Keith Olbermann, now with MSNBC, as co-host of the network's top-rated show, *SportsCenter*. **Kenny Mayne**, who has been with the network since 1990 and has been an anchor since 1994, has signed a five-year contract and will co-anchor the show with Dan Patrick starting in late August. Mayne, a former quarterback at UNLV and a salesman for MCI, had been hosting ESPN2's weekend shows *RPM 2Day* and *RPM 2Night*.

MediaOne began operating a national Internet backbone network last week, becoming the third cable operator offering Inter-

SeaGull bankruptcy petition dismissed

The U.S. Bankruptcy Court in Los Angeles last week denied SeaGull Entertainment's motion asking the court to dismiss a petition to force the company into involuntary bankruptcy. Separately, the general counsel for KCAL(TV) Los Angeles told creditors attorneys it was joining the petition against SeaGull, claiming unpaid debts of \$190,000.

Bankruptcy Court Judge Alan Ahart was not swayed by SeaGull's argument that the creditors, including Alice Entertainment and two dozen former SeaGull employees, had filed their petition in bad faith or in the wrong state.

The creditors' attorneys also refuted statements by SeaGull that it had no debts more than 30-days past due and that the filing of the petition resulted in KCAL's canceling of *Tarzan*, SeaGull's weekly syndicated series.

During the hearing, Hope Aguilar, lead attorney for the creditors, told Judge Ahart that KCAL executives were prepared to testify that they canceled the series because SeaGull was trying to package episodes from a previous *Tarzan* series with its own show. Aguilar also

said KCAL executives would testify that SeaGull owed the station \$190,000 in compensation for carrying the show and that the debt was at least 90 days past due.

After hearing both sides, Ahart denied SeaGull's motion and ordered SeaGull to respond to the creditors' petition for forced bankruptcy by Sept. 2.

SeaGull attorney Martin Friedlander said he was "surprised" by the decision. Ahart gave no reason for the denial and Friedlander said he had "only a gut reaction that there were a lot of people who claimed they were unpaid by [syndicated program] *Hollywood Connection* and he sided with them on an emotional level as opposed to an intellectual level."

Friedlander said SeaGull continued to dispute claims by Alice Entertainment and former SeaGull employees Joel Smith and Donna Barrie but that the company was going over lists of claims and was willing to "pay in full" those that weren't disputed. He said KCAL's claim was the responsibility of a separate company, Keller/SeaGull Entertainment, which produced *Tarzan*. —M

net service to do so. The new network will make advanced data service available to 5 million customers in 19 states for the broadband arm of US West Media Group. MediaOne Express Internet service is being offered on cable systems in Boston, Atlanta, Detroit and Jacksonville, Fla. The backbone has long-haul links with speeds of up to 155 Mb/s, with future enhancements to boost that speed to 620 Mb/s.

The Consumer Electronics Manufacturers Association has established closed-captioning standards for DTV to be used by captioning providers, CC encoder and decoder manufacturers, receiver manufacturers and signal processing suppliers. Because of the increased capacity of the DTV bitstream over analog signals, DTV closed

captioning will allow simultaneous transmission of captions in multiple languages and at multiple reading levels. DTV closed captioning will be displayed in a computerlike caption "window" on the screens of DTV sets.

Tele-Communications Inc. reported a 3.1% decline in revenue but said its net loss narrowed by 17.6% and operating cash flow increased by 28.1% for the second quarter ended June 30. TCI reported a net loss of \$154 million on revenue of \$1.887 billion and operating cash flow of \$716 million. The company cited two factors contributing to the revenue decline: electronic retailing services no longer consolidated in subsidiary Liberty Media Group's financial results and the spin-off of TCI Satellite Entertainment. Cable opera-

tions in the TCI Group contributed 85%, or \$1.61 billion, of TCI's overall revenue and 98.6%, or \$706 million, of overall operating cash flow. Included in TCI's overall financial performance were results from Liberty Media Group. Liberty showed a dramatic but not surprising 81.5%

decrease in revenue to \$59.672 million, the result of no longer consolidating results of electronic retailing. At the same time, Liberty reported a 64% increase in net earnings, to \$6.5 million, or 3 cents per share. Liberty also contributed \$13 million to TCI's overall operating cash flow.



Drawn for BROADCASTING & CABLE by Jack Schmidt

"We encouraged everyone to go to our Website for more detail — now they're all on the Web and no one is watching us!"

Printed in the U.S.A. Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate. *Broadcasting-Telecasting* introduced in 1945. *Television* acquired in 1961. *Cablecasting* introduced in 1972. *Broadcasting/Cable* introduced in 1989. *Broadcasting & Cable* introduced in 1993. *Broadcasting & Cable* is a registered trademark of Reed Elsevier Inc. "Reg. U.S. Patent Office."

Cahners

Broadcasting & Cable (ISSN 0007-2028) (GST #123397457) is published weekly, except at year's end when two issues are combined, by Cahners Publishing Co., 245 West 17th St., New York, NY 10011. Cahners Publishing Co. is a division of Reed Elsevier Inc., 275 Washington St., Newton, MA 02158-1630; Bruce A. Barnet, President and Chief Executive Officer; Jackie A. Daya, Vice President and Chief Financial Officer; Mark Lieberman, Executive Vice President. *Broadcasting & Cable* copyright 1997 by Reed Elsevier Inc. All rights reserved. *Broadcasting & Cable* is a registered trademark of Reed Elsevier Properties Inc., used under license. Periodicals postage paid at New York, NY, and additional mailing offices. Canada Post International Publications Mail Product (Canada Distribution) Sales Agreement No. 0607533. Postmaster, please send address changes to: *Broadcasting & Cable*, P.O. Box 6399, Torrance, CA 90504-0399. Rates for non-qualified subscriptions, including all issues: USA, \$129; Canada, \$169 (includes GST); Foreign Air, \$350; Foreign Surface, \$199. A reasonable fee shall be assessed to cover handling costs in cancellation of a subscription. Back issues: except for special issues where price changes are indicated, single copies are \$7.95 US, \$10 foreign. Please address all subscription mail to: *Broadcasting & Cable*, P.O. Box 6399, Torrance, CA 90504-0399. Microfilm of *Broadcasting & Cable* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, MI 48106 (1-800-521-0600). Cahners Publishing Co. does not assume any liability for any loss or damage caused by errors or omissions in the material contained herein, regardless of whether such errors result from negligence, accident or any other cause whatsoever.

Incorporating The Fifth Estate TELEVISION Broadcasting

AM Stereo II

We haven't heard the last of the solutions for digital TV, but ABC's Preston Padden has fired a shot heard 'round the broadcast world. His thesis: TV stations and networks should adopt 480P (progressive) and get on with it. The quality is so much better than NTSC—indeed, to some eyes hard to distinguish from HDTV at 1080i (interlace)—that broadcasters, he says, should take advantage of the multiple-channel capability afforded at the lower levels.

But the Padden bid is far from preemptive; it is something like leading with a spade. There are a number of players in this high-stakes game. The computer industry, for one. The consumer electronics industry, for another. CBS, NBC and HBO already are committed to HDTV. Each is likely to have hole cards not yet shown.

We're still holding out for broadcasting in the full range of digital capability, from 480i or P through 1080i. This country set out to create a new world TV standard and it should settle for nothing less. Creating an ersatz digital world with set-top boxes cobbled to NTSC analog sets (as DBS does now) isn't the marketplace we had in mind when the FCC voted all that spectrum for all that quality and flexibility.

What this industry needs is a consensus to make HDTV work, not a consensus to avoid it.

This Bud's for us

If cable had a Mount Rushmore, former MediaOne chairman Amos "Bud" Hostetter's face would be on it. He has been that much of a fixture on the cable landscape since he co-founded Continental Cablevision almost 35 years ago. His departure two weeks ago from the renamed MediaOne over "irreconcilable differences" with new management will be a loss to the company no matter the cause. "You don't replace an Amos Hostetter," said the NCTA's Decker Anstrom on hearing the news.

The differences between Hostetter and his corporate parent may indeed have been irreconcilable, with Hostetter simply unwilling to preside over the uprooting of his management team (although life is rarely simple). Given the reputation of that team, now thrown into some disarray—MediaOne President William Schleyer and Senior Vice President of Finance P. Eric Krauss also are exiting—it may prove a high price to pay for physical co-location. Speaking of high prices, many thought the \$10.4 billion UMG spent for the company was in part a salute to the people running it. If so, open season on golden geese is a curious asset management strategy.

As for Hostetter, we're not pulling out the hankies. He is a man with enough brains and skill to write his own ticket and the resources to furnish the first-class transportation.

Speaking softly

We've already seen a lot to like in Bill Kennard, and we've said so twice on this page. With the caveat that we expect to disagree with the future chairman on various issues, we also can say that they will be respectful disagreements. The friendly and approachable Kennard—"an absolute prince of a guy," says NAB's Valerie Schulte—has the sort of résumé that should make him particularly qualified to weigh *both* sides of important issues. But if he speaks softly, he is also likely to be carrying a bigger stick in the new FCC, with no Jim Quello in frequent opposition to a regulatory course still on the Clinton heading.

We reserve the right to assail whatever policies run afoul of our reading of the First Amendment or the best interests of the Fifth Estate (some of Kennard's First Amendment writings would not find a home in our scrapbook). At the journey's outset, however, we see a capable hand on the tiller. Now if only Senator Hollings will return to his senses when he returns from vacation. It's time to get the new FCC in gear.

Washington 1705 DeSales Street, N.W. Washington, DC 20036
Phone: 202-659-2340 Editorial Fax: 202-429-0651

Harry A. Jessell, executive editor
Mark K. Miller, managing editor
Kira Greene, assistant managing editor (special projects)
John S. Eggerton, assistant managing editor
Dan Trigoboff, senior editor
David R. Borucki, art director
Kim McAvoy, contributing editor
Elizabeth A. Rathbun, **Chris McConnell**, assistant editors
Paige Albiniak, staff writer
Sara Brown, editorial assistant
Denise P. Smith, **Kenneth R. Ray**, graphic artists
Winslow Tuttle, proofreader

New York 245 West 17th Street, 10011; 212-645-0067; Fax 212-337-7028
Stephen McClellan, bureau chief
John M. Higgins, assistant managing editor (cable)
Richard Tedesco, associate editor (Telemidia)
Donna Petrozzello (radio),
Glen Dickson (technology), staff writers

Los Angeles 5700 Wilshire Blvd., Suite 120, 90036
213-549-4100; Fax 213-937-4240
Lynette Rice, bureau chief
Joe Schlosser, staff writer

Denver 28310 Pine Cr., Evergreen, CO 80439
303-670-4124, Fax 303-670-1082
Price Colman, bureau chief

Broadcasting & Cable

Peggy Conlon, vice president/group publisher
Donald V. West, editor at large

Cahners Publishing Co.

Bruce Barnett, president and chief executive officer
Mark Lieberman, executive vice president
Richard Vitale, vice president, operations and planning
Dan Hart, group controller
Robert W. DeAngelo, circulation director
Sharon Goodman, director of manufacturing and distribution
Louis Bradfield, distribution director
Rick Higgs, production manager, systems manager
202-463-3718; Fax 202-728-0695

Circulation Inquiries

Broadcasting & Cable: 800-554-5729
Broadcasting & Cable Yearbook: 800-521-8110

Sol Talshoff, Founder and Editor (1904-1982)
Lawrence B. Talshoff, Chairman Emeritus

Los Angeles 213-549-4113; Fax 213-937-5272

Gary Rubin, national advertising director
Craig Hitchcock, account executive
Chuck Bolkom, account executive, (technology/cable), San Francisco, CA 317-815-0882; Fax 317-815-0883
Kathleen Shuken, administrative assistant
Barbara Wise, director of creative services

New York 212-337-6940; Fax 212-337-6947

Millie Chiavelli, director of cable advertising
Robert Foody, director of technical advertising
Yvonne Pettus, **Julie DesRochers**, account executives
Joan Miller, executive secretary
Estrella Diaz, executive assistant

Classified 212-337-7073; Fax 212-206-8327

Antoinette Pellegrino, manager, classified/telemarketing
Doris Kelly, **Sandra Frey**, **Francesca Mazzucca**, advertising sales representatives
Sari Weiner, sales assistant

International Group

Broadcasting & Cable International □
Television Asia □ Television Europe
Randi T. Schatz, associate publisher
212-337-6944; Fax 212-337-6948

Lisa M. Murphy, executive assistant, international

London, Broadcasting & Cable (Editorial)

Paramount House, 162-170 Wardour St., W1V3AT;
44-171-437-0493; Fax 44-171-437-0495

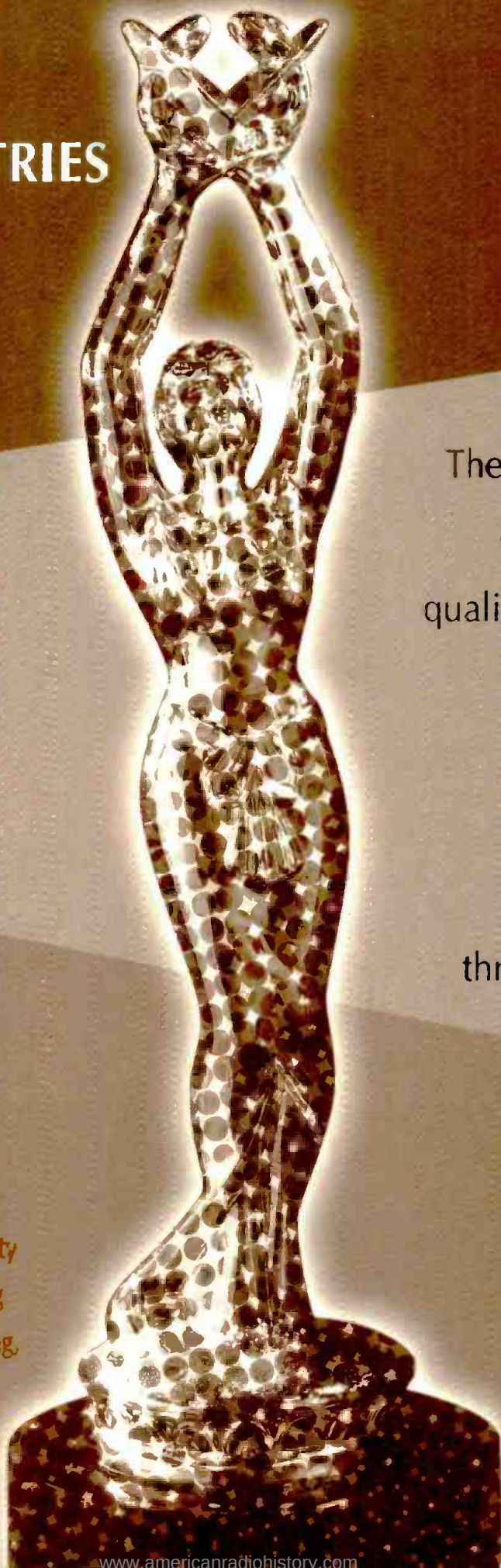
Meredith Amdur, **Lloyd Shepherd**, international editors

NATPE'S 31ST ANNUAL IRIS AWARDS CALL FOR ENTRIES

Enter the
programs you
are most proud
of today.

Entries will be accepted until
September 8, 1997. Whether
you enter the competition,
sign up to be a judge or both -
we encourage you to become a
part of the Iris tradition. Join
NATPE in celebrating the diversity
of creative professionals working
every day to produce entertaining,
informative, inspirational and
influential television programs
for their communities.

© 1997 NATPE



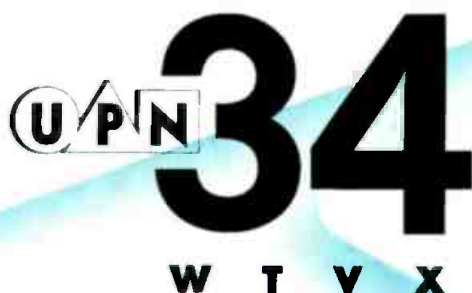
The annual Iris Awards
competition honors
quality English-language
programming
produced at
local TV stations
and cable systems
throughout the world.



For more information on
entering the 31st Annual Iris
Awards or becoming a
judge, contact NATPE
at 310-453-4440
or call 1-800-NATPE-GO.

SELTEL PROUDLY REPRESENTS

WTVX-TV/West Palm Beach



The newest member to the
Paramount Stations Group

WTVX and Seltel.
A Partnership that's Paramount!

SELTEL!

Relationship. Performance. Growth.

