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Broadcasting & Cable

September 8, 1997

TOP OF THE WEEK / 5

TV lets the world grieve The television media mobilized to meet the demand for news about the tragic death of Princess Diana. A windfall of newsmagazine specials about the "People's Princess" boosted prime time viewership levels in a week of otherwise humdrum lineups packed with reruns. / **5**



Syndicated magazine shows such as 'Extra' saw their ratings jump as they scrambled to cover the tragedy. / **6**

Murdoch will pay \$350 million for Dodgers

Rupert Murdoch's Fox Group and Los Angeles Dodgers' owner Peter O'Malley have reached an agreement in principle to sell the team and its properties to Fox for an estimated \$350 million. / **10**

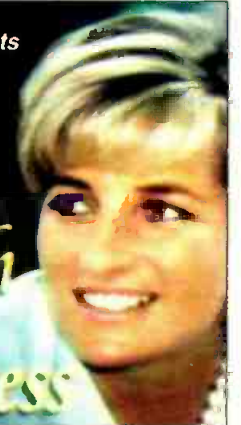
ESPN buys Classic Sports Disney-owned cable network ESPN cut a deal last week to buy Classic Sports Network. The move will give Classic Sports stronger financial backing and the clout with cable operators that could drive distribution beyond the 10 million subs the network has been able to secure so far. / **11**

TCI, Time Warner cut system deals After years of dancing, Tele-Communications Inc. and Time Warner have agreed to a series of swaps and joint ventures worth about \$2.2 billion. / **11**

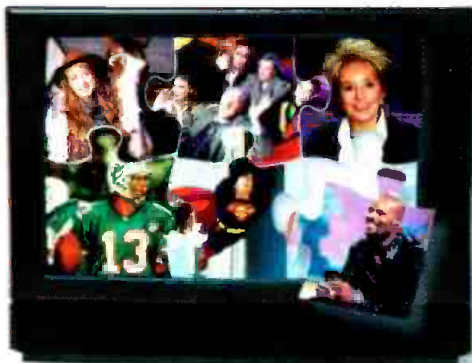
Scott Sassa to head NBC TV Stations Scott Sassa will replace John Rohrbeck as president of the NBC Television Stations. An NBC spokesperson said Rohrbeck was taking some time off and would return in a "senior executive position." / **18**

'Dateline NBC' devoted five nights to the story.

The Life and Death of a Princess



COVER STORY: Making sense of multicasting



ABC and Sinclair Broadcasting have their industry brethren talking seriously about multicasting as an alternative or a complement to HDTV. Unfortunately, the

economics of multicasting seem just as murky as those of HDTV. / **14** Cover by Anne Nelson

CABLE / 47



Once seen as heir-apparent to John Malone, Brendan Clouston resigned from TCI last week. / **50**

DirecTV fights subpoena

DirecTV is aggressively fighting a subpoena from West Virginia's attorney general on possible consumer fraud and breach-of-contract issues. Attorneys general from 20 states are investigating whether the company illegally altered its programming lineup after attracting hundreds of thousands of customers with a \$200 rebate. / **47**

TECHNOLOGY / 58

Weather Central to demo HDTV at RTNDA

Weather graphics supplier Weather Central will demonstrate high-definition weather at the RTNDA show in New Orleans next week. / **58**

Telemedia / 61

Websites supplement TV news coverage

Major TV news organizations enhanced their reports following the death of Princess Diana through use of their sites on the World Wide Web. / **61**

BROADCASTING / 30

David Hill named FBC chairman

David Hill's rapid ascent at Fox Broadcasting Co. continued last week, when he was named chairman and CEO. He will oversee both the Fox entertainment group and Fox TV network, as well as Fox Kids and Fox Sports. / **30**



'The Keenen Ivory Wayans Show' is losing co-executive producer Charlie Parsons amid denials from both sides of friction at the show. / **31**

Broadcast Ratings...38	Closed Circuit18	Fifth Estater77
Cable Ratings.....56	Datebook76	For the Record74
Changing Hands.....40	Editorials82	In Brief.....80
Classified63	Fates & Fortunes78	Washington Watch...26

Top of the Week

TV lets the world grieve

Broadcast and cable news attract record viewers with Diana coverage

By Lynette Rice

Mourning became electric last week as the television media mobilized to meet the demand for news about the tragic death of Princess Diana.

For the broadcast networks, a windfall of news magazine specials about the "people's princess" boosted prime time viewership levels in a week of otherwise humdrum lineups packed with reruns. *Dateline NBC* ruled the roost by rolling out six and a half hours of programming—most of which focused on Diana and the Aug. 31 car accident that also claimed the life of her companion, Dodi Fayed, and driver Henri Paul.

For basic cable, extensive coverage of the princess helped to give CNN seven of the 10 highest-rated programs for the week of Aug. 25-31; it gave MSNBC its largest audience ever during the 24 hours following the car accident in Paris.

Though repeatedly told through field reports, expert opinions and an endless supply of stock video footage, the princess's story had yet to be completed by week's end: The Big Four broadcast networks, along with CNN, MSNBC, Headline News and E! Entertainment Television, planned live coverage of the funeral Saturday. Additional programming that focused on the Princess of Wales also was scheduled that day by Lifetime and A&E.

"I think, in many cases, we in the news business get tired of stories long before Americans do," said Neal Shapiro, executive producer of *Dateline NBC*. "I always thought this was a good story, but I still thought maybe Americans weren't quite as interested...but it's more than just the death of the most famous woman in the world. There are other issues, like the paparazzi, the responsibility of the press, auto safety, the future of the monarchy."

While live coverage immediately following the crash revealed a weak link in CBS News (it began reporting the story nearly two hours later than ABC and NBC), the Big Four were all over the story by the evening of Aug. 31. CBS's *60 Minutes* (11.1 Nielsen household rating/24 share)

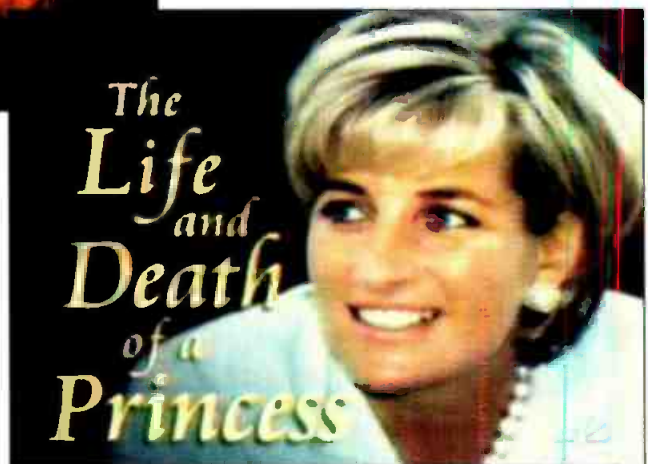


Dan Rather (above) anchored the 'CBS Evening News' from London all week, following the network's late arrival with the story the night of the accident. At left, ABC's Peter Jennings appeared on a two-hour special Sunday night (Aug. 31) with Diane Sawyer and Barbara Walters. 'Dateline NBC' (below) devoted five nights to the story.



dominated a packed Sunday lineup of Diana specials, although ABC still enjoyed its best 7-9 p.m. Sunday rating since May 4 with its own royal hour (7.6/16). *Dateline NBC* (7.3/15) also attracted a sizable number of viewers, while Fox was able to generate only a 3.2/7 with its special—courtesy of sister network Sky Broadcasting in London.

More stories on Diana helped *Dateline NBC* earn a 10.1/17 in a special Monday time slot, while the Tuesday edition of the news magazine (14.2/24) marked its best performance for the day since Nov. 19. "I feel a combination of elation and exhaustion," said Shapiro, who planned to take some time off after *Dateline NBC* finished its coverage over the weekend. "People already identify *Dateline NBC* with doing breaking news. We want to put the news back in



news magazine, and there's no better indication of that than this week and what we've done."

On Wednesday, CBS's *48 Hours* (8.3/13)—also devoted to the princess—beat the repeat of *Ellen*'s coming-out episode on ABC, but *Dateline NBC* (10.4/17) remained strong with another take on the monarchy. Yet it was the evening's debut of *PrimeTime Live* (13.3/23) that led the night with its take on Diana.

ABC did scale back its coverage for the week—opting to drop a town hall

meeting on paparazzi and privacy scheduled for Sept. 4—but still made plans for Barbara Walters to talk with Elton John about his relationship with the princess on the Sept. 5 edition of *20/20*.

Fox News President Roger Ailes said the story is the biggest one the fledgling news operation has had to cover. "We have [co-owned London-based] Sky [Broadcasting] helping us, but that's the reason Rupert Murdoch went into news: because he has Sky and he has these worldwide resources." According to Ailes, it was Sky that helped Fox break the news to U.S. viewers that Diana had been in an accident and, a short time later, that she had died.

On Aug. 31, Fox aired a prime time special (supplied by Sky) that averaged a 3.2/7. Ailes said he was satisfied with its performance because it beat both NBC

and CBS in younger viewers. In addition to live coverage of Saturday's funeral, Fox last week said it would air Queen Elizabeth's speech live last Friday afternoon and also scheduled a prime time special for that night.

Meanwhile, the unveiling of new Saturday morning kids shows was put on hold at ABC, CBS and NBC until Sept. 13, because all expected extensive coverage of the funeral to dominate the day. Fox, which planned to air the funeral from 4 to 8 a.m. ET, didn't expect the coverage to affect its rollout of the new Fox Kids lineup.

Coverage of the tragedy garnered high ratings for cable news networks. CNN reported a peak rating of 6.5 (4.6 million households) on Aug. 30/Aug. 31 during its midnight-12:30 a.m. newscast after Diana's death was confirmed. It was the

cable network's highest-rated program in almost two years, says spokesman Howard Polskin. Ratings for CNN's early coverage of Diana's death were topped only by Larry King's interview of former O.J. Simpson defense attorney Robert Shapiro, which earned a 7.0.

CNN achieved a record 4.8 rating (3.4 million households) on Aug. 31 for its *Impact* news magazine, while *CNN World Report* and *Reliable Sources* posted record-breaking performances on Aug. 31 with a 3.4 and 3.7, respectively.

MSNBC also experienced a dramatic surge in viewership, earning a peak rating of 1.3 (427,000 households) during its Aug. 30 11:45 p.m.-midnight newscast. The cable network's ratings peaked at 3.0 (975,000 households) for the next night's 11:45 p.m.-midnight newscast. ■

Syndication scrambles to cover a tragedy

Magazine shows get ratings spike from Princess Diana coverage blitz

By Joe Schlosser

Ever since the O.J. Simpson trial, shows like *Hard Copy*, *Inside Edition* and *Extra* have been looking for the next big story that would capture the world's attention.

It came last week with the death of Princess Diana. That combination of celebrity and tragedy has boosted ratings for the shows to Simpson-like levels.

Shows ranging from *Hard Copy* to *Entertainment Tonight* have seen their numbers climb by anywhere from 15% to 40% since the accident.

Almost all the syndicated news magazines sent anchors, correspondents and producers to London and Paris in a race to be first on the scene and first with the aftermath exclusives. *Extra* Executive Producer Steve Lange says his show devoted 100% of its coverage the entire week to Princess Diana's death.

"Our ratings are up and much larger than normal," says Lange. "When the Gulf War breaks out, when O.J. Simpson goes to court—the ratings rise. When there is a main event now, whether you are CNN or *Extra*, people are going to tune in. It is all about information and who gets it out first and who does so accurately."

Paramount Domestic Television's Creative Affairs President Frank Kelly says, "A tragedy is unfortunately also a big news story.



'Extra' anchor Maureen O'Boyle was among those reporting from London.

"Quite honestly, when you get a story of this magnitude, the water level goes up," says Kelly, who oversees production on Paramount's *Entertainment Tonight* and *Hard Copy*. "When there is a story this big that breaks every hour, people leave their sets on more. We benefit from that."

During the first three days of last week (Sept. 1-3), *Extra* averaged a 4.1 rating/10 share in metered markets, according to Nielsen Media Research. The previous week (Aug. 25-29), *Extra* averaged a 3.1/8 in those markets.

Similar stories can be heard from other news magazines. *Access Hollywood* scored a 3.4/10 in the Nielsen metered markets, up from a 2.4/8 the week before. *Inside Edition* went from a 4.1/11 to a 4.5/11, and *American Journal* rose from a 3.4/10 to a 4.0/11. *Entertainment Tonight* climbed a full rating point

from the week before the accident, from a 4.4/10 to a 5.4/11.

Stories have ranged from exclusive interviews with Diana's former hair stylist to remembrances of her life in the world spotlight. Many of the news magazines' stories, which normally originate from Los Angeles or New York, are being produced and edited in Europe.

Charles Lochman, co-executive producer for *Inside Edition* and *American Journal*, says that between them, the two shows have more than a dozen reporters and producers working the story in London and Paris.

Lange says *Extra*, which does not employ a single full-time reporter or producer in Europe, now has nearly 20 people in London alone, including *Extra* anchor Maureen O'Boyle. Lange has pulled all his domestic correspondents off their current assignments and onto the Diana coverage.

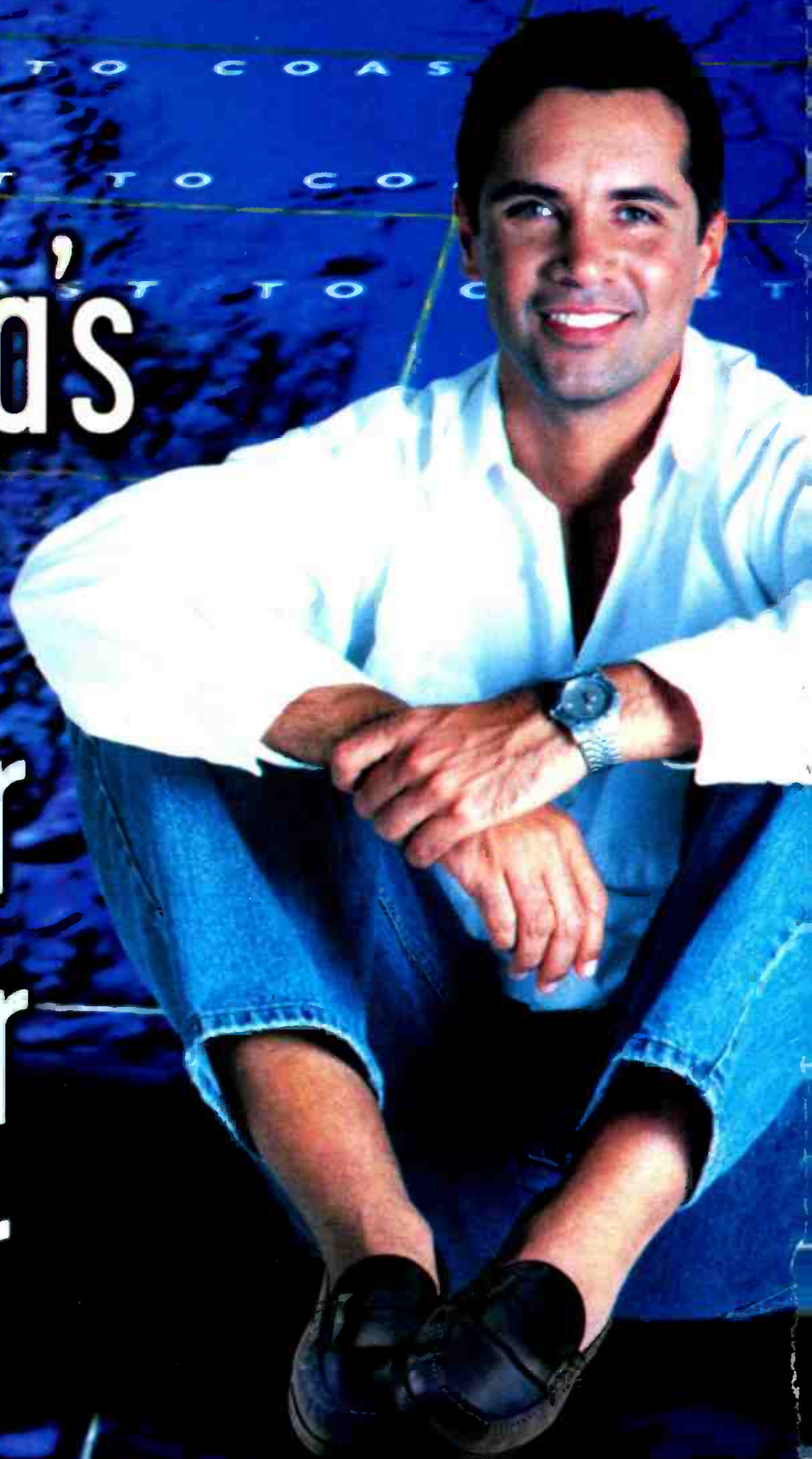
Entertainment Tonight sent its two back-up anchors, Mark Steines and Julie Moran, to Europe to shore up the show's coverage. Steines is reporting from Paris and Moran from London. *Hard Copy* has co-anchor Barry Nolan stationed in London and two reporters in Paris.

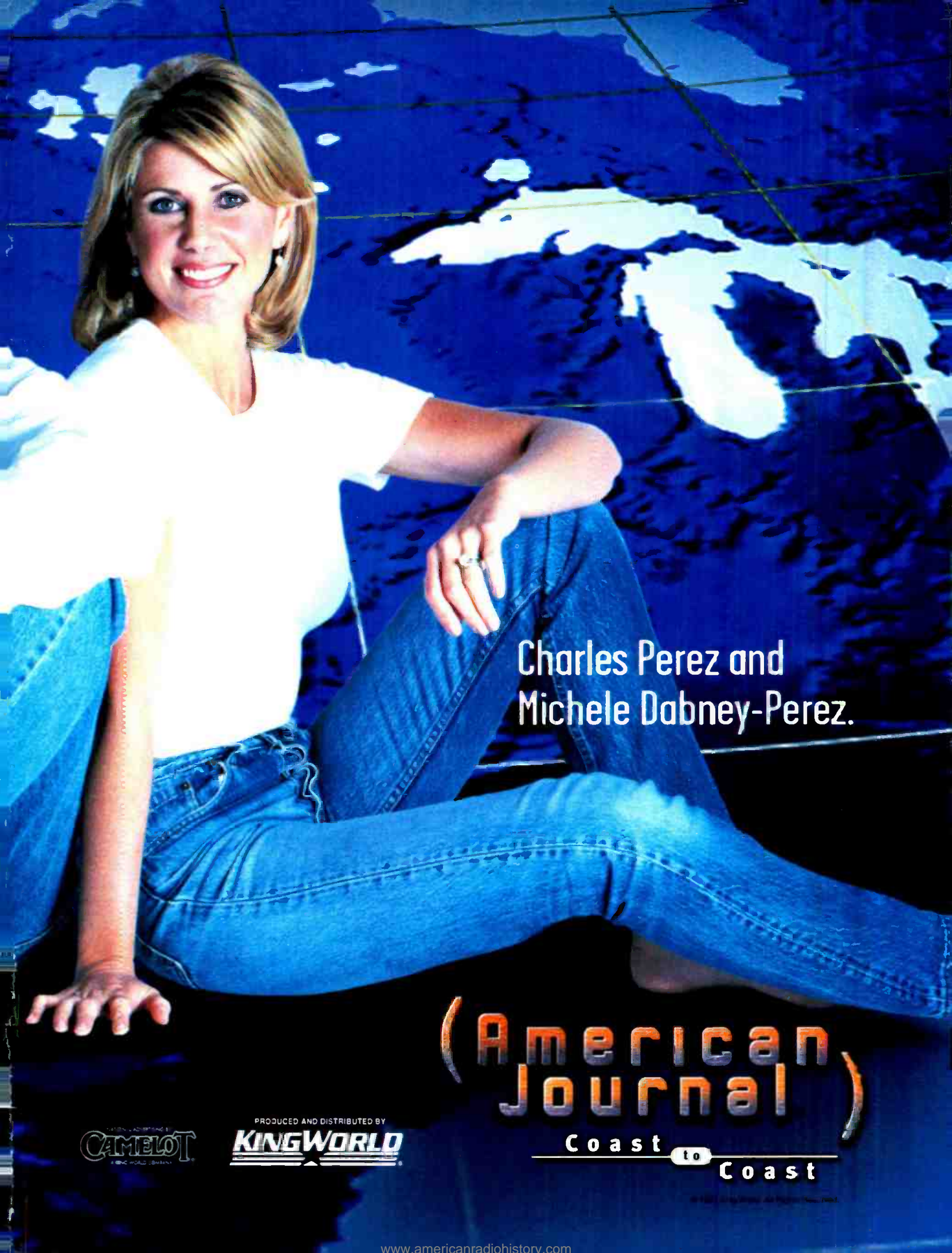
"Having had long-term relationships in London has been a big plus for us," Kelly says of *Hard Copy* and *Entertainment Tonight*'s permanent office in London. "I know a lot of people are scrambling to find facilities over there." ■

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Murdoch green gets Dodger blue

Fox pays \$350 million for baseball team

By Joe Schlosser

Major League Baseball's largest TV partner has moved a step closer to becoming the owner of one of the league's most prized teams.

Rupert Murdoch's Fox Group and Los Angeles Dodgers owner Peter O'Malley have reached an agreement in principle to sell the team and its properties to Fox for an estimated \$350 million.

No terms of the deal have been released, and the agreement must be approved by baseball's owners before it becomes official. Approval from three-fourths of the National League owners and a majority of the American League owners will pave the way for the deal.

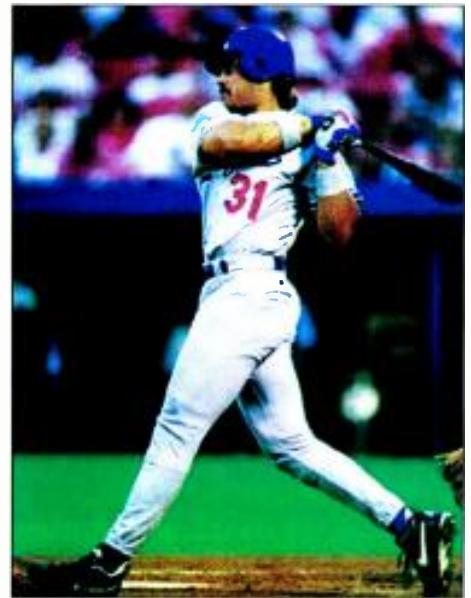
Fox is just the latest media company to acquire an ownership stake in a professional sports franchise. Walt Disney Co., Time Warner, Ascent Communications, computer mogul Paul Allen, telecommunications giant SBC, Tele-

Communications Inc., Cablevision, Adelphia and Tribune Media all own or have an ownership stake in a team.

Currently in the second year of a five-year, \$565 million television contract with Major League Baseball, Fox also has exclusive rights to Saturday afternoon games and shares in play-off and World Series coverage with baseball's other TV partners, ESPN and NBC.

FX and the network's regional Fox Sports Net outlets also began carrying MLB games this past season. Fox paid an estimated \$160 million for exclusive national Monday and Thursday night contests. And the Dodgers are already carried in Los Angeles on regional network Fox Sports West.

"Through our broadcast relationship with Fox Sports and Major League Baseball, we have become one of [the league's] most ardent supporters and trusted partners. We are confident we can fully extend and enhance our strong



belief in baseball and be a part of its future success," says Fox Television Chairman Chase Carey.

Because Fox is baseball's leading revenue supporter, it is widely expected that the owners will approve the O'Malley/Murdoch pact and not risk losing the network's television dollars. Four months ago, Fox, in conjunction with Liberty Media, purchased a 40% stake in Rainbow Sports. Analysts at the time said Fox's entrance into Rainbow Sports was another calculated step by Murdoch to build a rival to Disney's successful national sports network, ESPN.

Fox Sports Net, a series of regional cable sports networks with more than 50 million subscribers, did not have an outlet in the highly coveted New York City market at the time. Rainbow Sports opened that door and gave Murdoch entrée to the New York sports market. Analysts say that purchasing the Dodgers will help Fox maximize the value of its Los Angeles-based regional networks Fox Sports West and Fox Sports West 2.

The battle between Disney and Fox on the cable sports front has been anything but friendly in Southern California. The two sides announced a truce late last month in their fight over cable carriage of Disney's two professional teams, the Anaheim Angels and Mighty Ducks of Anaheim. But analysts say that was just the start of an even larger battle.

In an out-of-court settlement, Disney agreed to allow Fox to continue covering both teams for now in the greater Los Angeles market. By the end of the 1999 baseball season, however, Disney will be free to take the Angels and Mighty Ducks to whatever cable outlet it chooses. ■

Scripps adds Food to its cable menu

The E.W. Scripps Co. expanded its cable interests last week by acquiring 56% of the Food Network from A.H. Belo Corp. Scripps sold its CBS affiliate KENS-TV and KENS(AM), both San Antonio, Tex., to Belo for the majority interest in Food and \$75 million in cash.

The Food Network, whose subscriber base within the past year grew by 43%, to nearly 25 million, is an obvious complement to Scripps' 100%-owned Home & Garden Television network.

Scripps is expected to find synergies between the two networks. Both Food and HGTV feature more than 90% original programming of complementary content, and both claim a fairly well balanced mix of male and female viewers.

Food is expected to announce today (Sept. 8) that Eileen Opatut will be senior vice president of programming, production and operations. She comes from the BBC Worldwide Americas service.

Ken Lowe, HGTV founder/president, noted "similarities" in the two networks' programming but said that both "will continue to develop their separate brands and franchises."

While neither party would disclose the value of Food, one industry executive estimated its worth at \$275 million, which places Scripps' interest at roughly \$154 million.

Food, which launched in 1993, is expected to turn a profit within four years, according to Scripps officials. The network's losses in 1998 are estimated at \$10 million. HGTV, which launched in 1994 and claims 30 million subscribers, is expected to become profitable in 1998. —DP

ESPN snags a Classic

Pays estimated \$170 million for sports network

By John M. Higgins

Disney Corp. finally scored some points last week, cutting a deal to buy Classic Sports Network.

The five-year old network will join ESPN's stable of three existing sports networks. Classic Sports will get stronger financial backing and the clout with cable operators that could drive distribution beyond the 10 million subs the network has been able to secure so far.

Terms were not disclosed, but industry executives estimate that the deal is worth about \$170 million.

Classic Sports had been negotiating with News Corp.'s Fox/Liberty Sports LLC venture, but those talks collapsed last month over valuation and control issues.

Classic Sports Chairman Brian

Bedol and President Henry Greenberg didn't get the price they had sought—more than \$250 million at one point—but they won some control. At least initially, the vintage sports channel will be a stand-alone unit within ESPN, with Bedol and Greenberg at the helm.

Classic Sports also will handle its own affiliate sales rather than be bundled into ESPN's packages for ESPN2 and ESPNNews.

George Bodenheimer, ESPN's senior vice president of affiliate sales, calls Classic Sports "a perfect brand extension" for the network.

"We're where we wanted to be," Bedol says. Since creating the network, "there was never any thought that we would end up anywhere but ESPN."

Classic Sports now will have access to ABC's sports library, including events carried on *Wide World of Sports*.



college games and Olympic events.

What it doesn't give the network is distribution. Since Liberty parent Tele-Communications Inc. and sports partner Cablevision Systems Corp. hope to launch the American Sports Classics network, they're not likely to rush out and launch Classic Sports. However, American Sports Classics, which postponed its July launch date indefinitely, is in clear trouble.

A Cablevision executive says American Sports Classics is still on the drawing board, but that no launch plans have been set. ■

TCI, Time Warner cut \$2.2B system deals

Trade systems to increase respective presences in key areas

By John M. Higgins

After years of dancing, Tele-Communications Inc. and Time Warner Inc. have agreed to a series of system swaps and joint ventures worth about \$2.2 billion. The deal will help each MSO to increase its hold on some key markets.

The agreement calls for TCI to trade or hand off systems serving 1.2 million subscribers, while Time Warner will trade away systems serving about 1.1 million subs. The letter of intent covers seven segments, including two joint ventures in Texas and an addition to an existing partnership in Kansas City, Mo., plus the trading of systems in Florida, New Jersey, Maine, Wisconsin, Pennsylvania, New York, Wyoming, Ohio and Hawaii.

The goal for both companies is to boost management efficiency and economies of scale in markets that have been split between the two operators.

TCI President Leo Hindery has decided that the MSO's management resources are stretched too thin to han-

TIME WARNER



dle its 14 million-sub portfolio and is turning over management of about 4.6 million subs to other operators.

The biggest segment of the latest deal will combine 555,000 TCI subs in Texas with 510,000 Time Warner customers. One venture will serve more than 70% of the homes in Houston, while a second creates a significant presence in southern Texas. Time Warner will run both Texas ventures.

By trading away systems, Time Warner will bolster its presence in central Florida, anchored by its Orlando system. With TCI systems in Daytona Beach and near Tampa, Time Warner's coast-to-coast Florida reach will increase by about 150,000 subs, to 600,000. Time Warner now also will also control about 90% of the cable

subscribers in Hawaii.

TCI will secure Time Warner's 126,000-subscriber Portland, Ore., system, giving TCI more than 85% of the subs in that market. TCI also will secure Time Warner's 110,000-subscriber suburban Chicago operation.

The two MSOs have been negotiating various parts of the deal since 1994, but an agreement always got hung up by valuation disagreements or sudden corporate crises. Sources familiar with the transaction say the arrival of Hindery at TCI broke through the logjam; the MSO abruptly decided to ease its stance on a number of valuation and portfolio issues.

"You couldn't work with the old management," says one industry executive familiar with the transaction. "It's been a big change."

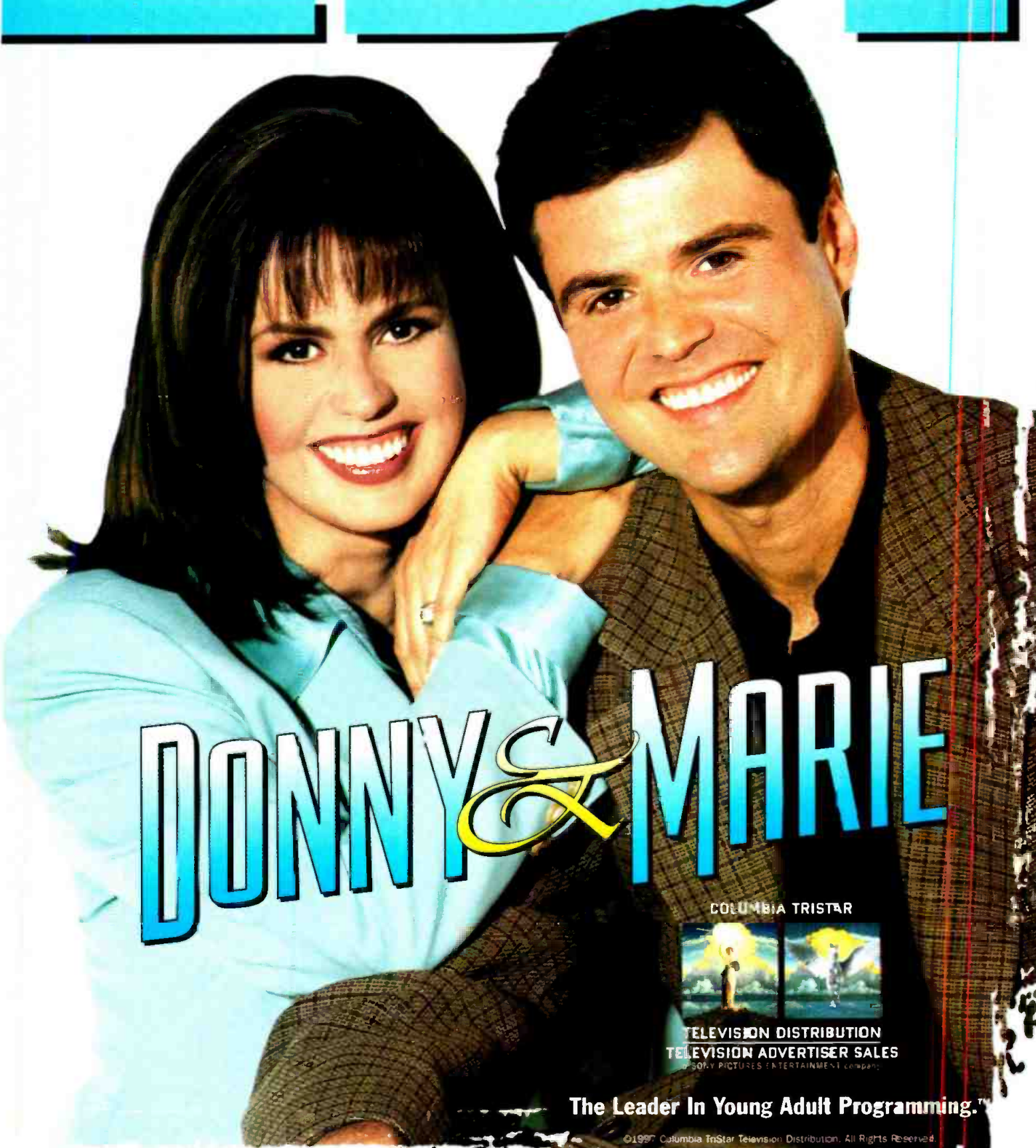
The deal will allow both sides to dump debt off their balance sheets and onto the ventures. TCI is shifting \$800 million in debt to the Kansas City and two Texas partnerships, while Time Warner is unloading \$650 million on Texas. Time Warner also will put less than \$15 million in new cash into the Kansas City partnership to keep the ownership stake 50-50. ■

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Making sense of

MULTICASTING

TV stations expect to spend millions in the coming years to broadcast a second, digital TV signal, but before they do they'd like to know how they are going to transform that digital investment into a going business. The first thought was HDTV, a single channel of wide screen TV with the detail and impact of the movies.

But now ABC and Sinclair Broadcasting have their industry brethren talking seriously about multicasting—the delivery of several programs with pictures not much better than what we're used to—as an alternative or a complement to HDTV. Unfortunately, the economics of multicasting seem just as murky as those of HDTV.

By John M. Higgins

The ABC affiliate board assembled in New York last Wednesday to hear more about the network's ground-shifting acknowledgment that it was leaning toward broadcasting several channels of pay TV rather than a single channel of high-definition TV.

But affiliates left the meeting with ABC Television Network President Preston Padden roughly in the state they entered, with few details on possible programming and no details on how they—or any other broadcaster—could hope to make money on multicasting.

The only conclusion was foregone, says Board Chairman David Barrett of Hearst Broadcasting. "All of us look ahead and see that the best way to do digital television is to stay in partnership with our network," he says.

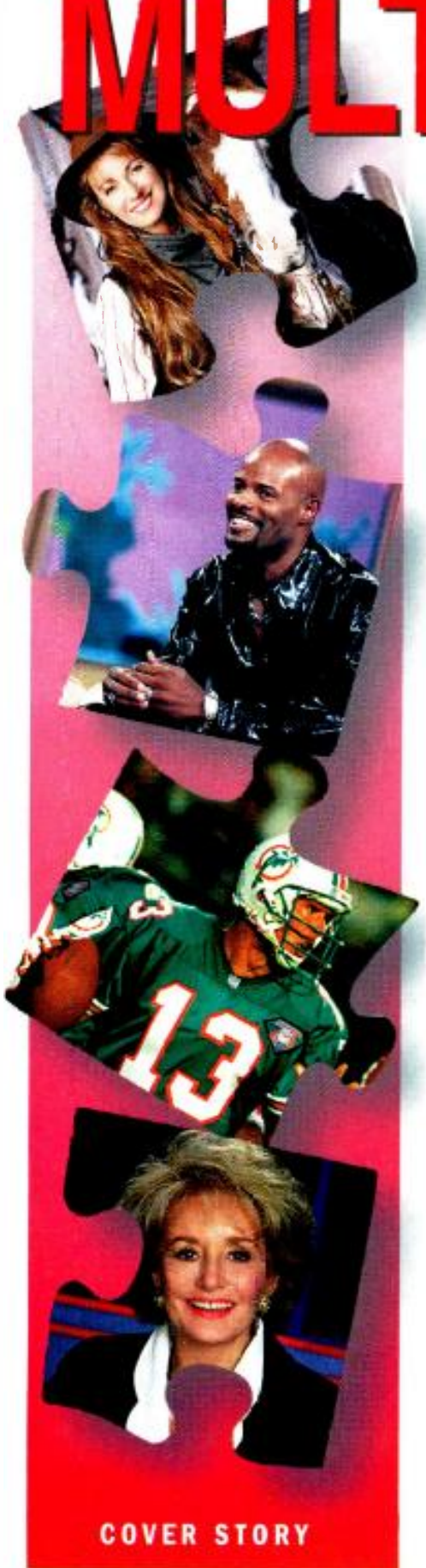
With government applying the heat, all broadcasters are struggling

to establish a business case that makes HDTV, multicasting or any other use of their new spectrum a clear profit machine.

Paxson Communications Chairman Bud Paxson boasts that he has 30 stations largely equipped to go digital. But he says he's all dressed up with no place to go. "I'm think I'm a visionary, but I don't know what the business model is supposed to be," Paxson says. "I'm usually ahead of the game a little bit, but right now I'm waiting."

The big networks and stations are open to multicasting because they are uncertain that HDTV will deliver the revenue needed to justify their substantial investments in digital TV. That investment includes not just transmitters, towers, antennas and studio equipment but also the cost of correcting blemishes currently unnoticeable on standard TV.

Each station will have to spend at least \$1 million just to pass through network feeds. The networks are



COVER STORY

looking at tens of millions of dollars.

With few exceptions, notably Sinclair Broadcasting, none seems to be abandoning HDTV. All the networks, including ABC, say it still appears to be the way to go during prime time, when richly colored, detailed pictures are certain to enhance movies, dramas and sports. The networks also know must at least try HDTV to keep congressmen from howling that they were the victims of digital bait and switch (see box, page 16).

But all the networks are exploring

multicasting at least as a part-time complement to HDTV—during, say, daytime hours when multiple channels of local and national programming may prove more profitable than a single HDTV talk show.

Fox, where Padden used to work, seems particularly keen on the multicasting option.

CBS, once a stalwart of pure HDTV, has now allowed multicasting to seep into its corporate thinking. And PBS will soon approach Congress with a plan that promises HDTV by night and

multicasting by day. "We are looking forward to multicasting," says David Brugger, president of the Association of America's Public Television Stations. "It allows significantly more educational programming to be broadcast simultaneously."

Multicasting proponents believe that broadcasters will not be giving up much in terms of resolution as long as they don't try to squeeze too many channels into their digital channel. "I defy you to see the difference between a four-channel compression and

Set makers prepare for all of the above

Flexibility the key as stations ponder DTV options

The big consumer electronic manufacturers are developing sets that can handle both multicasting and HDTV, but most are hoping that broadcasters will go for HDTV.

"Five more channels is not a reason someone's going to run out and buy another TV set," says Gary Shapiro, president of the Consumer Electronics Manufacturers Association.

"[But] the consumer will recognize the difference in HDTV."

"First and foremost, I'd like to see them commit to HDTV broadcasting primarily because that's the format that is going to show the greatest difference to the consumer," says Steve Nickerson, Toshiba's vice president of marketing.

The uncertainty about what broadcasters will do has complicated digital sets and the plans for marketing them. But all the major manufacturers are expected to show digital models or prototypes at the Consumer Electronics Show in Las Vegas in January.

Mitsubishi says it will introduce at least three models in its 1080 HDTV series in late 1998, all rear projection sets accommodating 16:9 aspect ratios with screens between 55 and 73 inches, according to Bob Perry, director of marketing for Mitsubishi Consumer Electronics of America.

The sets, which will cost \$8,000-\$10,000, will do it all, Perry says. "There's a fairly significant mix of what's going to be available in the first few years of digital TV. Our goal is to have a product that's capable of receiving it."

Zenith plans to introduce large-screen (more than 60



Manufacturers hope sets like this Toshiba HDTV unit will prove popular.

inches) digital sets with widescreen aspect ratios late next year, says spokesman John Taylor. Prices will be \$8,000-\$10,000.

Zenith also is working on set-top converters capable of receiving the range of digital signals; will have one ready next year for the HDTV-ready Pro 900, a \$12,600 HDTV monitor that has been used in demonstrations.

Although Zenith believes HDTV will drive the market, it isn't concerned that multicasting may be part of the mix. "Digital is the linchpin here," says Taylor. "We have felt all along that high-definition television and standard definition would coexist in the digital world."

Other major manufacturers—Toshiba, Thomson (RCA and GE brands) and Sony—are keeping a lid on their digital set plans, possibly fearing that talk will further slow sales of conventional analog sets.

"Clearly we're not in a product mode yet as far as consumer TVs go," says Rick Clancy, spokesman for Sony Electronics. "We're developing receivers that accept all DTV broadcast formats, as well as NTSC analog broadcast signals. We certainly don't want to introduce digital TV receivers that will become obsolete."

A crucial question for the manufacturers is how fast the digital market will firm up. CEMA's Shapiro predicts a total sellout of HDTV sets within months of their introduction, but set makers are not as optimistic. "We have this knowledge of what it took to get color going, and it was slow going," says Frank McCann, spokesman for Thomson Consumer Electronics. "And there's not going to be 24 hours of [HDTV] programming." —BT

HDTV," says Mike Rosenberg, general manager of Hearst/Argyle Honolulu station KITV, which plans to begin digital broadcasting in December.

The daunting business challenges of multicasting are keeping it from catching fire among broadcasters or Wall Streeters. The deployment of digital TV sets, questions about signal security, programming, potential payments for now-free digital spectrum are just some of the unresolved issues.

"Why would broadcasters ever want to recreate MMDS, that great stellar success?" asks Tom Wolzien, media analyst for Sanford Bernstein & Co. "I think people who are staking out positions here are staking out opening positions, not final ones."

Even multicasting advocates are skeptical. "Subscription broadcast television was tried in this country," says one broadcasting executive. "The result was warehouses full of decoder boxes."

Two multicasting proposals are

being kicked around publicly.

ABC is floating a preference for creating three or four channels that might be sold on a subscription basis either in competition with cable operators or, ABC executives say without elaboration, in cooperation with MSOs.

Another, far more ambitious, scheme is being touted by Sinclair Broadcasting President David Smith.

Sinclair wants several local broadcasters to pool their spare digital channels to create wireless cable systems that would sell MTV, Home Box Office and other popular cable networks at a discount.

That scheme is also being privately pushed by other broadcasters and producers, station executives say.

Multicasting is certainly a tantalizing proposition. Unlike cable operators, broadcasters don't have to pull copper down every street. And if consumers can be convinced to buy digital TV sets from Sears and K-Mart, broadcasters would avoid the \$400-\$600-

per-subscriber-cost of installing expensive receivers in subscribers' homes. That burden has crippled the wireless cable industry, which uses microwave channels to beam multiple channels of pay TV to subscribers.

But tough questions loom: Will consumers enthusiastically buy digital TV sets whose major use would be accessing new subscription services? Will broadcasters have to subsidize the home equipment as DIRECTV and other satellite TV operators do? Where is the encryption scheme that a pay service demands?

Marketing and back-office costs also are not clear. Still, Nat Ostroff, vice president of new technology for Baltimore-based Sinclair, says that even a 20-30-channel package could be priced as low as \$10 per month for a lineup including HBO, CNN, MSNBC, History, A&E, ESPN and MTV and the digital transmission of stations' core programming.

"With just 10 percent or 15 percent of the market, you've got yourself a big number here in Baltimore," Ostroff says. "You get 20 percent of that you're talking \$50 million to \$60 million a year in revenue." Ostroff contends that a multi-station multicasting venture could readily grab 50 percent of the local cable market.

Pay multicasting could leave cable in a tough position. Sinclair's wireless cable model could shave or perhaps slash a cable system's customer base. Even a single broadcaster's three-or-four-channel package could hurt if it included CNN, HBO and ESPN for considerably less than the \$35 most cable subscribers pay.

HBO, The Discovery Channel, TBS Inc. and Rainbow Programming have all said that they will launch HDTV services on cable. Broadcasters see that partly as a move to force the Big Four to soak up all their bandwidth on full-blown HDTV for fear they'd lose even more audience to cable.

Ostroff says that is one reason Sinclair decided to go public with its proposal. "There's a quiet movement on the part of various cable programmers to nudge us toward HDTV," he says. "We wanted to make it known to the industry that there is an alternative."

Here are a couple of pieces of bad news. Under the statute granting each TV station a second channel for digital TV, broadcasters get the spectrum for free only if they don't charge for their services. In other words, Sinclair and

Congress wants its HDTV

By law, broadcasters may use their digital channels for multicasting, but if they choose not to offer any high-definition television, they face trouble on Capitol Hill.

House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.) says he favored giving each TV station a valuable second channel because he believed the channels would be used to deliver the crystal-clear widescreen images of HDTV at least part of the time.

"If broadcasters don't use those channels [to offer some] HDTV, they can expect serious new obligations—both financial and public interest," Tauzin said last month after ABC and Sinclair announced they were seriously considering the multicasting option.

House Telecommunications Subcommittee member Rick Boucher (D-Va.) also intends to hold broadcasters to their HDTV promise. "Since the industry provided assurances that the new spectrum would be utilized in part for HDTV services, we have every reason today to expect that those early promises will be kept."

But even more threatening to broadcasters' digital designs is Senate Commerce Committee Chairman John McCain (R-Ariz.). He opposed giving broadcasters the extra digital spectrum and has long been skeptical of their HDTV claims. He plans to hold a hearing later this month to sound out broadcasters on their digital plans.

Not everyone on the Hill is enthralled by HDTV. Ed Markey (D-Mass.), the ranking Democrat on the House Telecommunications Subcommittee, doesn't care what broadcasters do, an aide says. But Markey believes that multicasters should have stiffer public interest obligations, according to the aide.

Representative Cliff Stearns (R-Fla.) says consumers should settle the question. "While I am disappointed to see certain broadcasters unilaterally decide not to use HDTV, I respect the free market and believe ultimately that the improved HDTV technology will be accepted if TV manufacturers can bring the price down."

To cool the congressional discontent, the National Association of Broadcasters has been quick to assert broadcasters' continuing interest in HDTV. "Once consumers see HDTV, they won't expect anything less," says spokesman Dennis Wharton. "This will be a grand marketplace experiment." —PA

its followers would share its pay revenue with the federal government.

The FCC is expected to launch a rulemaking this fall to decide how much. An agency official said the payments will reflect what the FCC has made from the auctioning of non-broadcast spectrum. With some wireless phone and paging auctions more successful than others, the wrong formula could cost broadcasters billions.

Also, while wireless cable, DBS and telco video are assured a ready supply of cable programming, cable lobbyists maintain that the 1996 Telcom Act excludes broadcasters from taking advantage of the program access rules. Those rules, spawned by the 1992 Cable Act, virtually guarantee cable competitors the right to carry networks controlled by MSOs like Time Warner and Tele-Communications Inc.

Broadcasters could stick with their tradition of free over-the-air programming that relies solely on selling advertising. But with 100% reach currently the broadcasters' major selling point, can free multicast services with limited distribution attract enough ad revenue to become viable? In the early

days of multicasting, of course, coverage will be virtually nil.

Even strong cable networks fetch 40%-50% less per viewer than low-rated broadcast networks. Cable channels starting up without license fees and limited coverage have found themselves crunched within a few years.

Although his talk of subscription multicasting is putting cable operators on edge, Padden is trying to avoid an antagonistic stance by emphasizing that ABC is considering new services that could complement existing cable channels.

Cable operators are important customers for ABC parent The Walt Disney Co., which owns ESPN and The Disney Channel and other key networks, he says. "We are focused on partnering with cable for the delivery of our signals rather than seeking to build a competitive distribution platform," Padden says. "That's a very clear-cut distinction from the Sinclair plan."

Padden wouldn't elaborate on how subscription multicasting could be cooperative with cable. Cable executives

said they haven't heard any proposals from ABC. "I don't see how this would not be confrontational," says the CEO of one major cable operator.

There are other disadvantages. The Sinclair plan calls for low data transmission rates so that it can squeeze as many channels as possible into the 6 mhz digital channel. But that translates into poorer pictures, perhaps as low as "VHS quality," critics say.

Cox Broadcasting Executive Vice President Andy Fisher finds the Sinclair subscription model interesting, but he calls the picture quality issues "troubling."

"At the very least, at my core station I would want the quality of that signal at least as good as what I would do now, and hopefully better," Fisher says.

All the confusion has kept investors from crediting broadcasting stocks for the value of the new spectrum. "There's nothing to value," said Bear Stearns & Co. broadcasting analyst Victor Miller said. "There's no business plan to see—revenues, costs, here's your market, here's the penetration."

DTV multicast basics

One of the things that makes transmitting multiple channels of SDTV attractive to some broadcasters is that most of the necessary equipment is already on the market—and at a significantly lower price than the first generation of HDTV gear.

For example, the first commercial HDTV encoder produced by Mitsubishi is said to cost \$500,000-\$600,000. But Divicom's existing MPEG-2 standard-definition encoder, which can handle both 4:3 and 16:9 pictures and is used by DBS services such as EchoStar, sells for \$65,000 and can easily be modified to support the ATSC standard.

"We just need to change the audio from MPEG to Dolby AC-3," says Robin Wilson, Divicom director of marketing. "That will cost between nothing and \$2,000 per encoder. It's a nonissue, really."

The same goes for other areas of the broadcast plant. Jim Kutzner, director of engineering for systems provider Comark Digital Services, says that most stations could feed multiple channels with their current NTSC facilities, particularly if they've already invested in a component digital master control switcher. "Most modern switching systems can handle multiple channels with a minimum added expense," Kutzner says.

He adds that the basic encoding architecture for a



Divicom says it can easily modify its MPEG-2 standard-definition encoder to be ATSC-compliant.

four-channel SDTV facility could cost \$150,000-\$250,000. That would include four SDTV encoders, a multi-channel automation system and a multiplexer to package the channels together into the 19.3 Mb/s ATSC bit-stream and feed it to an 8-VSB modulator for transmission. A DTV transmitter, antenna and transmission line still will cost \$500,000-\$1.5 million for most stations, sans tower.

After providing for one DTV channel, the cost for additional channels

will be less. "It's not going to be twice, three times, four times per channel," says Kutzner. "If you have 20 VTRs for one channel, you're not going to need that many for the next. This can be done respectably for a lot less than people think."

Subscription services, which wouldn't require local insertion of commercials, could simply be passed through from the network to the local station's transmitter. But both Wilson and Kutzner warn that agreeing on a standard conditional-access system between the major networks is an absolute necessity in order to distribute pay services to viewers' digital television sets.

"Conditional access is a major operational and logistical issue that cannot be ignored," Wilson says. "On day one, they've got to manage to get the standard nailed down."

—GD

Sassa to head NBC TV Stations

By Steve McClellan

Scott Sassa is replacing John Rohrbeck as president of the NBC Television Stations.

Sources say Rohrbeck is taking a leave of absence to enter a rehabilitation program for an alcohol problem and will return to NBC in a new post yet to be determined. An NBC spokesperson would say only that Rohrbeck was taking some time off and would return in a "senior executive position."



Sassa has worked for Marvel Entertainment and Turner.

Rohrbeck would be the second senior executive at NBC in the past year to seek help for an alcohol problem. Don Ohlmeyer, president of West Coast operations, left late last year

to enter the Betty Ford Clinic. He returned to his post early this year.

Sassa joins NBC from Andrews Group (a unit of investor Ronald Perelman's MacAndrews and Forbes Holdings), where he was president, as well as chairman of Marvel Entertainment. Before that he spent nine years at Turner Broadcasting System, most recently as president of Turner Entertainment Group. He left Turner last October.

In a statement, Wright said Sassa has a mandate to build the station group through acquisitions and improved performance of existing stations and to develop programming for the NBC stations and the syndication business.

Sassa's appointment was somewhat of a surprise. Many people inside and outside NBC assumed that Bill Bolster, CNBC president, was the heir apparent to the station group. As general manager of WNBC(TV) New York (before taking on his current post), Bolster was credited with turning around the group's flagship station.

Sassa's programming acumen may have won him the job, sources speculate. Rohrbeck took the station group to new revenue and profit heights, but his track record as a programmer was mixed. ■

Closed Circuit

WASHINGTON

Global interest

Prism Capital is offering \$75 million for home shopping company Global Broadcasting Systems Inc. That tops Shop at Home Inc.'s earlier bid by \$22 million. Prism's offer came in New York bankruptcy court last Thursday, says Betsy Cameron, FCC counsel to Global bankruptcy trustee James Copper-Smith. A Prism executive declined comment. Other companies that have indicated an interest in the stations or sent a representative to court include Paxson Communications; UPN part-owner United Television; Granite Broadcasting, and Newsweb, which owns KTVD(TV) Denver and WPWR(TV) Chicago. United is interested only in Global's KCNS-TV San Francisco, Cameron says. Global's other owned station is WRAY-TV Wilson/Raleigh, N.C.

HOLLYWOOD

Mouse eyes start-up

It appears the Walt Disney Co. is looking seriously into starting its own regional cable sports network in Southern California. Sources say officials for Anaheim Sports (Disney's sports division that runs the Anaheim Angels and Mighty Ducks of Anaheim) have been talking with other professional sports franchises and media analysts about the costs of starting up a regional outlet.

NEW YORK

LCG on block

Latin Communications Group, New York-based Spanish-language radio and TV owner, has retained First Boston to explore possible sale of the company. Sources say Heftel Broadcasting, another big player in Spanish-language radio, has a first-look option to acquire LCG, although that option is said to expire within a couple of weeks. LCG is principal owner of more than a dozen Spanish-language stations in markets including San Francisco, San Jose, Sacramento and

Denver, as well as of three low-power Spanish-language TV stations in Washington, Tampa and Orlando. Wall Streeters estimate the company could go for \$250 million.

NEW YORK

Cable coverage in flux

Look for changes in how two major newspapers cover cable. The *Wall Street Journal's* cable reporter, Mark Robichaux, goes on an 18-month leave next week to write a book about Tele-Communications Inc. Chairman John Malone. Armed with a deal from Random House, Robichaux plans to trace the development of the cable business with Malone at the center. TCI executives say that Malone and President Leo Hindery are cooperating with Robichaux. At the same time, *New York Times* cable and telecom reporter Mark Landler is going to Oxford on a two-month sabbatical and will then be reassigned to Hong Kong.

DENVER

Pop goes the offering

Don't be surprised if you hear a pop Thursday (Sept. 11), the day after Tele-Communications Inc. closes its offer to exchange shares of TCI common stock for shares of TCI Ventures Group (TCIV). The pop—a quick rise in share prices—appears to be what investors are anticipating. That's one way of interpreting the extraordinarily heavy trading volume of TCI shares last week—25.3 million on Thursday and 27.4 million Friday, compared with an average daily volume of 7.6 million shares. Arbitrageurs appear to be seeking a double win. First, buy pre-exchange TCI shares and swap them for TCIV shares. Then, assuming the TCIV shares pop, sell them and buy post-exchange TCI shares. The gap between TCOMA and TCIV closed Friday, with TCOMA hitting a 52-week high of \$19.50—right where TCIV shares are trading. Analysts expect the "pop" to push TCIV shares into the low-to mid-\$20s.

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Reform that doesn't take a bite out of TV time

Specter plan emphasizes funding restrictions, disclosures

By Paige Albiniaik

Senator Arlen Specter (R-Pa.) last week said a provision in a prominent campaign-reform proposal from senators John McCain (R-Ariz.), Russell Feingold (D-Wis.) and Fred Thompson (R-Tenn.) mandating free airtime for political candidates is "unconstitutional."

The provision in the McCain-Feingold bill requiring broadcasters to offer the free time "does not measure up to the constitutional standard of the Fifth Amendment on taking property without due process of law," Specter said on the Senate floor Monday. "I recognize the contention that the airwaves belong to the American people. But...I

do not see how you can square, constitutionally, the taking of that property without compensation."

Specter plans to introduce his own campaign finance reform bill without such a requirement. His bill would end soft-money contributions from corporations, eliminate foreign contributions, limit personal financing of campaigns and more closely regulate disclosures and expenditures.

The issue is popular on Capitol Hill; 72 bills have been introduced this session related to campaign finance reform. Senators McCain, Feingold and Thompson and several cosponsors from both parties plan to offer a new draft of their bill, says Pia Pjalorsi, spokeswoman for the Senate Commerce Com-



Sen. Arlen Specter (l) opposes the free-airtime provision in a campaign reform bill co-sponsored by Sen. John McCain.

mittee chaired by McCain. Neither a date for the bill's introduction nor its final form have been determined, she says.

The senators also may separate the McCain-Feingold legislation into parts, to improve chances of passage for at least some provisions.

Both houses are expected to spend the bulk of their remaining time this session on 13 appropriations bills that have an Oct. 1 deadline. But McCain and Feingold have threatened to stall Senate action on other measures if campaign finance reform is not taken up this month. ■

Tauzin sees new satellite license law

Telecommunications chairman wants more competition for cable

By Paige Albiniaik

House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.) last week said he expects Congress to rewrite satellite law to change how Congress determines satellite compulsory licenses and to allow satellite providers to broadcast local network signals into local markets.

Tauzin called a copyright arbitration panel's recent recommendations for satellite compulsory retransmission fee hikes "anticompetitive."

"It damages the ability of Congress to create competition among multi-channel video distributors for consumers," he said.

A bill such as Tauzin suggests would replace the Satellite Home Viewer Act, which governs compulsory fees and transmission regulations. Satellite compulsory fees could rise from 6 cents to 27 cents for retransmission of distant network signals, and from 14.5 cents to 27 cents for retransmission of distant superstation signals under the copyright panel's scheme.

Instead of raising rates for cable competitors—possible pricing them

out of the market—Tauzin said the government should help increase competition by keeping fees low.

Broadcasters are relatively happy with the recommendation, although their experts recommended to the panel that satellite providers pay even higher rates. "Broadcasters see it not as a win, but not as harmful either," says one industry source. "I think it's benign."

Copyright owners argue that fee rates to distribute their programming should be determined by the market so that they can get a fair return on their investment.

The Satellite Broadcasting & Communications Association (SBCA) plans to appeal the rate hike to the Copyright Office, the U.S. Court of Appeals and eventually Congress, says SBCA President Chuck Hewitt.

"We want to exhaust all our opportunities to work all of these issues out without having to go to Congress," Hewitt says. "We have to see what kind of [congressional] support we have. This rate increase is so gigantic in the



Tauzin wants license fees to remain low.

midst of Congress trying to find competition to cable. Congress is going to have to take a hard look at it."

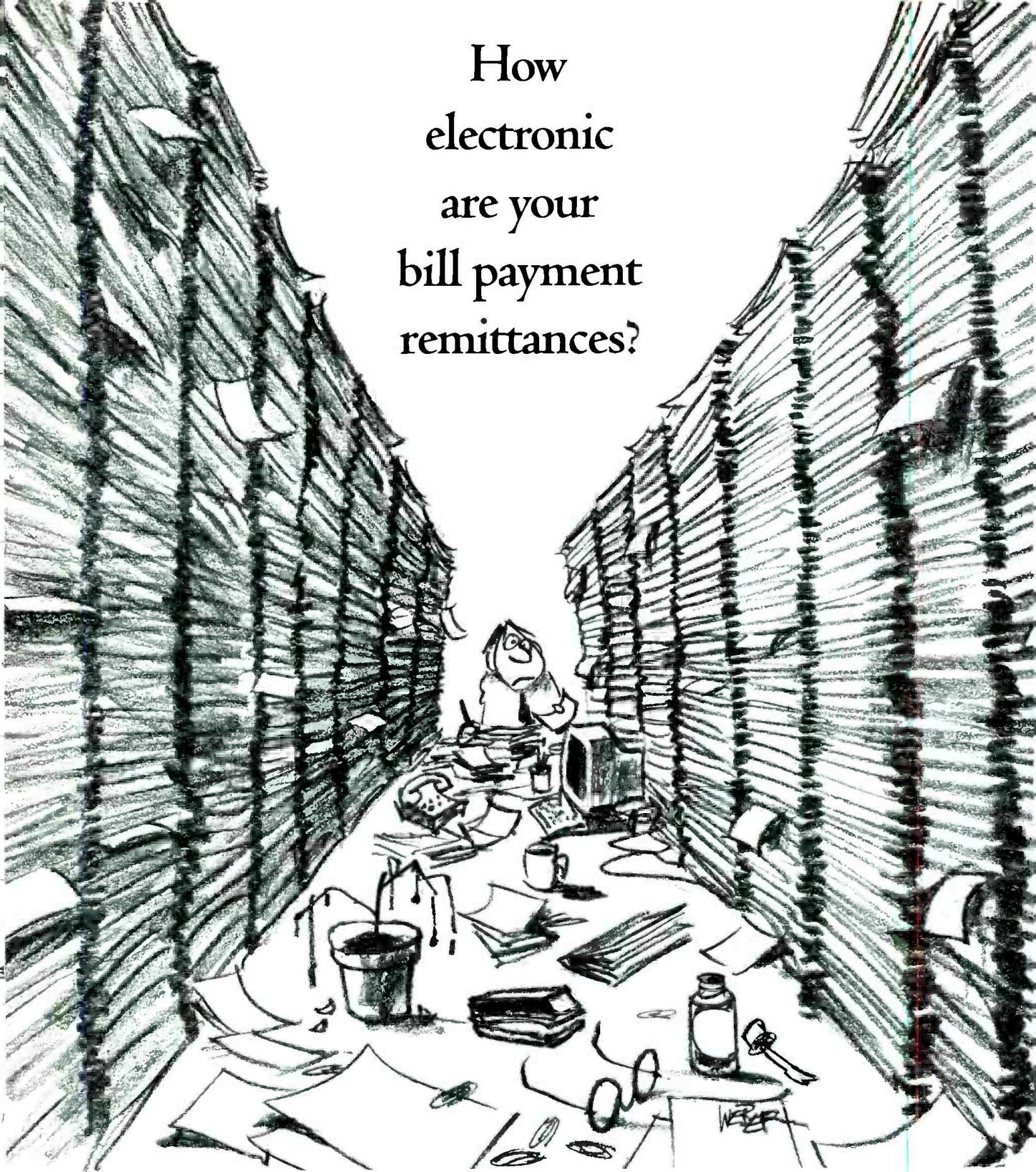
SBCA—which represents DIRECTV, EchoStar and Primestar, among other providers—wants to eliminate a provision in the SHVA restricting satellite transmissions to "white areas," areas where viewers would not be able to receive the signals. Satellite provider Primestar

24 has been sued by broadcasters for allegedly retransmitting local network signals in areas other than white areas.

The association also wants to eliminate a provision that requires consumers in white areas to wait 90 days after they stop receiving local network signals via cable before they subscribe to DBS services.

The satellite industry may have supporters on the other side of the Hill. Senate Commerce Committee spokeswoman Pia Pjalorsi says the committee's chairman, John McCain (R-Ariz.), is "monitoring the issue. It is a big jump to 27 cents from 6 cents." ■

How electronic are your bill payment remittances?

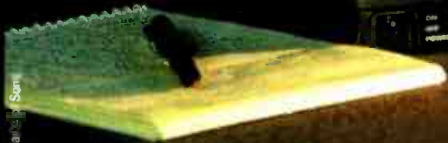


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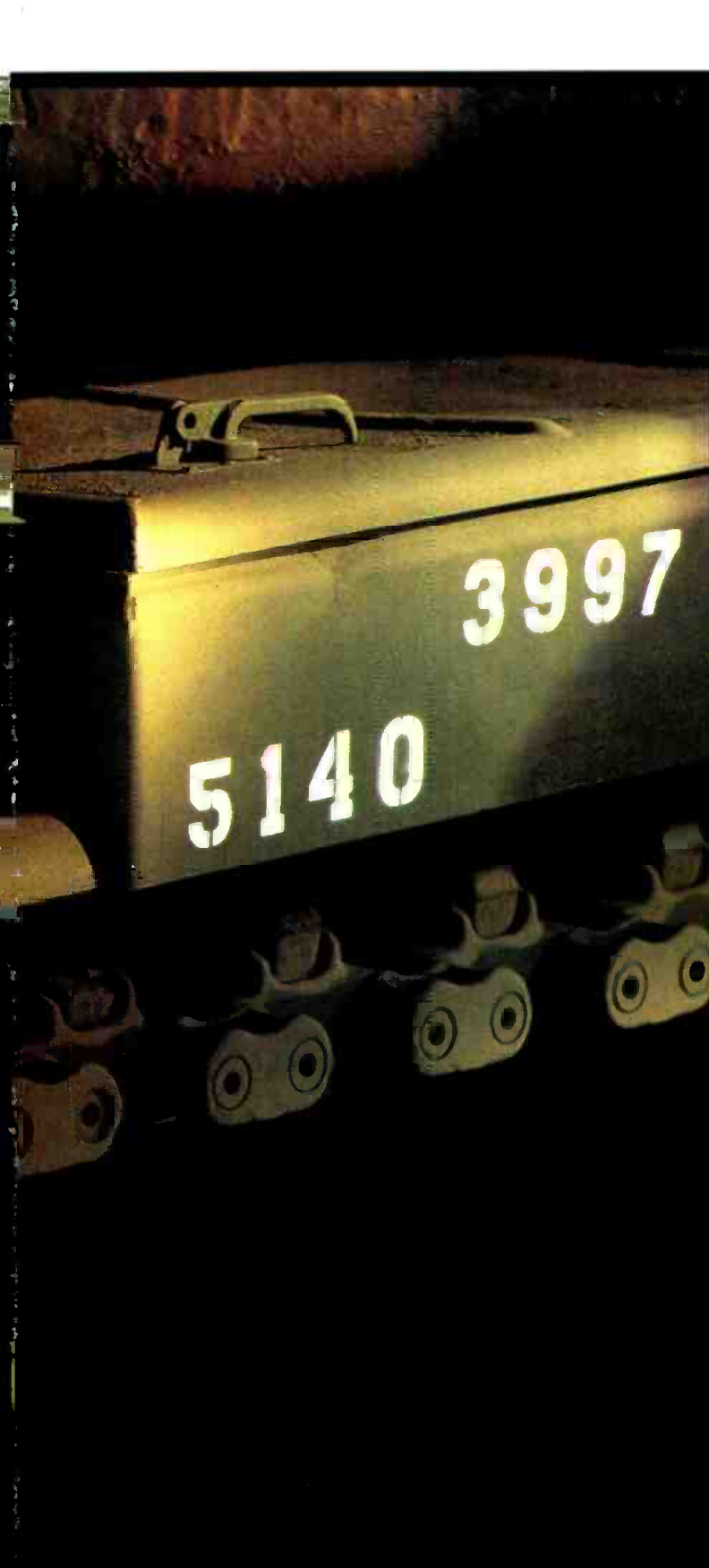
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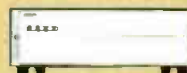
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Low power to the people

Increasing radio piracy challenges broadcast authority

By Paige Albinak

Broadcasters say the growing number of pirate stations—unlicensed, unregulated and unrepentant—has been clogging the airwaves, possibly aided by the Internet.

Earlier this summer the Milwaukee Area Radio Stations (MARS) Association submitted to the FCC a complaint and request for investigation of seven pirate radio stations in the Milwaukee area.

The number of such stations may be growing because the equipment is relatively inexpensive, the Internet allows radio pirates to find each other and share trade secrets, and a court case pending in California has allowed one well-known pirate station to remain on the air indefinitely.

"Broadcasters are outraged that they

have to file under all these rules and regulations and pay fees while pirate radio stations pay nothing," says Jeff Baumann, NAB's executive vice president and general counsel. "It's more of an argument about parity." Members of the NAB executive committee will discuss pirate radio Wednesday at their monthly meeting.

Radio pirates thumb their nose at any fairness arguments made by commercial broadcasters. Their argument is that the FCC is in cahoots with the NAB and that both are conspiring to keep commercial broadcasters fat and happy.

"Basically the airwaves belong to the rich," says Luke Hiken, attorney for the National Lawyers Guild's committee for democratic communications, in San Francisco. Hiken says getting a broadcast license costs \$50,000-\$100,000, not to mention the cost of going on the

air, which prevents the average American from launching a radio station.

"When you sell radio stations for \$45 million as the low selling price, you are excluding a significant [number] of people from having access to the airwaves," he says.

Hiken represents pirate radio broadcaster Stephen Dunifer of Free Radio Berkeley in California. Dunifer was once fined \$20,000 by the FCC, but he has never had to pay; he continues to broadcast. The case has been held up in the U.S. District Court for the Northern District of California for the past year and a half.

FCC officials say that the actual number of pirate stations, operating at as low as 10 watts and as high as 1,000 watts, is nearly impossible to determine. Officials also say they are hard at work shutting down these stations, but an Internet search found many radio pirates advertising their existence and describing how to build more stations, even though broadcasting without a license is a violation of the law. ■

Plans for free speech

In response to radio board member Bill O'Shaughnessy's pitch for a First Amendment/public interest task force, NAB's executive committee directed NAB staff to "develop a strategic plan of action in support of free speech rights of radio and television stations," the association said in a statement. NAB will explore outreach efforts to First Amendment-related organizations and scholars. It also is considering a series of NAB-sponsored symposia on free speech, as well as an effort "to educate younger broadcasters on the importance of the First Amendment." NAB also said its Education Foundation, which will start its work next month, "will play a central role in the expanded First Amendment policy arena."

Kids TV

The FCC's new children's TV rules went into effect last Monday, with stations now required to deliver at least three hours of educational programming per week. "I am very pleased that parents and kids will have new choices," said FCC Chairman Reed Hundt. In a Sept. 2 prepared statement, Hundt put in a plug for ABC's *Science Court*, "which I just watched and enjoyed today." It wasn't clear where Hundt had seen the show, since it did not debut until Sept. 6 (ABC said it didn't send him a copy), although review copies have been in the hands of top-50-market TV reviewers for two weeks.

McCain to take stock of Telcom Act

Senate Commerce Committee Chairman John McCain (R-Ariz.) will brief reporters next week on his view of the

state of telecommunications competition. McCain has promised to hold hearings on how well the Telecommunications Act of 1996 is working, as well as on whether the budget deal will hurt rural telephone consumers. The Senate Commerce Committee also plans to hold hearings on

FCC commissioner nominations this month, but it is waiting for the nomination of Gloria Tristani of the New Mexico State Corporation Commission. Hill sources say the administration started her paperwork late, causing the delay. McCain faces a full

legislative schedule, but a possibly shortened calendar. Congressional leadership is talking about adjourning the 105th Congress as early as the end of October now that the budget deal is done.



Edited by Paige Albinak and John Eggerton

Media merger

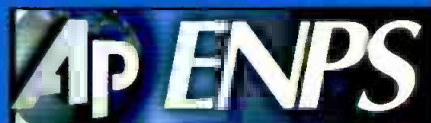
Seattle-based Davis Wright Tremaine expanded its Washington office by adding Roberts & Eckard partners Lawrence Roberts, Linda Eckard and Kenneth Kaufman. The three will handle national communications, media and intellectual property issues. Also joining Davis Wright are counsel Karen Casser, associates Mary Plantamura and Pamela Cooper, and four staff members. Davis Wright's clients include CBS, CNN, NAB, TCI, TNT, Turner Broadcasting, Court TV, ESPN, HBO, E! Entertainment Television, AT&T, Columbia Pictures/Sony Pictures Entertainment and the Association of National Advertisers. Roberts & Eckard's clients include America Online, BET and Discovery Communications.

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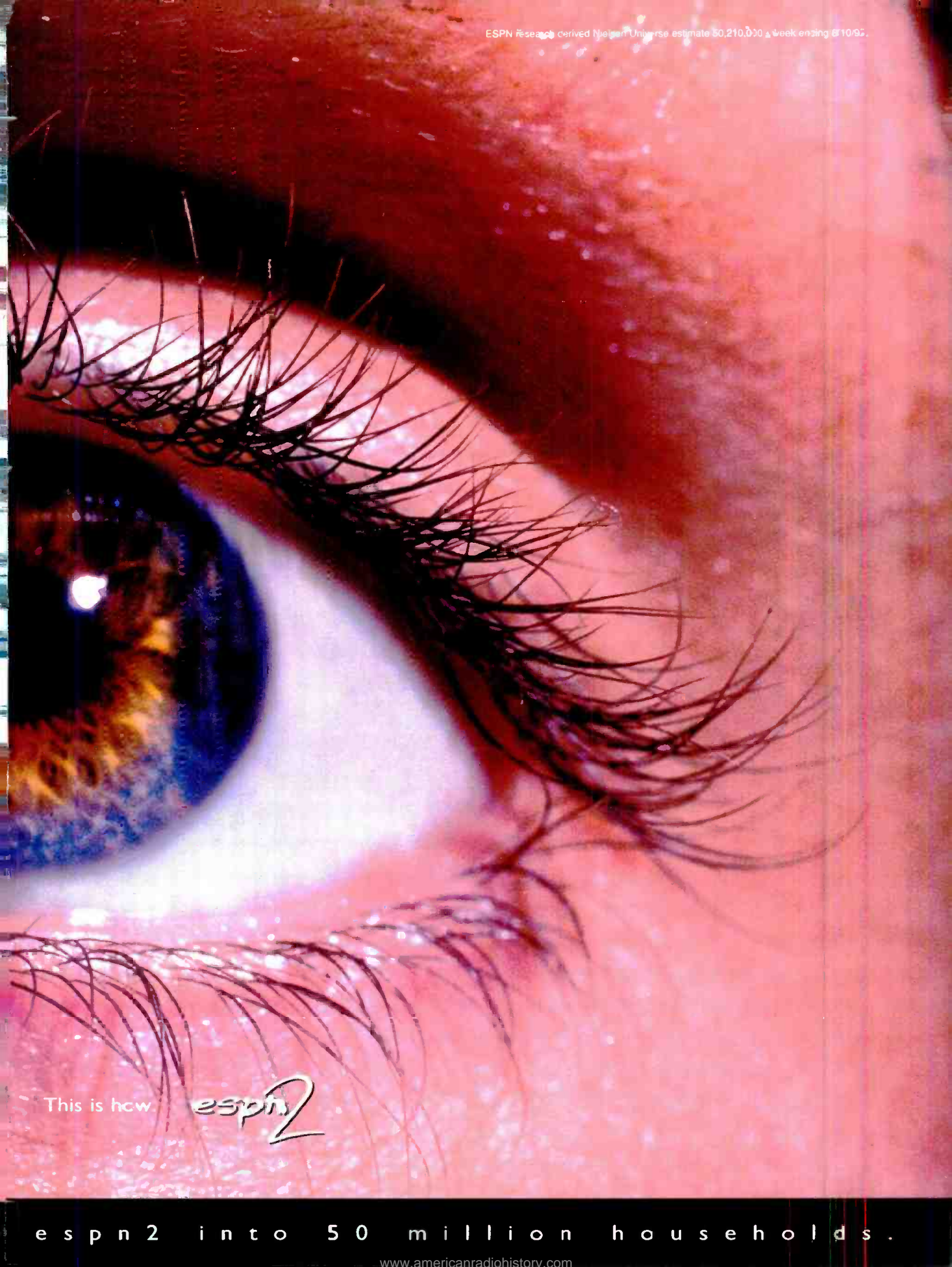
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How do you get fifty million people to remember a single moment for the rest of their lives?

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Hill named FBC chairman

*Jacobson, Nesvig
also get new duties*

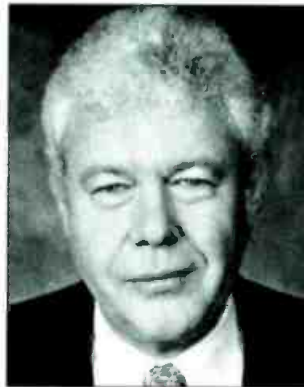
By Lynette Rice

David Hill's rapid ascent at Fox Broadcasting Co. continued last week, when he was named chairman and CEO, overseeing the Fox entertainment group and Fox TV network, as well as Fox Kids and Fox Sports.

In a related move, Larry Jacobson—formerly executive vice president of Fox Television and executive vice president/CFO of FBC—was named president of Fox Broadcasting. In addition, Jon Nesvig, FBC president of sales, has assumed additional corporate duties as executive vice president, Fox Television.

Hill—who joined FBC in December 1993—was founding president Fox Sports. He'll retain the title, as well as his responsibilities as CEO of Fox Sports Net, the joint venture of Fox Sports and Liberty Media. Last July, Hill took on additional duties as president and COO of Fox TV—a role he says he will maintain as the new chairman and CEO of FBC.

"This is something that's been in the works for a while," Hill says. "What it does is formalize the arrangement that's been in existence since I came to



David Hill



Larry Jacobson



John Nesvig

the network over a year ago. For me, it is really kind of business as usual, but what the promotion does for Larry is that he'll focus 100 percent of his time on the network. I'm going to be focusing on the main business of improving the network."

Jacobson and Nesvig will continue to report to Hill, as will Peter Roth, entertainment president, Ira Kurgan, FBC executive vice president of network operations, and Ed Goren, Fox Sports executive vice president of productions and executive producer.

"My immediate goal is to ingrain every facet of this network—and everyone associated with it—with the same maverick spirit I believe has always served my better nature," Hill says. "Fox was born in the nontraditional, the

avant garde and the irreverent, and I take it as nothing less than my personal quest to ensure [that] these qualities are not only protected but nurtured."

Jacobson also has enjoyed a successful rise at Fox. Named vice president of finance for Fox Inc. in 1990 before becoming senior vice president of finance for FBC in August 1993, he was tapped as FBC executive vice president and CFO in July 1994. In the last position, he oversaw all financial affairs and business development for the division. Named executive vice president, Fox TV, in 1996, Jacobson played a key role in the Fox Kids Worldwide joint-venture with Saban, as well as the formation of Fox Sports and Liberty Media's Fox Sports Net.

"There has never been a more exciting or important time for the Fox Network and its affiliates," says Jacobson. "Our first decade has seen us challenge the norms of broadcast television at nearly every turn, and now that we have gained our place among the Big Four, we are together poised to demand even greater success."

Nesvig retains his role as FBC president, sales, a title he has held since June 1994. He's responsible for overseeing all sales for FBC's prime time schedule, as well as for Fox Sports and Fox Kids. With his new title, he will supervise global advertising sales for all Fox and News Corp.-owned television properties. ■

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Parsons departs 'Keenen'

Exiting co-executive producer denies there was any creative clash with show's star

By Joe Schlosser

Less than a month after *The Keenen Ivory Wayans Show* hit the air, the late-night talk show's executive producer is hitting the road.

Charlie Parsons, who shared the executive producer title with Wayans, is leaving after only four months on the job. Both Parsons and Wayans deny persistent rumors that the two could not get along and clashed over the creative direction of the show.

"When you make a program, you always have healthy discussions," Parsons says. "But overall, we got along very well. I've been getting calls all summer long saying that we don't get along. But we did and we still are. It is not that big a deal."

Parsons will remain with the program in a consulting capacity, while Wayans takes over day-to-day operations of the show for the time being. Buena Vista Domestic Television officials say another producer likely will join the show in the next two weeks.

"It is almost a given in the industry that virtually every program changes executive producers either early on or somewhere in the first year," says Petry's Dick Kurlander. "I must admit, however, that it is not typical for the person to be replaced after four weeks. That's different."

Kurlander says *The Keenen Ivory Wayans Show* has a lot of potential, aided by Wayans's "almost household name." He says that if a new producer or Wayans himself can broaden the show's audience appeal, the ratings should begin to climb. For the week of Aug. 25-29, Wayans's show averaged its lowest weekly numbers—a 2.6 rating/7 share in the overnight metered markets, according to Nielsen Media Research data. In its first four weeks, *Wayans* averaged a 3.0/8.

Parsons, a London-based television producer, was brought in earlier this summer with his production team, Planet 24, to help get the show off the ground. At the same time, Buena Vista signed Parsons and Planet 24 to a long-range development deal. Parsons says he is leaving the *Wayans* show so quickly because Buena Vista officials want him to begin production on another pro-

ject, a syndicated early-fringe news magazine for next season. Half of the Planet 24 staff will leave the *Wayans* show, while the other half will continue to work on the late-night show.

"We actually planned to get out a bit later, but we've decided to do it a bit earlier," Parsons says. "In order to have this other show ready for NATPE [in

January], we felt we had to make a move now."

Buena Vista officials say the news magazine, geared to a teenage audience, is "hip-hop, rock, and urban skewed." Parsons says he and Buena Vista officials have yet to decide on a host, but that a female lead will be chosen soon. ■

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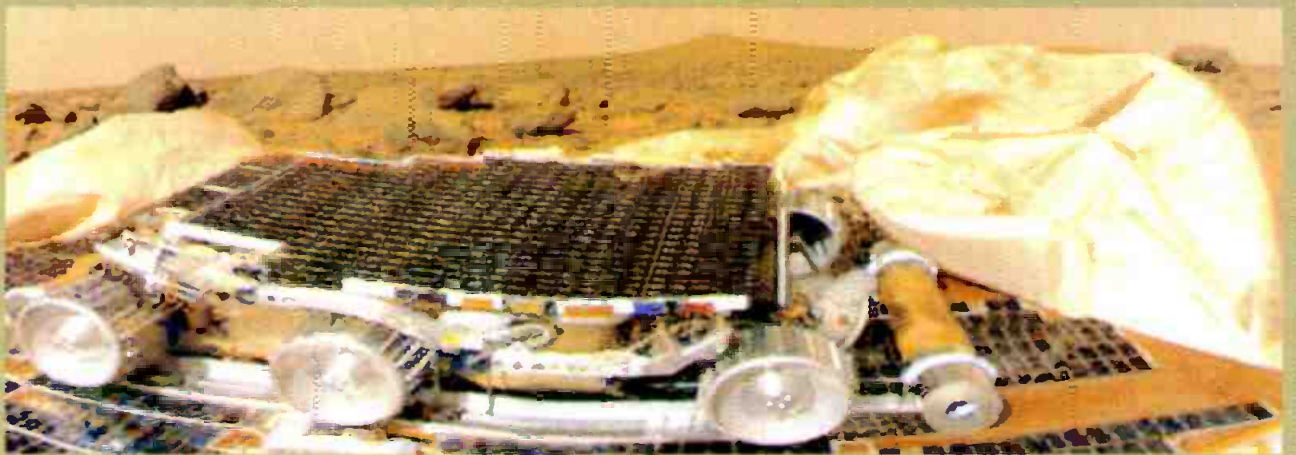
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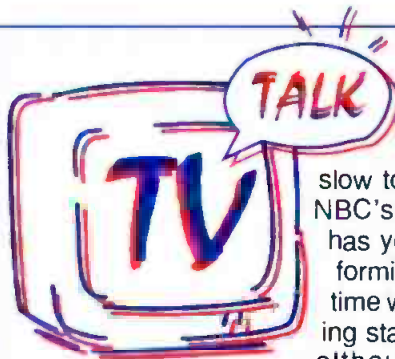


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The 'Sunset' also hopes to rise

The sun has been slow to rise on *Sunset Beach*. NBC's freshman soap opera has yet to establish itself as a formidable player in the daytime wars. Shoring up the writing staff remains a top priority, although the NBC Studios

show has yet to hire a replacement for former head writer Bob Guza, who officially left the show on Labor Day to take his old job as head writer at ABC's *General Hospital*. Guza, who was pulled from his ABC post in June, was expected to leave *Sunset*. He will retain his *Sunset* co-creator credit, with Charles Pratt and Josh Griffith. An infusion of new energy certainly wouldn't hurt the show. The daytime drama has averaged a 1.2 rating with women 18-49 since its debut Jan. 6. For the week of Aug. 18, the latest national Nielsen Media Research ratings available, *Sunset Beach* averaged a 1.8/7 in households and a 1.1 in the key women's demo. ABC, in the meantime, is trumpeting the return of Guza, who earned an Emmy nomination for his work on *General Hospital*.

Lunden's chair is filling up

Lisa McRee will officially take over Joan Lunden's chair

on ABC News's *Good Morning America* today (Sept. 8). The former co-anchor of *Eyewitness News* at KABC-TV Los Angeles began her duties at the network last week, when she traveled to London to cover the Princess Diana story.

No Chung for new '20/20'

Though rumors were rampant that former CBS anchor Connie Chung had found a new home at ABC, the network said last week that Hugh Downs and Barbara Walters will co-anchor the new Thursday edition of *20/20* in addition to the long-running Friday *20/20*. "We're delighted that Barbara and Hugh will co-anchor another hour of the program they have been instrumental in making such a great success," says ABC News Chairman Roone Arledge. Speculation about Chung taking over as host of the Thursday *20/20*—set to debut Sept. 11—began circulating not long after she was seen lunching with Arledge in New York. The long-running Friday edition of *20/20* will debut Sept. 12.

Pearson picks funny men

Pearson Television has tapped U.K. TV writers Simon Nye (creator of *Men Behaving Badly*), Paul Makin and Matthew Hall to develop comedy and drama programming for the U.S. market. Nye and Makin will work with Pearson to develop sitcoms, while Hall will work on drama projects. —LR

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Hawking Hollywood

Satellite-delivered memorabilia channel debuts

By Joe Schlosser

Bob Madariaga wants to sell celebrity memorabilia, estate jewelry and vintage watches from the city where stars are made.

Madariaga is so intent on selling the public "Hollywood treasures" that he has started a television network—or at least a satellite-delivered programming block—to do just that.

Last Tuesday, Hollywood Treasures hit the airwaves, auctioning off jewels and memorabilia from the stars—all of it done live from a Los Angeles studio, with viewers bidding by phone or via the Internet for their favorite items.

"We want to be the Sotheby's of television," says Madariaga, the would-be network's CEO and one of four partners in the venture. "I think this is what the industry needs. There certainly is a demand for the product."

The programming block is being

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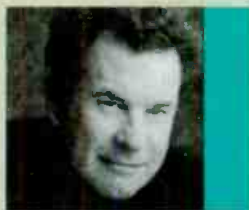
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transmitted seven days a week for a total 23 hours per week and is carried by a number of cable operators, TV stations and low-power stations, says Madariaga. He plans to make Hollywood Treasures into a full-time cable network like Home Shopping Network or QVC in the next two years. The would-be network is a joint production of World Television and the Hollywood Shopping Network.

On Hollywood Treasures' first day, gross billings were more than \$25,000, and one of the first purchases was made by actor/comedian Albert Brooks. Brooks bought two vintage watches, Madariaga says.

Errata

Due to an editing error, the story on Fox's Thursday night lineup (Sept. 1) left the impression that Chuck Lorre had stopped working on his sitcom *Venus on the Hard Drive* to concentrate on his other freshman show, *Dharma & Greg*. He is still working on the former, while focusing on the latter.

As for celebrity interviews and appearances, five to seven minutes at the top of each hour will be set aside for star chats. ■

SYNDICATION MARKETPLACE**'South' goes north**

PolyGram Television has cleared action series *Due South* on 126 stations representing 87% of the nation. New stations for the hour series include KCBS-TV Los Angeles, WGTW(TV) Philadelphia and WDCA(TV) Washington. *Due South* debuts in syndication this fall with 22 all-new episodes.

Hard Copy' coast to coast

As *Hard Copy* rolls into its ninth season, the syndicated news magazine is going to try to shake things up a bit. The show's anchors will work from separate coasts: Barry Nolan will work out of New York City, and Terry Murphy will remain in Los Angeles. *Hard Copy* officials say it is the first time a strip news magazine has originated from two locales. Also added to the show were correspondents Ed Miller, Stephen Langford and Pat Lalama. Miller most recently was a political correspondent for WNYW(TV) New York. Langford has been a segment producer for the show since 1995 and was previously an anchor with KENS-TV San Antonio, Tex. Lalama joins the news magazine from KCBS-TV Los Angeles, where she was a general assignment reporter.

Paramount Showcase

PolyGram Television's "Showcase 14" movie package has been licensed to the Paramount Stations Group, which includes stations in eight of the top 10 markets. Showcase 14 comprises 16 cutting-edge movies, including "Basketball

Diaries," "Jason's Lyric" and "Bound." Stations in the deal include WPSG(TV) Philadelphia, WSBK-TV Boston and KTXA(TV) Dallas.

FilmLeader 5 clears

ACI/Pearson's "FilmLeader 5" movie package has been cleared on 140 stations representing 85% of the nation. The 12-title barter package has been cleared in all of the top 40 markets. Stations include WABC-TV New York, KABC-TV Los Angeles and WBBM-TV Chicago.

'Donny & Marie' top 50%

Columbia TriStar Television Distribution has now cleared *Donny and Marie* in over 50% of the nation. New clearances for the updated talk and variety show include WFXT(TV) Boston, KTVT(TV) Dallas, WCCB(TV) Charlotte and WKRN(TV) Nashville. *Donny and Marie* is already cleared in the top three markets on the Fox owned and operated stations.

'Wayans' numbers in

The national ratings are finally in for Buena Vista's *The Keenen Ivory Wayans Show*. Delays in Nielsen Media Research's verification process held up the show's national ratings for its first three weeks. In its premiere week (Aug. 4-9), *Wayans* scored a 2.4 national household rating; the following two weeks, it averaged a 2.0 household rating. The other new late-night show, Columbia TriStar's *Vibe*, started off with a 2.2 national household average in its first week, Aug. 4-9, following it with a 1.8 and 1.6 in its second and third weeks, respectively.

HSN loses in Kansas City

Court rules that shopping network breached its contract

By Price Colman

Monte Miller figured he'd be playing David to Home Shopping Network's Goliath when they squared off in court over Miller's decision to drop HSN from his independent TV station in Kansas City, Kan.

He was right, all the way to the outcome of the biblical allegory in which David slays Goliath. Late on the Friday before Labor Day, an eight-member federal jury in Kansas City unanimously voted that HSN, not Miller Broadcasting, had breached its contract.

"We feel greatly relieved," says Miller. "There were a lot of things that could have been done along the way to avoid this. I regret that it had to go this far. I wish HSN well, but I'm still not over feeling that we were unfairly picked on."

In 1996, HSN sued Miller Broadcasting, owner of KMCI(TV), after Miller dropped HSN. Miller contended that HSN had breached its contract by unilaterally reducing local ad time available in its programming to two minutes per hour from five. Miller subsequently signed a local marketing agreement with Scripps Howard Broadcasting, which was named co-defendant in the suit.

Miller says there were dicey moments during the jury's five hours of deliberation that concluded the week-long trial. The jury twice asked

for certain testimony to be replayed, and Miller says he later learned that at one point, the jury was split—half for him, half undecided.

Miller says he won't be surprised if HSN appeals. "The impression we got is that if they didn't get full damages, they were going to prosecute this," he says.

For now, however, HSN is mulling

The Home Shopping NETWORK

its next move.

"We're obviously disappointed with the outcome and weighing options going forward," says HSN spokesman Gerry Hoepfner. ■

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Top ranked syndicated shows for the week ending Aug. 24, as reported by Nielsen Media Research. Numbers represent average audience/stations/% coverage.

- | | |
|--------------------------------|------------|
| 1. Wheel of Fortune | 9.3/226/97 |
| 2. Jeopardy! | 8.1/222/98 |
| 3. Home Improvement | 7.5/229/98 |
| 4. Oprah Winfrey Show | 6.6/235/99 |
| 5. Seinfeld | 6.5/225/96 |
| 6. Simpsons | 6.1/207/97 |
| 7. Xena: Warrior Princess | 5.2/225/98 |
| 8. Entertainment Tonight | 5.1/187/95 |
| 9. Wheel of Fortune-wknd | 4.9/184/81 |
| 10. Hercules, Journeys of | 4.6/235/99 |
| 11. Jenny Jones Show | 4.2/187/94 |
| 12. Inside Edition | 4.1/157/89 |
| 12. Montel Williams Show | 4.1/191/96 |
| 14. Star Trek: Deep Space Nine | 3.9/236/97 |
| 15. Sally Jessy Raphael | 3.8/177/95 |

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Week 49	abc	CBS	NBC	FOX	U/PIN	WB	
	5.5/9	7.8/13	9.2/16	5.1/9	3.1/5	2.0/3	
MONDAY	8:00	70. Explosion! 4.7/8	31. Cosby 7.6/14	11. Dateline NBC 9.6/17	51. World's Funniest Kids Outtakes 6.1/11	95. In the House 2.8/5	106. 7th Heaven 1.9/3
	8:30		36. Ev Loves Raymd 7.4/13			83. Mal & Eddie 3.4/6	
	9:00		21. Cybill 8.2/13			91. Good News* 3.1/5	105. Buffy/Vampire Slayer 2.1/3
	9:30	55. ABC Monday Night Movie—Searching for Bobby Fischer 5.8/10	25. Murphy Brown 7.9/13	14. NBC Monday Night Movie—The Beast, Part 2 9.0/15	77. Roar 4.1/7	88. Sparks 3.2/5	
	10:00		28. Letterman Video Special 7.8/14				
10:30							
TUESDAY	7.7/14	7.5/13	9.0/16	4.8/8	3.0/5		
	8:00	53. Roseanne 5.9/11	41. JAG 7.0/13	31. Mad About You 7.6/14	68. Fox Tuesday Night Movie—Splash 4.8/8	83. Moesha 3.4/7	
	8:30			40. NewsRadio 7.2/13		81. Moesha 3.5/6	
	9:00	10. Home Imprvmt 9.7/16	30. CBS Tuesday Movie—The Other Woman 7.7/13	17. Frasier 8.8/15		97. Hitz* 2.7/5	
	9:30	13. Spin City 9.1/15		25. Just Shoot Me 7.9/13		102. Hd Over Hls* 2.3/4	
10:00	25. NYPD Blue 7.9/14		4. Dateline NBC 11.4/20				
10:30							
WEDNESDAY	8.2/15	6.7/12	8.5/15	4.3/8	2.9/5	3.3/6	
	8:00	12. Drew Carey 6.9/13	41. The Nanny 7.0/14	19. NBC Movie of the Week—Abduction of Innocence 8.4/15	60. World's Funniest Outtakes 5.4/10	97. The Sentinel 2.7/5	91. Sister, Sist 3.1/6
	8:30	38. Spin City 7.3/13	60. Murphy Brown 5.4/10		86. Party of Five 3.3/6	91. Star Trek: Voyager 3.1/5	83. Smart Guy 3.4/6
	9:00	43. Drew Carey 9.4/16	53. Coast to Coast 5.9/10				81. Wayans Bro 3.5/6
	9:30	21. Ellen 8.2/14					86. Steve Harvey 3.3/6
10:00	15. PrimeTime Live 8.9/16	24. 48 Hours 8.1/15	18. Law & Order 8.6/16				
10:30							
THURSDAY	6.9/12	7.3/13	11.8/21	4.4/8			
	8:00	65. High Incident 5.1/9	43. Promised Land 6.9/13	7. Friends 10.5/20	70. Martin 4.7/9		
	8:30			8. Men Bhvg Badly 10.1/18			
	9:00	34. Turning Point 7.5/13	34. Diagnosis Murder 7.5/13	1. Seinfeld 14.0/24	77. New York Undercover 4.1/7		
	9:30			2. 3rd Rock fr/Sun 12.3/21			
10:00	21. John Stossel Special 8.2/15	36. 48 Hours 7.4/14	3. ER 12.0/22				
10:30							
FRIDAY	6.7/14	5.7/12	8.6/18	2.9/6			
	8:00	59. Step by Step 5.5/12	67. Ordinary/Extraordinary 5.0/11	48. Unsolved Mysteries 6.5/14	97. Roar 2.7/6		
	8:30	55. Boy Meets World 5.8/12					
	9:00	45. Sabrina/Witch 6.8/14	57. JAG 5.7/11	9. Dateline NBC 9.8/19	88. Millennium 3.2/6		
	9:30	47. Hangin' w/Mr. C 6.6/13					
10:00	28. 20/20 7.8/16	50. Nash Bridges 6.3/13	6. Dateline NBC 10.6/21				
10:30			(nr) Tartikoff Tribute				
SATURDAY	2.4/5	5.5/12	4.3/9	4.8/10			
	8:00	94. Family Matters 3.0/7	73. Dr. Quinn, Medicine Woman 4.4/10	73. The Pretender 4.4/10	75. Cops 4.2/10		
	8:30	95. Hangin' w/Mr. C 2.8/6			70. Cops 4.7/10		
	9:00	108. Power of One 1.7/3	62. Early Edition 5.3/11	75. NBC Saturday Night Movie—In the Line of Duty: Kidnapped 4.2/9	65. AMW: America Fights Back 5.1/10		
	9:30						
10:00	97. The Practice 2.7/6	45. Walker, Texas Ranger 6.8/14					
10:30							
SUNDAY	5.8/11	9.2/18	6.5/13	4.8/9		1.8/4	
	7:00					111. Nick Freno 1.3/3	
	7:30	31. ABC News Special: Princess Diana 7.6/16	5. 60 Minutes 11.1/24	38. Dateline NBC 7.3/15	88. Diana: The People's Princess 3.2/7	110. Parent'Hood 1.5/3	
	8:00		15. Touched by an Angel 8.9/17	62. 3rd Rock fr/Sun 5.3/10	68. The Simpsons 4.8/10	109. Jamie Foxx 1.6/3	
	8:30			57. Men Bhvg Badly 5.7/11	62. King of the Hill 5.3/10	106. Jamie Foxx 1.9/4	
	9:00					102. Unhap Ev Af 2.3/4	
	9:30	80. ABC Sunday Night Movie—Dangerous Indiscretion 4.0/7	19. CBS Sunday Movie—The Gift of Love 8.4/16	49. NBC Saturday Night Movie—In the Line of Duty: Blaze of Glory 6.4/12	51. The X-Files 6.1/11	102. Wayans Bros 2.3/4	
10:00							
10:30							
WEEK AVG	6.2/12	7.2/13	8.2/15	4.5/8	3.0/5	2.3/4	
STD AVG	8.4/15	8.9/15	9.8/17	6.8/12	3.0/5	2.5/4	

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Changing Hands

The week's tabulation
of station sales

COMBOS

WLAC-AM-FM and WJZC-FM Nashville

Price: \$35 million

Buyer: SFX Broadcasting Inc., New York (Robert F.X. Sillerman, executive chairman/53.2% owner); owns/is acquiring 55 FMs and 18 AMs.; company is being purchased by Capstar

Seller: Sinclair Broadcast Group Inc., Baltimore (David D. Smith, president/28.1% owner); owns/is buying 25 TVs, 32 FMs and 22 AMs

Facilities: WLAC(AM): 1510 khz, 50 kw; WLAC-FM: 105.9 mhz, 100 kw, ant. 1,226 ft.; WJZC-FM: 101.1 mhz, 47 kw, ant. 1,297 ft.

Formats: WLAC(AM): news/talk, sports, religion; WLAC-FM: AC; WJZC-FM: new AC, smooth jazz

KTUI-AM-FM Sullivan, Mo.

Price: \$497,000

Buyer: Fidelity Communications Co., Sullivan (John T. Davis, president)

Seller: John C. Rice and Charles D. Strauser, Sullivan

Facilities: AM: 1560 khz, 1 kw; FM:

Proposed station trades

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

THIS WEEK:

TVs □ \$0 □ 0

Combos □ \$35,947,000 □ 3

FMs □ \$18,832,355 □ 12

AMs □ \$1,150,000 □ 2

Total □ \$55,929,355 □ 17

SO FAR IN 1997:

TVs □ \$5,865,086,684 □ 81

Combos □ \$6,690,827,551 □ 223

FMs □ \$1,724,696,599 □ 300

AMs □ \$285,771,781 □ 157

Total □ \$14,566,382,615 □ 761

SAME PERIOD IN 1996:

TVs □ \$5,335,830,845 □ 70

Combos □ \$10,594,550,479 □ 257

FMs □ \$1,976,154,023 □ 293

AMs □ \$155,478,914 □ 173

Total □ \$18,062,014,261 □ 793

Source: BROADCASTING & CABLE

100.9 mhz, 3 kw, ant. 276 ft.

Formats: AM: news/talk; FM: country, sports

<WYS(AM)-KWWF-FM West Yellowstone, Mont.

Price: \$450,000

Buyer: Alpine Broadcasting Ltd.,

Ketchum, Idaho (Judith Davis, 88% owner); owns KECH-FM Sun Valley, Idaho and KZJH(FM) Jackson, Wyo. and is building a new FM in Wallace, Idaho

Seller: Gary Peterson, West Yellowstone; no other broadcast interests

Facilities: AM: 920 khz, 1 kw; FM: 96.5 mhz, 6 kw, ant. 171 ft.

Formats: AM: country; FM: dark

RADIO: FM

WLTO(FM) Nicholasville and WLRO (FM) Richmond, Ky.

Price: \$4.5 million

Buyer: HMH Broadcasting, Lexington, Ky. (Ralph E. Hacker, president); owns WVLK-AM-FM Lexington

Seller: Regent Communications Inc., Covington, Ky. (Terry S. Jacobs, chairman/80% owner); owns/ is buying 14 FMs and eight AMs

Facilities: WLTO: 102.5 mhz, 3 kw, ant. 300 ft.; WLRO: 101.5 mhz, 7.2 kw, ant. 541 ft.

Formats: WLTO: urban contemporary; WLRO: rock 'n' roll oldies

Broker: Media Venture Partners

WSUY(FM) Charleston and WRFQ(FM) Mt. Pleasant, S.C.

Price: \$4.5 million for stock

Buyer: Jacor Communications Inc., Cincinnati (Samuel Zell, chairman; Randy Michaels, CEO; Zell/Chilmark Fund LP, 30% owner; David H. Crowl, president, radio division); Jacor owns one TV station; owns/is buying 96 FMs and 59 AMs.

Seller: Regent Communications Inc., Covington, Ky. (Terry S. Jacobs, chairman/80% owner); owns/ is buying 12 FMs and eight AMs

Facilities: wsuy: 100.5 mhz, 17.5 kw, ant. 394 ft.; WRFQ: 104.5 mhz, 28 kw, ant. 656 ft.

Formats: wsuy: AC; WRFQ: greatest hits of the '70s

KXMX-FM Cedar Rapids, Iowa

Price: \$3.1 million

Buyer: Capstar Broadcasting Partners, Austin, Tex. (R. Steven Hicks, CEO, Thomas O. Hicks, chairman); owns/is buying 220 FMs and 94 AMs (including SFX purchase)

Seller: KRNA Inc., Iowa City (Eliot A. Keller, president); owns KRNA-FM Iowa City

Facilities: 102.9 mhz, 100 kw, ant 390 ft.

Format: Country

Broker: Media Venture Partners

WMJB(FM) Evansville, Wis.

Price: \$1.5 million

Buyer: Thomas and Barbara Kwiatkowski, Lake Geneva, Wis.; own WLKG(FM) Lake Geneva

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Interface XI Agenda

- 9:00 - 9:15 am** **Welcome/Introductions**
Peggy Conlon, Broadcasting & Cable Mark Leavitt, Prudential Securities
- 9:15 - 10:00 am** **Opening Keynote: Preston Padden, President, ABC Television Network**
- 10:00 - 11:00 am** **Panel: "International Television"**
Moderator: Melissa T. Cook, Prudential Securities
Larry Lamattina, All American Television
Herbert A. Granath, ABC
Martin Lindskog, SBS
Raymond E. Joslin, Hearst Entertainment
Scott Blake Harris, Gibson, Dunn & Crutcher, LLP
- 11:15 - 12:15 pm** **Panel: "The Fight for Local Ad Dollars"**
Moderator: Mark Leavitt, Prudential Securities
Martin A. Nisenholtz, Pres. NY Times (New Media)
Mike Eigner, Tribune (WPIX)
Randy Swain, Pres. Ackerly Group
David Kline, Rainbow Ad Sales
Jerome S. Tilis, Knight-Ridder
- 12:30 - 2:00 pm** **Lunch Keynote: Thomas S. Rogers, President, NBC Cable**
- 2:00 - 3:00 pm** **Digital TV Debate**
*Moderators: Mark Lieberman, Reed Elsevier Business Information and
Donald West, Broadcasting & Cable*
Joseph Flaherty, CBS
Stuart Beck, Granite Broadcasting
Robert W. Stearns, Compaq
Michael Petricone, EIA
Preston Davis, ABC Television
Glenn A. Reitmeier, Sarnoff Labs
- 3:00 - 4:00 pm** **Panel: "The Fight for Free Air Time — Promotion, PSAs and Political Candidates"**
Moderator: Ave Butensky, TVB
Ruth A. Wooden, Ad Council
Blair Levin, FCC
James Moloshok, Warner Bros.
- 4:00 - 5:00 pm** **Panel: "It's the Year 2000 — Do You Know Where Your Audience Is?"**
Moderator: James D. Dougherty, Prudential Securities
Fergus O'Daly Jr., CKS
Ted Leonsis, America On Line
David F. Poltrack, CBS
John Dimling, Nielsen
Richard Hochhauser, Harte-Hanks

SEPTEMBER 23 NEW YORK

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**ON A SCALE OF ONE
TO 10, IT'S AN 11.**

Seller: Seehafer Broadcasting Corp., Janesville, Wis. (Don Seehafer, president); owns WOMT(AM)-WQTC(FM) Manitowoc and WXCO(AM)-WYCO(FM) Wausau, Wis.

Facilities: 105.9 mhz, 1.4 kw, ant. 493 ft.

Format: Lite AC

KTSL(FM) Medical Lake, Wash.

Price: \$1.2 million

Buyer: Z-Rock Communications Corp., Boca Raton, Fla. (A.M. Hochstadt, president/48% owner); owns KNJY(FM) and KEZE(FM) Spokane; is buying KCDA(FM) Coeur d'Alene, Idaho

Seller: Salem Communications Corp., Camarillo, Calif. (co-owners/brothers-in-law Edward G. Atsinger III [president] and Stuart W. Epperson [chairman]); owns/is buying 14 FMs and 26 AMs

Facilities: 101.9 mhz, 12 kw, ant. 495 ft.

Format: Contemporary Christian

KRSQ-FM Laurel/Billings, Mont.

Price: \$1.15 million

Buyer: American Cities Broadcasting LP, Chicago (Bruce Buzil, co-chairman/4% equity manager); is buying KGHL(AM)-KIDX-FM Billings, KLYQ(AM)-KBMG(FM) Hamilton, KCAP(AM)-KZMT(FM) Helena and KYSS(FM)-KLCY(AM) and KGVO(AM) Missoula, all Mont.

Seller: Bethesda Christian Broadcasting, Colorado Springs (Dale Turner, president); owns KLMP(FM) and KSLP(FM) Rapid City, S.D.

Facilities: 101.7 mhz, 100 kw, ant. 420 ft.

Format: Religion

Broker: Broadcast Asset Management Corp.

WWZQ-FM Aberdeen, Miss.

Price: \$1.1 million

Buyer: Broadcasters and Publishers Inc., Meridian, Miss. (Dean Pearce, president); owns WFFX(AM)-WJDQ(FM) Meridian, WZRW(FM) Marion, WZKS(FM) Union and WWKZ(FM) New Albany, all Miss.

Seller: Buffington Broadcasting Corp., Aberdeen (J.D. Buffington, president); owns WWZQ(AM) Aberdeen

Facilities: 105.3 mhz, 27.5 kw, ant. 295 ft.

Format: Oldies

KBRS-FM Springdale, Ark.

Price: \$650,000

Buyer: Hochman Communications Inc., Fayetteville, Ark. (George Hochman, president); owns KZRA(AM) Springdale and KMCK(FM) Siloam Springs and is buying KAMO-AM-FM

Big Deals

■ Swap of wvit(tv) Hartford/New Haven, Conn., for wwho-TV Columbus, Ohio, and LMA with wlwc-TV New Bedford/Boston, Mass. **Price:** At least \$136.025 million* **Swapper,** wvit: Viacom International Inc./Paramount Stations Group Inc. **Swapper,** wwho-TV and wlwc-TV: NBC Inc., which is acquiring stations from Fant Broadcasting Co. Note: Viacom is assigning its right to wlwc-TV to NB-Mass Holding Co. LLC because it already owns wsbk-TV Boston. *NBC is paying Viacom \$130 million cash and buying wwho-TV and wlwc-TV from Fant for \$6.025 million

■ WQRF-TV Rockford, Ill.; WTVW-TV Evansville, Ind.; KARD-TV West Monroe, La.; KDEB-TV Springfield, Mo., and KLBK-TV Lubbock, Tex. **Price:** Estimated \$140 million **Buyer:** ABRY Broadcast Partners **Seller:** Petracom Equity Partners

Rogers and KREB(FM) Huntsville, Ark. **Seller:** Westark Broadcasting Co., Fort Smith, Ark. (Eldon Coffman, president); owns KEZU-FM Fort Smith, Ark.

Facilities: 104.9 mhz, 1 kw, ant. 479 ft.

Format: Country

WGGC(FM) Glasgow, Ky.

Price: \$400,000 for stock

Buyer: Skytower Communications Inc., Elizabethtown, Ky. (Billy R. and Marilyn Evans, principals); Evanses own WZXE(FM) Elizabethtown

Seller: Moena E. and Reginald D. Sadler and Judith C. Lohner Glas-

gow (principals of Heritage Communications Inc.); no other broadcast interests

Facilities: 95.1 mhz, 100 kw, ant. 988 ft.

Format: C&W, farm

WOWF(FM) Crossville, Tenn.

Price: \$385,000

Buyer: Commsouth Radio Inc., Crossville (Kirk A. Tollett, president/80% owner); no other broadcast interests

Seller: Crossville Broadcasting Inc.,

Continues on page 74

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others to be announced



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Chancellor merger approved

The merger of Chancellor Broadcasting Co. and Evergreen Media Corp. won stockholders' approval last Wednesday, and the new Chancellor Media Corp. could be trading on Nasdaq as soon as today (Sept. 8). The new company's stock, issued in about 17.3 million shares, will be traded under the symbol "AMFM." In a statement, Chancellor Chairman Thomas O. Hicks reiterated "our plan to build the world's leading radio enterprise." With Hicks's purchase of SFX Broadcasting Inc. late last month, he's already there: he owns or controls 413 radio stations. Chancellor itself has 99 stations.

AM begins FM simulcast

In an unusual twist, WTOP(AM) Washington last week started simulcasting on FM. WTOP's all-news format is being carried by WINX-FM Washington, a former oldies station that will get new calls of WTOP-FM. WTOP(AM), which Chancellor Media Corp. is trading to Bonneville International Corp. (B&C, Aug. 11), reportedly is seeking

Hicks Muse tackles towers

Being the nation's number-one radio station owner apparently isn't enough. Hicks, Muse, Tate & Furst Inc. plans to invest \$100 million cash in a new communications tower business to be formed with former OmniAmerica Group executives Carl E. Hirsch and Anthony S. Ocepek, a source close to the deal says.

"Talk about an unconsolidated industry. This is it," the source says. American Radio Systems Corp. and Clear Channel Communications Inc., while actively buying tower companies, hold only a fraction of the 65,000-100,000 towers in the U.S., according to the source.

Hirsch and Ocepek already own several towers; Hicks Muse stations—now numbering 413 under Chairman Thomas O. Hicks—likely will provide the new company's first tower buys. But "there's [also] 1,600 TV stations that have a tower problem" with the advent of digital TV, the source says.

Besides TV and radio stations, the company, to be called OmniAmerica Wireless, will sell tower space to wired and wireless telephone companies and PCS firms. Hicks Muse wants to dominate the industry and buy thousands of towers, the source says: "They do like to consolidate an industry and they don't like to come in second." The \$100 million seed money can be leveraged into \$1 billion worth of acquisitions, the source claims.

Hirsch and Ocepek declined comment. A Hicks Muse spokesperson could not be reached by deadline.

—EAR

younger listeners and will double its coverage with the addition of the FM. About 85% of listening in the Washington area is on FM.

WABC on scene in London

WABC(AM) New York claims it was the first New York radio station with a broadcast team in London after the death of Princess Diana in Paris on Aug. 31. WABC's 70-hour coverage began less than 24 hours after the news with four staff members in Great Britain. WABC planned to stay in London through the princess's funeral.

Radio dollars still growing

Radio ad revenue was up again in July, the 59th consecutive month of such increases, the Radio Advertising Bureau says. And "the radio industry's most sustained period of prosperity shows no signs of a slowdown," according to an RAB news release. Local revenue rose 10% compared with last July, RAB says, while national revenue rose 16%. The Southeast showed the greatest growth—up 12% in local revenue and 19% in national ad dollars.

News/talk still leader

While the number of news/talk radio listeners declined this spring, the format remains the most popular, according to Billboard/Airplay Monitor. News/talk declined from 16.6% of national listeners this past winter to 15.6%. R&B/urban attracted its most listeners ever, 11%, this spring. Radio's number-two format, adult contemporary, is closer to news/talk than it has been in three years (14.8%), the study says.—EAR

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DIRECTV fights subpoena, aids probe

Company is being investigated for alleged 'bait and switch'

By Price Colman

DIRECTV is aggressively fighting a subpoena from West Virginia's attorney general about possible consumer fraud and breach-of-contract issues, but says it is cooperating with a larger probe.

Led by Florida and Pennsylvania, attorneys general from 20 states are investigating whether DIRECTV illegally altered the programming lineup in its Total Choice package after using a \$200 rebate to attract hundreds of thousands of customers.

Also at issue is whether DIRECTV can enforce subscriber agreements that seek to give the DBS provider virtually unlimited rights to change programming and fees with essentially no recourse for customers.

It's not the first time state attorneys general have targeted video service providers. In the early '90s, as many as 11 states investigated Tele-Communications Inc.'s use of a "negative option" in launching Encore's multiplexed services. Until it halted the practice following the probe, TCI had automatically provided and charged for the Encore channels unless subscribers notified the MSO they didn't want them.

Although the DIRECTV investigation might seem to have troubling implications for cable operators, which frequently change programming lineups, there is a key difference between the two industries. DBS operators such as DIRECTV until recently required customers to sign one-year programming contracts. There are no such contracts between cable operators and customers, who are free to drop cable service whenever they please.

From Aug. 29, 1996, through July 7, DIRECTV offered consumers who purchased hardware and a year of Total Choice—its most popular programming



package—a \$200 rebate. Encore Media Corp.'s six themed movie channels were part of the Total Choice package until April, when DIRECTV informed customers it was moving the Encore package to a separate tier for which DIRECTV would charge an additional \$4. Although DIRECTV replaced the Encore channels with other programming, the move prompted complaints from customers.

"As part of a special offer, consumers bought a dish and paid for programming one year in advance only to find out that programming was being removed," says Norman Googel, assistant attorney general in West Virginia, which is part of the 20-state probe. "All consumers are saying is that they should be able to get the programming."

DIRECTV contends it is aiding the probe but wants West Virginia's subpoena quashed because it is too broad.

"We have provided them with information," says DIRECTV spokesman Bob Marsocci. "We remain willing to provide them with information, but based on the small number of complaints we have received, we felt their subpoena was overly broad."

Marsocci says that of roughly 4,500 West Virginia subscribers added through the \$200 cash-back promotion, only six have complained.

In its subpoena, West Virginia also

seeks information about DIRECTV's credit approval and debt collection practices, its rebate and cancellation policies and its subscriber agreements. The state has also asked that DIRECTV refrain from making changes in the Total Choice package until the one-year subscriptions have expired.

No charges have been filed against DIRECTV in West Virginia or the 20-state investigation.

Unrelated to the attorneys general investigation, at least one lawsuit has been filed contending that DIRECTV breached its contract and engaged in "bait and switch" in making the programming changes. The suit, filed in U.S. District Court in the Southern District of Florida, seeks class-action status, claiming as many as 1 million subscribers were affected, and requests unspecified damages.

Although West Virginia was first out of the chute with a subpoena, Florida and Pennsylvania are taking the lead in the investigation. The other states involved are Arizona, Arkansas, California, Connecticut, Delaware, Illinois, Indiana, Kentucky, Louisiana, Massachusetts, Michigan, Missouri, New Jersey, New Mexico, Ohio, Oregon and Vermont.

Jack Norris, chief of multistate litigation for the Florida attorney general's office, says that although the consumer fraud and breach-of-contract issues are important, DIRECTV's use of a "unilateral" subscriber agreement may raise even broader questions.

"One of the things we're concerned about is that the telecommunications industry is going to unilateral contracts, where you sign here and [the company] can change it at any time," says Norris. "It's a big issue.... The question is, is it enforceable or is it an illusory contract?" ■





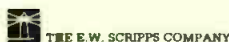
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Clouston exits TCI

As expected, former Malone heir apparent makes tracks after creation of TCI Ventures tracking stock

By Price Colman

Brendan Clouston's short, stormy reign at Tele-Communications Inc. is over, although he is staying on as a consultant at TCI Chairman John Malone's request.

TCI quietly disclosed Clouston's resignation last Tuesday, saying, "With the successful shareholder vote to create the TCI Ventures Group tracking stock, Brendan felt it was time to resign his post at the company and has done so."

Little more than a year ago, Clouston, 44, was widely considered an heir apparent to Malone, who had been distancing himself from daily operations in favor of a more long-range strategic-planning role. But faced with mounting debt and subscriber losses, Malone resumed the helm last fall, and Clouston gradually moved into the background.

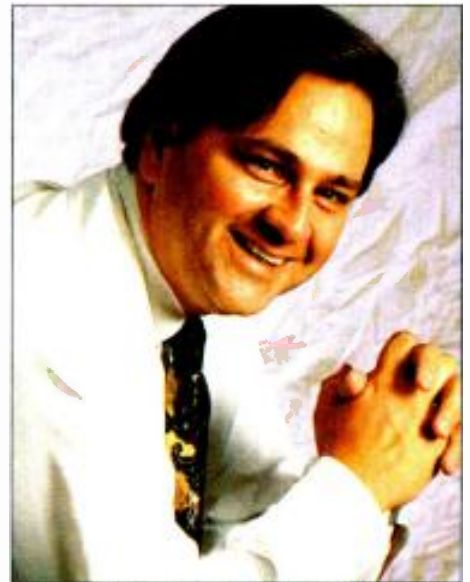
During TCI's lender-investor conference in late April, executives said Clouston would head TCI Ventures Group, and in TCI's latest proxy statement he is identified as president of the group. But his leadership of what's essentially a portfolio company encompassing TCI's venture capital investments and telephony interests apparently extended only to

creating the tracking stock, not managing the portfolio. TCI did not say who, if anyone, will fill the president's slot at the group, of which TCI President Leo Hindery is CEO.

Despite his abrupt fall from grace, Clouston engineered a landing many would envy: He was awarded a little over \$22 million in stock options and stock appreciation rights last year. Should he decide to chuck that in favor of hard cash, he also has an option—exercisable at his request—for TCI to buy back the stock rights for \$10 million. The company declined to disclose the length of Clouston's consulting contract or how much he'll be paid. He will retain his office at TCI headquarters as part of the contract.

Clouston's exit, which had been expected since late last year, may be the last major move in a series of executive changes that have occurred under Hindery, who in February was tapped to be Malone's right-hand man. "We're finished," said Hindery at TCI's recent annual meeting.

If Peter Barton's decision to voluntarily resign as president of Liberty Media—despite Malone's request that he stay—was the most surprising departure, Clouston's was the most expected. Rightly or wrongly, he shouldered much of the blame for the financial and opera-



In the wake of growing debt and subscriber loss, Brendan Clouston left TCI.

tional moves that drove TCI into a near crisis last fall. During a three-year tenure as president of TCI Communications (TCIC), which encompasses core cable operations, Clouston oversaw centralization of cable operations, building of national customer service centers and a sophisticated customer management system and planning for the launch of new products and services. He also took capital expenditures to the near-breaking point. Ultimately, that may have been his undoing, as TCI's debt-to-cash flow ratio rose to 6:1 and TCI's stock price suffered.

Under Hindery, virtually all those strategic moves have been undone, TCI's debt-to-cash flow ratio is down, cash flow is up and the stock price is up nearly 80%. Still, there's an undercurrent of sympathy for Clouston, who is widely regarded as a financially savvy deal-maker.

"He's a better operating guy than he'll ever be given credit for," says a source familiar with TCI and Clouston. "He came into a situation that was total bottom-line orientation and tried to adjust the culture. Whoever did that was probably going to die.... He was given an impossible situation and he did a phenomenal job at it."

Clouston joined TCI in 1983 and, until 1987, oversaw banking relations and related financings. He was executive vice president and CFO at United Artists Entertainment Co. from 1987 to 1991, returning to TCI as senior vice president—strategic planning, following the TCI/United Artists Merger. After a stint as COO at TCIC, he was named president in fall 1994. ■



MTV unwrapped

MTV pulled the wraps off its \$8 million studio in Times Square last Friday and introduced its new show, *MTV Live*, featuring celebrity interviews, live performances, MTV News updates and videos. *MTV Live* debuts (Sept. 8) and is scheduled to air weekdays at 5:30-6:30

p.m. ET from the new studio. Manhattan's neon-lit Times Square serves as the backdrop for the 20,000-square-foot studio, which sits just above street level. To capture as much city scenery as possible, MTV has perched cameras on ledges outside the building and installed floor-to-ceiling windows.

The studio also features a "cyberwall" that is connected to "interactive kiosks." Viewers around the country can send e-mail messages to MTV from the kiosks and participate in live programming. —DP



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Sony Pictures grabs 25% stake in Super TV

Only days after announcing plans for the launch of Asian action/adventure channel AXN, Sony Pictures Entertainment has acquired a 25% stake in Taiwan's Super TV. Super TV operates two Mandarin-language cable channels in Taiwan, which has a high cable penetration by Asian standards: 83% of homes are passed by cable, with 75% of those homes subscribing. Super TV was launched in early 1996 with the goal of competing directly with terrestrial broadcasters. The main channel, STV1, offers a mix of news, documentaries and general entertainment programming.

Milestone for BBC Prime

European pay-TV service BBC Prime has passed the 5 million-subscriber mark, according to the channel's marketer and distributor, European Channel Management. ECM also has signed a five-year deal with Spanish digital DTH start-up service Via Digital to carry BBC Prime and BBC World.

Kirch to fold DF1 into Premiere

German media conglomerate Kirch Group will dissolve its unprofitable digital pay-TV service DF1 and merge it with analog pay-TV channel Premiere. The move comes a little more than a year after DF1 was launched to compete with Premiere. The merger will take effect in early 1998. DF1 reported it was losing DM1 million (\$550,000) per day, with start-up costs approaching DM1 billion.

Minister signals French ownership revolution

Catherine Trautmann, France's minister for culture and communications, has signaled a potential wholesale change in French media ownership. In a speech, Trautmann said it "doesn't make sense" for companies that do not have media as their core business to control France's terrestrial broadcasters. "This is why, without risking destabilizing the entire sector, it is necessary to find legislation which will force the operators themselves to remedy the situation," she said. That is expected to be the thrust of the legislation Trautmann will present to Parliament by the end of 1997. —Michael Katz

Mediacom takes giant step

Deal for Cablevision systems triples young MSO's holdings

By John M. Higgins

Financially, Cablevision Systems Corp.'s planned sale of the remainder of its U.S. Cable operation isn't much for the MSO to brag about, but it's a breakthrough deal for fledgling buyer Mediacom LLC.

Mediacom's agreement to pay \$315 million for systems in Cablevision's U.S. Cable unit serving 265,000 subscribers in 10 states more than triples the 18-month-old MSO's holdings.

Cablevision is getting an extraordinarily low price. Mediacom Chairman Rocco Commisso, however, is getting in one swoop the size and scale he had been seeking to build through a series of piecemeal deals.

"This is a defining transaction for us," Commisso says. "It sets us up to become the kind of company that I set out to do in 1996."

Waller Capital Corp. handled the sale for Cablevision, while Chase Securities represented Mediacom.

Middletown N.Y.-based Mediacom is one of several young ventures trying to exploit large operators' realization over the past three years that size doesn't always equal efficiency. That has prompted the big operators to prune systems

falling outside their core clusters and regions, particularly rural and small-town properties.

A former commercial banker and CFO of Cablevision Industries Inc., Commisso struck out on his own just days after the March 1996 sale of CVI to Time Warner Inc. for \$2.8 billion. Commisso had spent years structuring deals and aggressive financings for owner/chairman Alan Gerry.

After the sale, Commisso put up several million dollars from his cut rounded up financing from a Georgia newspaper publisher and other individuals to build a company on his own.

Before last week, he was subsisting on scraps from the big operators—smaller properties that generally had been neglected in favor of their big-city and suburban properties. Mediacom bought to the systems in small chunks—generally 2,000 to 10,000 at a time, scattered from California and Arizona to Maryland and Delaware—focusing on the end of the market where prices are more negotiable.

Commisso says the terms of the deal are far more important than the location of the properties. "We're very opportunistic," he says. "We think clustering is important, but not as important as buy-

ing the right properties at the right price."

The price seems right for the Cablevision properties. The sale is one of several aimed at disposing of systems serving 465,000 subscribers that don't fit into Cablevision's core clusters of metro New York City, Boston and Cleveland.

But this chunk is going for an extremely low price, just \$1,190 per sub (large systems go for \$2,000 and rural properties often fetch \$1,500-\$1,600).

Sources say that Mediacom is paying high valuation however,—more than 10 times cash flow. The problem is that the systems' cash flow is abysmally low—just \$125 per subscriber annually versus \$180-\$200 for other operators.

The properties were truly Cablevision's stepchildren.

U.S. Cable was forced on Cablevision in 1992 by its major lender, General Electric Capital Corp. Two of Cablevision's units owed GECC \$830 million but couldn't service the debt. U.S. Cable, part of E. Martin Pompadur's troubled ML Media venture, was in similar trouble, owing GECC \$340 million but virtually insolvent.

GECC pushed U.S. Cable into Cablevision's V Cable division, rewrote

the loans and waited for business to turn around.

Even if Cablevision had wanted the systems, "these are not the kind of properties they run very well," says one industry executive familiar with the properties.

Cablevision would not comment on the pricing, but an industry spokesman

noted that none of the five rival bidders—including Rifkin Associates, American Cable Enterprises and a group led by U.S. Cable management—was offering a big price either.

But Commisso demonstrated his financial skills by winning an auction where he didn't actually submit the highest bid. Sources say that two bid-

ders submitted slightly higher offers, but say Mediacom came to the table with \$100 million in equity and \$215 million in bank loans from Citicorp already in place.

"Rocco won because he was fully financed and Cablevision was confident he could close the deal," says one industry executive. ■

New York 1 state of mind

As network turns five, it looks to turning a profit by year's end

By Donna Petrozello

At its five-year anniversary, Time Warner Cable's 24-hour news channel New York 1 News is proving that little fish in big ponds can still make a splash.

The local news-intensive network expects to turn a profit by the end of 1997, on target with a five-year business plan Time Warner executives laid out a year before launching the network Sept. 8, 1992.

The average number of households watching New York 1 has more than doubled since May 1995. Ad revenues has grown as well—43% in 1995 alone—as the network has begun to sign big-ticket advertisers such as General Motors.

In addition, New York 1 news crews have earned recognition from the likes of ABC's *Nightline* for breaking local news that subsequently gained national attention.

As New York 1 celebrates five years on the air, network president Richard Aurelio says New York 1 simply gives viewers something they want—intense coverage of New York City news—that they weren't getting anywhere else.

"There was a vacuum in New York City for local news," says Aurelio. "People constantly told us they were not getting enough city-specific news." Aurelio founded New York 1 in 1991 with the moral support of Time Warner Chairman Gerald Levin, and its late president, Steve Ross.

Aurelio says focus groups of New York City consumers complained that local newscasts by the major broadcast network affiliates had too much territory to cover in the tri-state region (New York, New Jersey and Connecticut) to give ample attention to the city's five boroughs.

At first, Time Warner wanted to fill



Roma Torre is morning anchor on NY 1.

the niche in collaboration with a broadcast network and talked to ABC, CBS, NBC and Fox about a joint venture.

Aurelio says, "Talks were most serious with CBS, but in the final analysis, none of them appealed to our original mission." The broadcast networks talked about simulcasting their evening newscasts on the cable channel and other ways of sharing news product that "wouldn't have made New York 1 a distinct service," Aurelio says.

Time Warner decided to launch independently. From the outset, it wanted to deliver a different look and news product from broadcasters. New York 1 carved a niche with weekday series focused on politics—*The Road to City Hall*—in-depth coverage of local high school sports—*Sports on One*—and talk with local personalities with *New York Close-Up*.

New York 1 reporters shoot, report and edit their own stories. The network uses robotic cameras in its studios and gives viewers a wide shot of the newsroom in action.

Anchors are positioned in the midst of

the action, rather than behind desks. The network branded itself with a time and temperature box in a corner of the screen that Aurelio says has been copied by others.

"Our mission was to look, act, talk and give viewers the feeling of New York City," says Aurelio. "We wanted to be a gritty and feisty organization that captured the spirit of New York and celebrated the city."

"We've devoted special attention to covering local politics, education, schools and community arts," says Steve Paulus, New York 1 vice president of news, "so we've become totally accepted by these communities as the TV channel that cares about them. Five years ago we were an idea that sounded like a good one. In a remarkably short time, we've become an institution."

While New York 1 is given credit for its coverage of local politics, it is sometimes criticized for its use of taped news segments repeated throughout the day. "There's a sense of enormous repetition in their news wheel," says *New York Post* TV writer Joe Adalian.

Starting Sept. 8, the network plans to expand its 30-minute *City Hall* show to one hour. It will introduce the *8 O'Clock Edition*, an hour newscast for New Yorkers who miss earlier local newscasts by broadcast stations, says Aurelio.

New York 1 is predicated its planned growth on what some would consider a thin viewer base.

Across Time Warner Cable's New York City universe of 1.5 million subscribers, New York 1 as of May claimed 32,000 average households for its 6-9 a.m. continuous weekday newscast, says Phyllis Leibert, Time Warner Cable senior director of research. Though small, that total is up from 18,000 average households in May 1995.

By contrast, Fox Broadcasting's *Good Day New York* 6:30-7 a.m. week-

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day newscast earned a 200,000-household average in May, from a potential 6.7 million homes in the larger metro area.

In total-day viewing, New York 1 earned 17,000 average households, in May, up from 7,053 in May 1995, says Leibert. In other dayparts, the network's audience of adults 25-54 has increased 176% for its 9 a.m.-6 p.m. weekday time periods and has increased 217% during the 6-11 p.m. hours, she says. Aurelio says New York 1 ranks among the top four most-watched cable networks on Time Warner Cable in New York City on weekday mornings.

Despite the comparatively slim audience, the network has managed increasingly to attract big-name advertisers. New York 1 Senior Vice President Allen Blum says that that is partially a function of the network's close proximity to leading national and global media buyers and of its ability to offer sponsorship positions that local broadcast outlets cannot.

For example, the network offers "entitlement" advertising spots to key clients, such as the sports retailer Modells, which attaches its name to the network's *Sports on One* show. Bell Atlantic sponsors the Community Calendar listings, and General Motors signed an entitlement deal last month to attach its name to the network's travel and weather map news updates, says Blum.

In addition, Blum says the network offers sponsorships with other clients that account for 65% of its total revenue. Traditional spot sales make up 35% of New York 1's revenue, says Blum, though he expects that percentage to increase "as the network matures."

New York 1 is also able to attract advertisers with its bargain basement rates, which one media buyer puts at about 15% of a broadcast spot. Prior to joining New York 1, Blum sold advertising for Time Warner Cable and helped write the business plan for the network.

While Aurelio expects the network to start turning a profit back to Time Warner—which laid out \$20 million to launch the network—he is equally pleased by viewer feedback.

"If there is anything I'm most proud of going into our five-year anniversary, it's hearing people tell me that New York 1 has become an indispensable part of their lives," Aurelio says. ■

50 PEOPLE'S CHOICE Top Cable Shows

Following are the top 50 basic cable programs for the week of Aug. 25-31, 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)	HMs. (000)	Rating		Cable Share
				Cable	U.S.	
1. Princess Diana Fatal Crash	CNN	Sun 12:00a	4,600	6.5	4.8	15.4
2. NFL/Washington @ Carolina	TNT	Sun 7:58p	4,462	6.3	4.6	11.5
3. Princess Diana Fatal Crash	CNN	Sat 11:00p	4,159	5.8	4.3	12.5
4. World Champ. Wrestling	TNT	Mon 9:00p	4,024	5.7	4.2	9.0
5. Princess Diana Fatal Crash	CNN	Sat 10:00p	3,755	5.3	3.9	10.5
6. Princess Diana Fatal Crash	CNN	Sun 12:30a	3,711	5.2	3.9	13.9
7. Impact	CNN	Sun 9:00p	3,390	4.8	3.5	8.5
8. NASCAR/Southern 500	ESPN	Sun 1:00p	3,243	4.5	3.3	10.5
8. Death of Diana/Princess of Wales	CNN	Sun 10:00a	3,189	4.5	3.3	13.1
10. World Champ. Wrestling	TNT	Mon 8:00p	3,073	4.3	3.2	7.5
10. CNN World Report	CNN	Sun 1:00p	3,091	4.3	3.2	10.1
12. Rugrats	NICK	Thu 7:30p	2,640	3.8	2.7	7.3
13. Rugrats	NICK	Mon 7:30p	2,557	3.7	2.6	6.7
13. Reliable Sources	CNN	Sun 10:30a	2,666	3.7	2.7	10.8
15. Rugrats	NICK	Sat 8:00p	2,524	3.6	2.6	7.9
15. CNN Late Edition	CNN	Sun 12:00p	2,534	3.6	2.6	9.5
15. CNN Sunday Morning	CNN	Sun 8:00a	2,558	3.6	2.6	13.3
15. Princess Diana Fatal Crash	CNN	Sat 9:00p	2,590	3.6	2.7	7.4
19. Rugrats	NICK	Tue 7:30p	2,478	3.5	2.6	6.9
19. The World Today	CNN	Sun 10:00p	2,507	3.5	2.6	6.3
21. Rugrats	NICK	Sat 10:00a	2,329	3.3	2.4	11.7
21. Figure It Out	NICK	Thu 6:00p	2,280	3.3	2.4	7.4
21. Princess Diana Fatal Crash	CNN	Sun 1:00a	2,363	3.3	2.4	10.4
24. Rugrats	NICK	Sun 10:00a	2,205	3.2	2.3	8.3
24. Kenan & Kei	NICK	Sat 9:00p	2,255	3.2	2.3	6.2
24. All That	NICK	Sat 8:30p	2,204	3.2	2.3	6.6
24. Rugrats	NICK	Wed 7:30p	2,232	3.2	2.3	6.2
24. Doug	NICK	Mon 7:00p	2,215	3.2	2.3	6.2
24. NFL Prime Time	ESPN	Sun 7:01p	2,262	3.2	2.3	6.6
30. Figure It Out	NICK	Mon 6:00p	2,179	3.1	2.2	6.8
31. Hey Arnold	NICK	Sun 11:00a	2,064	3.0	2.1	7.8
31. Secret World of Alex Mack	NICK	Thu 8:00p	2,127	3.0	2.2	5.5
31. Doug	NICK	Thu 7:00p	2,103	3.0	2.2	6.1
31. Hey Arnold	NICK	Mon 8:00p	2,129	3.0	2.2	5.2
31. Early Prime	CNN	Sun 5:00p	2,149	3.0	2.2	6.9
36. Rugrats	NICK	Fri 7:30p	2,023	2.9	2.1	6.3
36. Tiny Toon Adventures	NICK	Thu 6:30p	2,052	2.9	2.1	6.3
36. Are You Afraid of the Dark?	NICK	Thu 5:00p	2,012	2.9	2.1	7.5
36. Figure It Out	NICK	Tue 6:00p	2,051	2.9	2.1	6.7
40. Angry Beavers	NICK	Sun 10:30a	1,953	2.8	2.0	7.5
40. Hey Arnold	NICK	Sat 11:00a	1,989	2.8	2.1	10.1
40. Angry Beavers	NICK	Sat 10:30a	1,984	2.8	2.0	10.0
40. Figure It Out	NICK	Fri 6:00p	1,969	2.8	2.0	6.8
40. Rocko's Modern Life	NICK	Thu 5:30p	1,960	2.8	2.0	6.9
40. Hey Arnold	NICK	Wed 8:00p	1,954	2.8	2.0	5.1
40. Doug	NICK	Tue 7:00p	1,943	2.8	2.0	5.7
40. Blues Clues	NICK	Mon 9:30a	1,971	2.8	2.0	11.9
40. NCAA/Texas Tech @ Tennessee	ESPN	Sat 7:29p	1,989	2.8	2.1	5.9
40. World Champ. Wrestling	TNT	Mon 10:08p	1,983	2.8	2.0	4.7
40. Earth Matters	CNN	Sun 3:00p	2,024	2.8	2.1	5.6

Sources: Nielsen Media Research, Turner Research

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Technology

September 8, 1997

Weather Central to demo HDTV at RTNDA

Graphics company will partner with WRAL-HD Raleigh

By Glen Dickson

Weather graphics supplier Weather Central will be demonstrating high-definition weather at the RTNDA show in New Orleans next week.

The Madison, Wis.-based company is partnering with WRAL-HD, the experimental HDTV station run by CBS affiliate WRAL-TV Raleigh, N.C. WRAL-TV already has ordered a Weather Central Super Genesis weather system that

runs on the SGI Octane platform; that system will be modified for the RTNDA demonstration to record and display HDTV images on a JVC high-definition monitor.

WRAL-HD hopes to have its HDTV weather graphics system operating by spring 1998. "We've been working on that since our last change of weather hardware," says Tom Beauchamp, WRAL-HD's chief engineer. "One of the first things we looked for is a migratory path to high-def."

Silicon Graphics Inc. and Digital Video Systems also are participating in the RTNDA demo. SGI will provide Weather Central with prototype HDTV hardware and software based on its Octane workstation, including frame buffers and faster processing, while Burbank, Calif.-based Digital Video Systems will supply its ProntoVision uncompressed HDTV recorder to store and play back the images.

"The challenge is handling the tremendous data rates you have with HDTV," says Weather Central President Terry Kelly. He adds that Weather Central's research shows that the very high resolution of the HDTV picture will require uncompressed storage for HDTV weather systems.

"Today our weather systems use compression, but that's not going to be acceptable with HD," he says. "The

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artifacts are going to be visible.”

That means storing and playing back uncompressed 1.5 gigabit-per-second data streams. “We’ll need storage in massive arrays of disks and uncompressed playback capability,” says Kelly.

While a standard Genesis configuration can provide hours of compressed storage in 10 or 15 gigabytes, an hour of uncompressed HDTV would require well over 100 gigabytes of storage. For the RTNDA demo, Kelly expects to have multiple minutes of storage available via the SGI and Digital Video Systems machines.

The high-resolution pictures produced by weather radar and satellite systems will thrive in HDTV, he says: “Weather data has more resolution than can be displayed today in NTSC. The HDTV pictures won’t just be prettier, there will be more information to see. We’ll be able to show weather that looks incredibly real.”

To that end, Weather Central has already written extensions of its Genesis software that allow it to create HDTV graphics. The company plans to upgrade existing Genesis customers to HD by adding the new software and extra storage. For example, the top-of-

Devlin Design goes virtual in New Orleans

Devlin Design Group will be pitching virtual news sets to the broadcast community at the RTNDA show in New Orleans next week.

Devlin plans to demonstrate three different virtual-set environments at its RTNDA booth. The virtual environments will appear on large monitors surrounding a blue-screen grid from Israeli virtual-set supplier Orad. The Devlin/Orad virtual set also will be featured on RTNDA News, the 24-hour conference news channel, which means that show attendees can watch the demonstration in their hotel rooms.

San Diego-based Devlin, an established designer of traditional news sets, has been working with Orad since last spring to design virtual sets that run on Orad’s SGI-based platform. According to Lisa Thompson, Devlin director of sales and marketing, the company has commitments from several unnamed broadcast clients to use the virtual technology for at least part of their news sets. —**ED**



Devlin’s sets use Orad’s SGI platform.

the-line Super Genesis running on the SGI Octane platform starts at \$150,000; Kelly says the system could be upgraded to HDTV for less than that price. “We have to make the upgrade palatable to our customers,” he says.

At NAB ’98, Weather Central plans to introduce a ready-for-sale HDTV weather graphics system that will sell for 50%-100% more than a new Gene-

sis NTSC system. Since broadcasters will probably produce newscasts in multiple DTV formats, the Weather Central HDTV system also will be able to output lower resolutions.

“You need to be able to handle a variety of DTV formats straight from the box,” says Kelly. “A straight HD graphics systems is going to have a limited market.” ■

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Cutting Edge

By Glen Dickson

Scitex Digital Video has released a significant software upgrade for MicroSphere, its

for MicroSphere version 1.4.6, combined with the Enhanced Production Package, adds such new features as unlimited layering capability for the DveousFX video effects engine with Build to Disk; additional real-time 3-D warp patterns; the ability to output projects to tape with or without time code, and the ability to batch import AIFF and CD audio files.

The new DTV engineering firm **Wallace & Associates** has been awarded a contract by the Association for Maximum Service

Television (MSTV) to conduct field measurements in the Washington area for two experimental DTV stations. The stations are WHD-TV, the model HDTV station located at NBC O&O WRC-TV, and WETA-HD, the experimental facility run by PBS station WETA-TV. The two-phase project will include coverage measurements of both stations, followed by interference measurements from a ch. 27 DTV transmitter into the ch. 26 NTSC signal of WETA-TV. Wallace & Associates was formed in July by Dennis Wallace, former Larcam director of advanced television products and RF engineer for the Advanced Television Test Committee.



Scitex Digital Video's MicroSphere has a software upgrade.

dual-stream editing system that uses the Truevision TARGA 2000 RTX card. The SphereOUS upgrade

E! hops in the Pool

Will use Philips server to launch West Coast feed

By Glen Dickson

E! Entertainment Television has installed a Philips BTS Media Pool video server in Los Angeles. It will use the server to launch a new digitally compressed West Coast feed.

On Sept. 29, the cable network plans to begin the new feed off the Media Pool, which will play all E! taped programming and interstitials on a three-hour time-delay basis. E! eventually wants to use the Pool to play back East Coast commercials as well. E!, which has been operating the Media Pool system since late July, is using it to test the digital West Coast feed with several cable operators, says Jack Carey, E! vice president of operations.

The Philips server, which has 15 hours of storage at 5:1 JPEG compression, records the East Coast output directly from E!'s master control switcher under the control of Louth automation software. To generate the time-shifted West Coast feed, the stored video is decompressed back to baseband, sent over a DS-3 fiber link to Globecast's Culver City, Calif., teleport and compressed for uplink with a Scientific-Atlanta MPEG-2 PowerVu encoder.

By compressing the feed, E! can fit two channels on its existing 36 mhz transponder on the GE Americom Satcom C3 satellite. E! will use 27 mhz to maintain an analog feed for the Eastern and Central time zones and the C-band backyard dish market, while the remaining 9 mhz will contain the digital West Coast feed, according to Carey. (The actual bandwidth of the West Coast feed is 6 mhz.)

E! has spent some \$750,000 on the Media Pool and the Scientific-Atlanta compression gear. "The logic is [that] we save a million a year by not going to another transponder," Carey says.

Carey also considered MPEG-2 video servers from Tektronix and Hewlett-Packard, but felt more comfortable using JPEG compression: "You can compress and recompress JPEG as much as you want. When you start doing it to MPEG, you get problems.... We didn't have a large enough budget to be wrong." ■

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Online News

Websites enhance TV coverage of princess's death

News sites report millions of viewers seeking live, archived reports

By Richard Tedesco

The sudden death of Princess Diana once more underscored the Internet's capacity to deliver breaking news stories and raise related issues.

All major broadcast/cable online news outlets posted news aggressively on various angles of the tragedy in the week following the fatal auto accident. CNN Interactive, ABCNews.com, MSNBC and Fox News planned to stream live coverage of the funeral online this past weekend, perhaps the first time the Web shared the spotlight with TV in presenting a story of such charged emotional content.



For those who forgot to program their VCRs for early Saturday morning, CNN and ABC News planned to archive their wall-to-wall coverage of the funeral on their sites. MSNBC intended to archive some of the



coverage from its on-line cable counterpart. Record access numbers were expected.

From the first word of the accident over the Labor Day weekend, all three online news sites lit up with activity. CNN reported 4.3 million page views the night of the accident.

ABCNews.com claimed 1.5 million page views that Sunday and 1.4 million the next day. MSNBC said that activity on its site doubled from normal levels, and Fox reported breaking its single-day records, although neither would quantify the level of activity.

Web news officials agreed that this story was meant for online treatment. "When you get into a big story like this in

hold another meeting later this fall to discuss ways that news sites might coexist with the new browser technology. "There's certainly a future to the dialogue," says Kinsella.

But news organizations won't rate their own sites, or have them rated by a third party for potentially offensive material, and there was no consensus on a suggestion from RSAC to label news sites instead of rating them, according to Kinsella. "There's a real discussion going on about what is the news," says Stephen Balkam, RSAC executive director. "No one said that this was going to be easy."

And it promises to remain a somewhat convoluted situation. The *Wall Street Journal* had previously agreed to participate in ratings, as have Reuters and CNet, according to Balkam. RSAC assumes that virtually all sites will eventually join the 42,000 it claims already have agreed to be rated. Internet users would be unable to access unrated sites via the new browsers.

"We don't accept that and we choose to remain unrated," says Neil Budde, editor of the *Wall Street Journal's* interactive edition. "I don't think they have to make it quite so difficult. There are a lot of alternatives."

It remains to be seen if an alternative can be found to the ratings concept. "All you can come back to is no rating, no labeling of any kind," says Scott Woelfel, CNN Interactive editor-in-chief.—RT

News organizations opt out of Web ratings

News organizations loosely connected as the Internet Content Coalition will meet this fall to reconsider some form of participation in an online ratings initiative fostered by the Clinton administration.

The group, meeting in New York, rejected participation in the online ratings initiative being shepherded by the Recreational Software Advisory Council and supported by Microsoft Corp. and Netscape Communications. Microsoft and Netscape are incorporating features in the latest versions of their respective browsers to permit parents to deny younger Internet users access to sites with questionable content, according to the RSAC ratings. The voluntary ratings were a means of blunting regulatory initiatives by the Clinton White House in the wake of the Supreme Court's recent ruling that the Communications Decency Act was unconstitutional.

In a two-sentence statement, the ICC news group, including representatives of CNN, the *Wall Street Journal*, the *New York Times*, Time Inc. and the Associated Press, opted out of the effort: "We support open access to information on the Internet. As news organizations, we will not rate our content on the Internet."

But Jim Kinsella, general manager of MSNBC, says the ICC plans to

broadcast coverage, the linear nature of that coverage can be frustrating," said Scott Woelfel, CNN Interactive editor-in-chief. "We find that people are drilling right in. That random-access ability is invaluable in these kinds of things."

CNN, which has been ramping up its V Xtreme streaming content, offered more clips on different angles of the Diana story than it has in any recent package. Segments from a Larry King show were posted, featuring interviews of celebrities commenting on the paparazzi issue. And by midweek, Diana's death became a flash-point for the demise of the British royalty, an angle played in the London newspapers.

ABC's site highlighted video of high-profile correspondents, including Bill Ritter on the ongoing criminal investigation, Aaron Brown on worldwide reaction to the death and Diane Sawyer on Diana's dance with John Travolta at a White House affair. "ABCNews.com was designed to be a 24-hour news service and was designed to be a complete news-on-demand site, and this was the kind of story it was designed for," said Jeff Gralnick, ABC News vice president, who oversees ABCNews.com.

Gralnick cited access to ABC News correspondents, along with overall presentation and readability, as reasons for ABCNews.com's gathering momentum in the online news sweepstakes.

With CNN getting the lion's share of the traffic, ABC, MSNBC and Fox are the up-and-comers among the broadcast/cable news sites. A slideshow with streamed NetShow video was one distinguishing feature of MSNBC's treatment of Diana Spencer's life and death. It also offered two stories that represented notable departures from its competition online: one discussed the recent dismissal of the princess's normal security and how that may have contributed to the

accident; another suggested that one of the paparazzi on the accident scene might have been trying to help.

MSNBC said it wanted to create an environment where users could also communicate their emotions by posting messages. "The differentiation is in providing people with a way of sharing the emotion and reaction that exist in the community online," said Andy Beers, MSNBC executive news producer, adding that MSNBC sought to offer depth of content for users to review the princess's life.

Fox News was most intent on maintaining its focus on the evolving news story, according to Scott Ehrlich, Fox News director of issues, information and online services. "The personality story is much sexier than the news story, [but] we're going to stick to the news story," he said.

By midweek, that meant focusing on the possible paparazzi obstruction of the police at the accident scene. Fox also reported that the going price for pictures of the gruesome scene in the Paris tunnel had escalated to \$1 million. And it was conducting a poll on whether the paparazzi might change their predatory ways in the wake of Diana's death.

As was true for the other sites, Fox's treatment exemplified the capacity of the Web to offer several takes on a big story. "The Web is the great information medium," Ehrlich observed. "The Web can do what TV can't. In a sense, we can program a channel of information about this story without giving up the rest of our real estate to tell people what's going on."

Executives from each news organization acknowledged the risk of resorting to tabloid treatments in a desire to indulge the public appetite for details about Diana. But they all emphasized the need to maintain the same standards set by TV coverage of the tragic events. **TM**



ICTV looks past Cox trial to launch

On the strength of a trial in Cox Cable's Santa Barbara, Calif., system, ICTV is looking to launch its PC/TV service with at least one major MSO this year.

ICTV achieved 9% penetration in the first nine weeks after introducing its service to a node serving 640 households, according to Wesley Hoffman, ICTV president. The ICTV service offers cable subscribers five hours of Internet access via TV for

\$6.95 per month, along with a menu of CD-ROM games from Microsoft, Sega and Electronic Arts. Each additional hour of 'Net access is \$1.99.

ICTV, which hopes to put the service in front of 20,000 households by year's end, expects to launch with at least one of several MSOs with which it's talking, according to Hoffman. The company provides the headend infrastructure for Internet access and other interactive services, along with a keyboard and small modem for high-speed access. The cost is \$250 per subscriber.

ICTV currently maintains license agreements for gaming content from Sega, Electronic Arts and Microsoft, from which it is also licensing source code for Internet Explorer. The ICTV format gives the user several hundred cached Internet sites in a range of categories, along with open access.

The service targets light or medium Internet users who may or may not own PCs (68% of all households in the Cox trial didn't own one).

ICTV's next step is to expand the Santa Barbara test into a 1,000-household node on the 70,000-subscriber system. Cox, an equity partner with a 30% stake in ICTV, seems likely to segue the test into a commercial launch.

In Santa Barbara ICTV is used for Internet access (78%), e-mail (14%) and games (8%), according to Hoffman.

Other ICTV equity partners include Lauder Partners and IBM, which provided technology in the original ICTV test in Omaha two years ago. At that time it was cast as a video-on-demand service. Although that test was successful, Cox decided the technology was too costly to deploy for the video-on-demand application.

New Monday night football site kicks off

ABC's *Monday Night Football* is animating its revamped Website to engage a growing audience of tekkie viewers.

Now fans who cruise the site (www.abcmnf.com) can see offensive drive charts in animation and can monitor a live feed that provides immediate play results and ongoing stats. A game clock appears online along with the other features, all by-products of Microsoft ActiveX controls.

Fans can also enter a ChatZone during the game, as ABC Sports seeks to prepare the current generation for a new way of watching its weekly prime time pro football event. "We're trying to program for the interactive fan, because eventually that will all merge with digital TV," says Jonathan Leess, vice president of multimedia for ABC Sports.

A new feature will be added to ABC's online playbook in the next couple of weeks, spun off from the latest version of the Monday Night Football CD-ROM game produced by ABC Interactive. Particular highlights from each week's game will be translated into an animation file, with graphic representations of the players. As in the CD-ROM game, the play can be viewed from a variety of angles, so fans can experience a novel replay that promotes the ABC game and skirts the NFL prohibition against showing video replays on the site.

Although there will be no game replays, an extensive archive of memorable moments from past *MFN* telecasts can be accessed, along with lifetime stats for an individual player's performances in *Monday Night* games. A changing front page will update the site, with information that includes injury reports for the upcoming week's game.—RT

Classifieds

See last page of classifieds for rates and other information

RADIO

HELP WANTED MANAGEMENT

Sales Manager opportunity in mid-Michigan. Solid facilities with performance driven ownership. Committed to radio with aggressive future plans. Send letter of introduction, resume and salary requirements to Box 01216 EOE.

Manager Sales Mgr. Seeking radio station manager with experience in sales, announcing, production, copy and news. Salary plus commission for right person. Excellent working conditions in new studio/office building. Ask for Kent or Stu 618-943-3354. Southern Illinois. EOE.

HELP WANTED FINANCIAL & ACCOUNTING

RADIO DIVISION GROUP CONTROLLER

Greater Media, Inc. seeks a Divisional Controller responsible for all accounting matters relating to radio broadcasting, including administration of company's policies on finance, accounting, and internal controls. Responsible for all financial reporting and coordination of budgeting. Strong leadership abilities, excellent written/verbal communication skills, an eagerness to analyze and solve business problems utilizing strong quantitative and PC skills. Interaction with executive and senior operational management a key element. Bachelor's degree in Accounting or equivalent. At least 7-10 years experience in broadcasting arena. Send resume including salary history to:



Greater Media, Inc.

Mary Jane Nagy
Greater Media, Inc.
PO Box 1059
East Brunswick, NJ 08816
Fax: 732-247-0215

Greater Media is an Equal Opportunity Employer

HELP WANTED SALES

Local Sales Radio. Group owner looking for aggressive, experienced, enthusiastic self-starter to develop new accounts in proven high-end territory. You will represent two giant signal FM's, professionally formatted for the right demos. Candidate should have skills and knowledge of Arbitron, co-op, vendor and promotion revenue. Drug and Smoke Free Environment - Equal Opportunity Employer. Resume, including income requirements to: General Manager, Mak Communications, Inc., P.O. Box 1200, Southold, New York 11971.

Account Executive, Radio Sales. Growing New Jersey radio group is presently interviewing for the position of Account Executive. Qualified applicants must have a college degree, plus a minimum of two years of success in radio sales. Choice candidates are aggressive closers who maintain rate and inventory integrity... Yet are service oriented relationship builders. Promotional creativity desirable... knowledge of Arbitron a must. Our company is the leader in compensation and benefits: and an Equal Opportunity Employer. If you are ready for this exciting challenge send your resume to: General Manager, WRDR Radio, POB 295, Egg Harbor, NJ 08215. Fax (609) 965-3026. No Phone Calls Please

Account Executive. Odyssey Communications, Rockland County, NY. News-Talk AM 910 WRKL Radio has immediate opening for experienced, goal-oriented AE. Base salary, commission, benefits package, auto allowance, and 401k. Fax resume to Ed Abels, GSM. 914-354-4796.

HELP WANTED TECHNICAL

Radio Chief Engineer: Paxson Broadcasting - 5 years experience required. Knowledge of directional arrays, transmitter, studio equipment, computer systems, audio processing, telephone systems. Fax resume: Roy Pressman 305-999-6100.

TELEVISION

HELP WANTED MANAGEMENT

PRESIDENT PRESTIGIOUS PUBLIC TELEVISION NETWORK South Carolina Educational Television Network

This state and nationally supported statewide telecommunications network, headquartered in Columbia, SC, seeks a chief executive who is experienced in and a passionate advocate for the delivery of inspirational educational programming utilizing cutting edge technology.

The position reports directly to the South Carolina Educational Television Commission, with which all strategy and policy is formulated. The chief executive has full management and fiscal responsibility for the production and delivery of public broadcasting and instructional programming to the diverse citizenry, public and private institutions of South Carolina, and must therefore have a track record which provides evidence of the requisite abilities to fulfill such a mandate.



Please apply by letter to: ETV President Search, 1029 Woodburn Road, Spartanburg, SC 29302 describing how training and experience directly relate to the position outlined. Enclose a detailed resume and the names, addresses and telephone numbers of no fewer than five references who are qualified to attest to the applicant's suitability.

All applications must be received no later than October 15, 1997.

GENERAL MANAGER

Vice President/General Manager, GOCOM Communications, L.L.C. is searching for the right leader for WKBN-TV, the Youngstown, OH market leader. Proven ability to deliver substantial revenue and income growth is essential. Great compensation including stock option plan. EEO. Highly qualified candidates only. Rush resume to:

GOCOM Communications
7621 Little Ave., Suite 506
Charlotte, NC 28226



Tri-State Christian TV is seeking qualified candidates for the position of General Manager for its Buffalo market station. Applicants must demonstrate proven leadership/management skills, preferably in a ministry environment. Must have above average verbal and written skills. Must work well with volunteers. Previous management experience in a broadcast setting a plus. Successful applicants should share our vision for reaching the Buffalo/Toronto, Rochester area with the Gospel of Christ. Resumes should be submitted to TCT, Attn: Personnel, PO Box 1010, Marion, IL 62959. TCT is an Equal Opportunity Employer.

Vice President, Finance & Administration: Tribune Entertainment/Los Angeles seeking experienced individual to oversee administration of finance and human resources. Key responsibilities include coordinate annual strategic/operating plans; counsel top management on financial transactions; directing general office related functions; provide financial support for program development/stage rental business; knowledge of management and accounting theory, and must be a CPA; an MBA would be a plus. Minimum of 10 years of corporate and/or public accounting experience, minimum of 3 years in television production business, thorough knowledge of television production budgeting. Send resumes to Dick Askin, Tribune Entertainment, 5800 Sunset Blvd., Los Angeles, CA 90028; Fax: 213-962-5270. EOE. No phone calls, please.

General Manager and CEO. WXEL TV and FM, a licensee of Barry Telecommunications, West Palm Beach, FL, a subsidiary of Barry University, seeks an innovative, energetic and dedicated CEO/General Manager who can lead the station into the digital future and serve as a model for reinventing public broadcasting. Requirements: Bachelor's degree, MA/MBA preferred. Eight (8) years progressive management experience or ten (10) years progressive experience in broadcast management, public broadcasting preferred. Expertise in programming, fundraising, fiscal management and budget planning, recruitment and supervision of senior staff. Must have effective communication skills. Submit resume to Margaret Johnson, OP, VP of Planning and Research, PO Box 6607, West Palm Beach, FL 33405.

To place an ad in the Broadcasting & Cable Classified pages, contact Antoinette Pellegrino or Sandra Frey
TEL: 212.337.7073 • FAX: 212.206.8327 • 212.337.6941 • FAX: 212.337.6957
INTERNET: APELLEGRINO@B&C.CAHNERS.COM • INTERNET: S.FREY@B&C.CAHNERS.COM

Max Media Syracuse, New York, seeking a General Manager for FOX WSYT-TV and UPN WNYS-TV. Candidate must have a proven record at the General Manager's level. Strong sales, news, people skills, and community involvement is necessary. Equal Opportunity Employer. Send resumes to Debbi Haddaway, Executive Assistant, Max Media, 900 Laskin Road, Virginia Beach, VA 23451.

HELP WANTED SALES

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



Traffic Manager: FOX affiliate in Charleston, SC, seeking Traffic Manager. Experience in all areas of traffic needed. Must be team player, highly organized and detail oriented. Will report to the GSM. Familiar with AS 400 preferred. JDS software. Windows 95 helpful. Mail or fax resume to WTAT FOX 24, 4301 Arco Lane, Charleston, SC 29418. Attention: Mark Moseley. No phone calls please. Fax: 803-554-9649 EOE.

Traffic Director to America's Hot Spot. Ski, fish, bike and play in Colorado. New high tech #1 NBC affiliate seeks experienced traffic manager. Fax manager, KKCO TV, Grand Junction, 970-243-1770

Local Regional Account Executive. The midwest's most aggressive FOX affiliate wants you! KLJB FOX 18 is seeking an experienced television account executive to handle list with both local and regional accounts with emphasis on new business. Strong presentation skills and solid negotiation experience are essential. Send resume, cover letter, and references to Dan Schwarz, Local Sales Manager, KLJB-FOX 18, 937 E 53rd Street, Davenport, IA 52807. 319-386-1818. EOE.

National Sales Manager. Top rated NBC affiliate in Southern Colorado is looking for a top rated NSM. In addition to directing the national sales effort, you should be a pro in setting station rates and inventory control. Direct your cover letter and resume to KOAA-TV, Attn: Paul Doll, National Sales Manager, 2200 7th Avenue, Pueblo, CO 81003. No phone calls please. EOE.

Senior Traffic Assistant (Job #66-400): ONN is looking for a senior traffic assistant who will be responsible for aiding with the control of station inventory, and the pre-clearance and input of television commercial orders, applying copy instructions to commercial television orders, maintaining programming input and producing the final broadcast log each day. Must have excellent leadership and communication skills along with strong organization and reasoning skills; ability to decipher complex instructions and to perform well under stressful conditions. Previous broadcast experience is preferred. Equivalent combinations of education and experience will be considered. Qualified candidates should send resume to ONN, Human Resources Job #66-40 770 Twin Rivers Drive, Columbus, Ohio 43215. Qualified Minorities and Women Are Encouraged To Apply. EEO. We Are Smoke And Drug Free Workplace.

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.

National Sales Manager. KFOR-TV, Oklahoma City's market leader and one of the top NBC affiliates in the country, has an immediate opening for a NSM. The candidate should be highly motivated, well-organized with strong negotiation and presentation skills. Previous successful TV sales or Rep experience required. Send resume to Personnel, KFOR-TV, 444 E. Britton Road, Oklahoma City, OK 73114. EOE.

Local Account Executive. Job #200B WBNS-TV is looking for a local account executive to develop new business and handle some established accounts. Make presentations and negotiate sales with ad agencies and clients. Participate and contribute in sales meetings and be available evenings and weekends for business-related functions. College graduate or related work experience preferred. Minimum two years sales experience required. Knowledge of marketing research and its application in the sales process. A proven track record for developing and closing new business. Experience in interpreting and applying Nielsen ratings in negotiations should be extensive. Computer skills will be a real advantage. Equivalent combinations of education and experience will be considered. Qualified candidates should send resume to WBNS-TV, Human Resources Job #200B, 770 Twin Rivers Drive, Columbus, Ohio 43215. Qualified minorities and women are encouraged to apply. EEO. We are a smoke and drug free workplace.

Traffic Manager: Responsibilities and qualifications for the position include the following: Must ensure accurate and complete compliance with the FCC and Station policies regarding commercialization, record keeping and formats. Oversees the BIAS computer system. Implements all program schedules and changes accurately and on a timely basis. Manages a staff of 4 and monitors the traffic department's workload and flow of information to prevent backlog. Must have Microsoft Office experience. Must have a minimum of three years related experience and a working knowledge of the BIAS traffic/sales computer system. College degree preferred. Qualified applicants please send resumes to: WKBD UPN50, Attn: T.M.B./97B.C., P.O. Box 50, Southfield, MI 48037. WKBD is an Equal Opportunity Employer.

General Sales Manager: WCTV, Tallahassee's CBS affiliate and dominant station, is seeking a highly motivated GSM/LSM to lead and expand a dynamic sales team. 3-5 years management experience. Excellent people skills a must. Knows all sales tools. Knowledge of Columbine a plus. Innovative with interior and exterior revenue development. Resume only to Jere Pigue, WCTV 6, P.O. Box 3048, Tallahassee, FL 32315 Fax 904-893-5193 EOE

Account Executive Needed. If you are an experienced Television Salesperson with the ability to handle established accounts as well as develop new business, then KMSS FOX 33 wants you! An established account list and upward mobility with a fast growing Broadcast group awaits the right candidate! Send resume to: Local Sales Manager, KMSS TV, PO Box 30033, Shreveport, Louisiana 71130.

Account Executive: WGME, NewsChannel 13 has an immediate opening for an experienced Account Executive. Duties include sales/service of local/regional advertising accounts, maintain/improve billing levels, share of business and new business development. Heavy emphasis on media negotiations, client service and sale of special programming promotions and production. Must be able to use knowledge of television ratings, research and media placement to effectively package station advertising inventory to achieve desired sales goals. WGME is located in Portland, Maine, one of the great small cities, located on the coast of Maine and features thriving cultural, business and recreational communities. Please send resume to Mary Lou Davis, WGME-TV, 1335 Washington Avenue, Portland, ME 04103 or fax to 207-797-4566. WGME is a division of Guy Gannett Communications, a diversified media company and is an Equal Opportunity Employer. M/F.

HELP WANTED MARKETING

Director of Marketing and Promotions. Job #174-200, WBNS-TV, one of the top CBS affiliates in the country, is looking for the best Promotion Manager in television. Send a tape of your best work and give us your opinion on what makes good television promotion. We are the news leader in Columbus and we need you to help us stay on top. Management background, and a minimum of three years television promotion experience required. Qualified candidates should send tape and resume to: WBNS-TV, Human Resources Job #174-200, 770 Twin Rivers Drive, Columbus, Ohio 43215. Qualified minorities and women are encouraged to apply. EEO. We are a smoke and drug free workplace.

WANT TO RESPOND TO A BROADCASTING & CABLE BLIND BOX ?

Send resume/tape to:
Box _____,
245 West 17th St.,
New York, New York 10011

Senior Marketing Specialist - KYW TV3 is seeking a highly motivated individual to assist the Sales Marketing Manager in creating and executing incremental revenue billing projects for local and national CBS sales staffs. Must be able to provide support for marketing manager in development, coordination and execution of multi-dimensional TV projects for new and existing accounts. Prefer knowledge of TV, radio, print, magazine, in-store advertising and research, the internet, and event marketing, as each relates to integrated marketing campaigns. Creative, time management, writing, and presentation skills are all essential, as well as strong sales instinct. Computer proficiency desired (Powerpoint, Excel, Microsoft Word). B.A./B.S. degree preferred. Send resumes to: Human Resources Department, KYW-TV 3, 101 S. Independence Mall East, Philadelphia, Pennsylvania 19106. EOE M/F ADA

Director of Marketing. WKBN-TV, the CBS affiliate serving the Youngstown, OH market, is searching for the right person to lead this #1 station to a more dominant position. Proven ability to improve ratings, effectively position a station, and creatively promote to all of the station marketing targets is essential for the winning candidate. EEO. Applicants should rush resume and sample reel to: Terry Segal, Vice President, GOCOM Television, 7621 Little Ave., Suite 506, Charlotte, NC 28226.

HELP WANTED TECHNICAL

**Senior Project Marketing Manager
MPEG-2 Encoders**

Working closely with engineering, sales and customers, you will be responsible for MPEG-2 encoder product line requirements and pricing. You will create and execute marketing plans (promotion, positioning.) You will also represent encoder products in system solutions for multiple market segments to support pre-sales activities. Requires BSEE (MBA and/or MSEE preferred) or equivalent and MPEG-2 broadcast technology experience. International travel required.

DiviCom is the market leader in video networking and video compression for broadcast. Send resume to hwhite@divi.com, fax 408/490-6500 or mail to Professional Staffing, 1708 McCarthy Blvd., Milpitas, CA 95035. For more information on DiviCom, visit us at www.divi.com.



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Two-four years industry experience required. Software teach and/or servicing skills. Extensive travel is required.

We offer competitive salaries and benefits packages and a stimulating work environment. Send resume including salary history, to: **HR/DJ, Nielsen Media Research, 299 Park Avenue, New York, NY 10171, or fax to (212) 708-7533.**

Technician. Successful candidate will have minimum of 3 years experience in a major market TV station. Master control, VT and audio experience required. Send resume and cover letter (no calls/faxes) to Irwin Ross, Director of Engineering, WPVI-TV, Suite 400, 4100 City Avenue, Philadelphia, PA 19131. EOE.

SNG Maintenance. The WGAL 8 Technical Department has a full-time technical opening. This person will operate and maintain a Satellite News Gathering Truck. This position requires experience in satellite uplinking, microwave transmission and electronic maintenance skills. The individual will be "on the road" much of the time and must be able to maintain a complex satellite uplink truck. The ability to work alone and with others in a high pressure environment is essential. A valid PA driver's license is required. SBE Certification and/or FCC General Class License preferred. Interested persons, who qualify, should contact Bob Good, Assistant General Manager and Director of Operations, at 717-393-5851 x350 for more information. The deadline for application is September 15, 1997. Resumes should be sent to: Bob Good, Asst. General Mgr./Dir. of Operations, Technical Department, WGAL-TV, PO Box 7127, Lancaster, PA 17604-7127. WGAL 8 is an Equal Opportunity Employer. M/F/H.

Director/Technical Director (Job #2-400): Responsibilities include supervision and operation of video and audio switchers, plus chyron, still store and other technical equipment as necessary. Works with all departments to ensure smooth and timely presentation of programming. Able to make creative and aesthetic judgements under pressure. Able to write and/or revise television copy. Able to operate tape machines/edit videos. Degree in Broadcasting or Electronics. Must be computer literate. One year of television station experience, preferably in local news environment. Equivalent combinations of education and experience will be considered. Qualified candidates should send resume to ONN, Human Resources Job #2-400, 770 Twin Rivers Drive, Columbus, Ohio 43215. Qualified Minorities and Women are Encouraged to Apply. EEO. We Are A Smoke And Drug Free Workplace.

Maintenance Engineer. WHNS-TV FOX 21 is currently accepting applications for Maintenance Engineer. Minimum two years experience with troubleshooting and repair of broadcast electronic equipment. Knowledge of UHF transmitters and computer systems a plus. Send resume to WHNS-TV. Attn: Personnel-ENG. 21 Interstate Court, Greenville, SC 29615 or Fax to 864-297-0728. EOE M/F/H.

Engineer in Charge. NEP, the leading remote facilities company is looking for seasoned veteran EICs. The ideal candidates will possess strong leadership, organizational, system design and engineering skills with demonstrable experience in large-scale entertainment and sports remotes. Competitive salary and excellent benefits package. Relocation not required. Faxes only to 412-826-1433. EOE.

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

Chief Engineer: Texas A&M University is seeking qualified candidate for engineering sector of Educational Broadcast Services including technical operation of KAMU-TV/FM. Requires Bachelor's degree in related field or eight years broadcast experience. Must have some hands-on experience in configuration and troubleshooting of LAN's, TV/FM transmitters, PC's, broadcast audio/video, videoconference, postproduction, satellite uplink, fiber optics and CATV with three years supervisory experience. Must be SBE certified. Salary \$43,000-\$48,000/yr., with excellent benefits package. The twin cities of Bryan/College Station have a unique blend of big city cultural opportunities combined with small town warmth and hospitality. Refer to Job #970828 and apply at Employment Office, Human Resources Department, 809 East University Drive, Suite 101A, College Station, Texas 77843-1475. An Affirmative Action/Equal Opportunity Employer Committed to Diversity.

Chief Engineer. UHF Station in Mid-West. seeks hands-on, can-do professional to lead experienced technical staff. Proven track record and understanding of news operation is necessary. Looking for a highly motivated individual who is a team player, with good communication skills to handle the day-to-day operation, work a varied schedule, and help us plan for the future. A great opportunity. EOE/MF. Reply to Box 01223.

CBS Broadcasting, KYW-TV 3, Maintenance Technician: Hands on, component level troubleshooting broadcast equipment, including Sony, Beta VTR's, Odetics library machines, Panasonic D3 VTR's and other state of the art equipment. Experience in digital video switches and DVE's necessary. Familiarity with personal computers and local area networks a must. Five years experience and FCC license or SBE certificate required. Send resume to: Human Resources Department, KYW-TV 3, 101 S. Independence Mall East, Philadelphia, Pennsylvania 19106. EOE M F ADA

HELP WANTED NEWS

PRODUCERS/ASSIGNMENT EDITORS

If you're a newsroom leader, you belong at WCAU-TV, the NBC O&O in Philadelphia. We have immediate openings for newscast producers and assignment editors.

Think you're a good producer now? Wait until you work here!! We have lots of big news, and all the resources you need. If you know how to produce a fast-paced newscast full of live elements, and you thrive in the control room, send us tonight's show. Minimum five years major market experience.

If you can juggle photographers, stories, and demanding producers, you belong on our assignment desk. Excellent opportunity to become a real news leader and guide the coverage of the NBC O&O in the fourth market. Minimum five years major market experience. Knowledge of Philadelphia area preferable.

If interested, please send tape and resume to:

**NBC 10 Employee Relations
10 Monument Road
Bala Cynwyd, PA 19004**

EOE

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

Send resume/tape to:

Box _____,

245 West 17th St.,

New York, New York 10011

Weekend Anchor/Reporter: The award winning FOX 22 10:00 News in beautiful Raleigh/Durham. NC is looking for a pro who is equally adept at turning a live package in the field or anchoring at the desk. You will report three days and co-anchor weekends. Three years anchor/reporting experience required plus a college degree. Send tape, any format, resume and letter of interest to Kevin Kelly, News Director, 3012 Highwoods Boulevard, Suite 101, Raleigh, NC 27604. EOE.

Weather Anchor/Reporter: WMDT-TV 47 has an opening for a Morning/Weekend Weather Anchor and Environmental Reporter. At least 1 year weather anchor/reporter experience. Familiarity with Kavouras I-7 strongly desired. Ability to present weathercasts clearly and concisely. Position reports to: News Director. No calls please. Resumes and tapes to: Scott A. Michlin, News Director, P.O. Box 4009, Salisbury, MD 21803-4009. M/F-EOE.

WTOG-TV a UPN O&O in Tampa St. Petersburg is looking for *Reporters* in the news department with a minimum of three to five years of live reporting experience. Must be an aggressive self-starter with strong on-camera skills, writing talents and the ability to cover fast breaking stories. Must be able to make public appearances when requested by management. Physical requirements include, but are not limited to: operating editing equipment, video tape machines and newsroom computer. Resumes only to Steve Schwaid, UPN44, WTOG-TV, PO Box 20144, St. Petersburg, FL 33742. We are an Equal Opportunity Employer.

Videotape Coordinator: WJLA-TV, the ABC affiliate in Washington, DC, seeks an experienced Videotape Coordinator to coordinate the editing of news tape for daily news programs, log master tapes and editors in computers, ensure tape feeds and dubs are completed and maintain file tape library and news files. 2-3 years previous broadcasting/newsroom environment experience required. Knowledge of editing and newsroom operations essential. Strong computer skills and degree in related field preferred. EOE. Resumes by fax to 202-364-7903 or mail Attn. Human Resources, WJLA-TV, 3007 Tilden Street, NW, Washington, DC 20008.

Video Editor. Editor needed for small, but high profile business news bureau. Must have extensive editing experience for news programs. Proficient in beta off-line editing. Ability to prioritize and a team player. Knowledge of newsgathering and processing techniques. Excellent communications skills. Experience in Washington, DC a plus, but not required. Submit resumes to Conus, Washington, Human Resources Job #167-97, 3415 University Avenue, St. Paul, MN 55114. No telephone calls please. An Equal Opportunity Employer.

Sports Anchor/Reporter. KGAN-TV, a CBS affiliate and Guy Gannett Communication station is looking for a creative, energetic sports anchor reporter to fill out our sports team roster. You must be able to shoot and edit tape, tell local sports stories that touch peoples' lives. We're looking for someone with two or more years of experience and the desire to win. Send tapes (VHS preferred), resumes and references to Michael Sullivan, Human Resources, KGAN-TV, PO Box 3131, Cedar Rapids, IA 52406. EOE.

Reporters: Looking for 2 rock solid journalists to join number one rated news team. We want reporters who want to be the lead every single night. Anchor potential a plus. Send non-returnable tapes and resume to Director of News/Operations, Jon-Michial Carter, WWTV (CBS), Cadillac, Michigan 49601. Please, no calls.

Photographer. WKRC-TV News has an immediate opening for a full time and part time Videographer. Full time candidates should have a minimum of two years shooting and editing experience and the ability to perform well under deadline. No phone calls. EOE. Send resumes, tapes and/or application: WKRC-TV, Attn: Business Office - FT/PT, 1906 Highland Avenue, Cincinnati, OH 45219. An Equal Opportunity Employer.

News Editor: Edit Beta videotape for broadcast in daily news shows, record network, microwave and satellite feeds, locate archived tape and maintain archive library; operate videotape playback for new shows. One year editing for commercial news operation, college degree in related field preferred. Resume, cover letter and non-returnable tape to Michael Kinney, KOAT-TV, 3801 Carlisle Blvd., NE, Albuquerque, NM 87107. Drug free workplace. KOAT-TV is an Equal Opportunity Employer.

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News Director with a vision to create excellence is sought to lead our small market team to a new level. Ability to coach, motivate and deliver exciting relevant newscasts a must. Resumes to Kathleen McLain, GM, WMDT-TV, PO Box 4009, Salisbury, MD 21803-4009. Equal Opportunity Employer.

News Director in one of the USA's most liveable cities. Midwest CBS affiliate with strong community identity looking for a News Director to oversee a news department of 50+ staff members. Strong journalistic, leadership and people skills necessary. Resume and letter detailing news and management philosophy plus salary history to: Tom Bier, Executive Director News/Station Operations, WISC-TV, 7025 Raymond Road, PO Box 44965, Madison, WI 53744-4965, EOE, M/F

News Director: WFMJ-TV the NBC affiliate in Youngstown, Ohio is looking for a hands-on News Director. Applicants should have a journalism degree and a minimum of seven years newsroom experience. The successful candidate must have the editorial, production, communication and leadership skills necessary to lead our news team to the next level. Send resumes and salary requirements to: General Manager, WFMJ Television, Inc., 101 West Boardman Street, Youngstown, Ohio 44503. No phone calls. EOE.

News Anchor/Producer for cable-news operation. If you can do it all: write, shoot and edit, have one year of news experience, send your demo tape and resume to Attn: News, MediaOne, 141 NW 16th Street, Pompano Beach, FL 33060.

KBMT-TV has an opening for a News Anchor. Candidates must have minimum of one year anchoring experience. Candidates must be able to write clearly and connect with viewers. The salary ranges in the mid-30's. The company offers full benefits. Women and minorities are encouraged to apply. Send resume and tape to EEOC Officer, KBMT-TV, PO Box 1550, Beaumont, TX 77704.

Host/Anchor for new nationally syndicated daily program. Midwest origination. Minimum 10 years in TV essential. Must carry the show warmly, comfortably; at home in both news and talk. Interviewing skills, news, good writing, some producing experience important. Tapes, resumes to Box 474, 331 West 57th Street, New York, NY 10019.

Graphic Designer: If you've got an eye for clean design, an interest in journalism, an understanding of deadlines and a willingness to work hard, we've got an exceptional opportunity for you at the ABC owned station in fast growing Raleigh-Durham, Nielsen's 29th market. Work with a great team on state of the art equipment in one of the best places to live in America. You've got to be a design school grad, and Macintosh design experience is required (Photoshop, Illustrator, After Effects, Quark). Quantel paintbox, Chyron iN-FiNiT! and television production experience a plus. Rush non-returnable tape and resume to: David Rhoades, Creative Services Manager, WTVD NewsChannel 11, 411 Liberty Street, Durham, NC 27701. Women and minorities are especially encouraged to apply. EOE.

Executive Sports Producer: This person will supervise the WUSA sports department, including overall program production, story assignments and schedules. Must be an experienced field producer. Requires college degree and at least three years sports producing experience; management background preferred in either news or sports. Please respond with non-returnable tape (Beta or 3/4"), resume, references, and a statement of your news philosophy as well as salary requirements to: Mike Cavender, Vice-President/News, WUSA TV, 4100 Wisconsin Avenue NW, Washington, DC 20016. EOE. Job offers are contingent on pre-employment drug screening. Please mark specific job interest on address label. Absolutely No Phone Calls. Please.

Executive Producer for ABC affiliate in 76 DMA. Hands-on person, adept at handling tough decisions. Heavy emphasis on live elements. Must have 5-6 years of TV news experience plus the ability and desire to be a News Director. Send resume and tape to Jon Janes, News Director, ABC-33 TV, 1359 St. Louis Street, Springfield, MO 65802. EOE.

Executive Producer. Great management opportunity. KMBC-TV, Kansas City, has opening for Executive Producer. We're looking for someone with the 3 P's - People, Producing and Production skills. We have the toys and a talented staff to use them. Person will produce news specials, work with newscast producers to improve production look, and work with reporters to develop stories. We believe in good storytelling and aggressive news coverage. To become part of our team, send tape, resume and references to Gerry Roberts, Asst. News Director, KMBC-TV, 1049 Central, Kansas City, MO 64105. Women and minorities encouraged to apply. EOE.

CBS Broadcasting, KYW-TV 3, Photographer/Editor: Breaking news, follow-ups, undercover and the retrospective examination of daily events that are making news. Must be able to capture and present the day's news video. Minimum 3 years experience in photographing and editing long form features; knowledgeable in the care, set-up, and operations of state of the art camera and editing equipment; computer proficiency; valid driver's license. Send resume and non returnable reel to: Human Resources Department, KYW-TV 3, 101 S. Independence Mall East, Philadelphia, Pennsylvania 19106. EOE M/F ADA

CBS Broadcasting, KYW-TV 3, News Editor: Opportunity for creative videotape editor proficient on state of the art equipment to join daily news operation (AVID a plus). Major market TV station looking for team player with excellent work ethic and a commitment to quality. Ability to handle stress and work well under deadlines a must! Minimum 3 years editing experience required. Qualified candidates send resume and non returnable reel to: Human Resources Department, KYW-TV 3, 101 S. Independence Mall East, Philadelphia, Pennsylvania 19106. EOE M/F ADA

Bureau Reporter who can shoot and report for our Dover, DE, location. Degree plus live experience, the ability to build community contacts, write crisp copy and deliver it in an interesting manner could land you the opportunity to work in this small market beach community. Tape and resume to Chris Cifatte, WMDT-TV, 202 Downtown Plaza, Salisbury, MD 21803. Equal Opportunity Employer.

Assistant News Director, Job #130-200 WBNS-10TV, central Ohio's news leader, is looking for an assistant news director. Our award-winning staff needs someone who will be in charge of the day-to-day operations of the newsroom. The ideal candidate will be a strategic thinker and a good motivator with energy who will help execute our mission each and every day. This person also will be responsible for coaching staff members and assisting with long-term and short-term planning. College degree and 5 years experience in television news management with a strong track record of results. Qualified candidates should send resumes to WBNS-TV, Human Resources Job #130-200, 770 Twin Rivers Drive Columbus, Ohio 43215. Qualified minorities and women are encouraged to apply. EEO. We are a smoke and drug free workplace.

Assignment Editor/Producer. Top rated NBC station in the 37th market is looking for a multi-talented newshound. Applicants should have producing and assignment editing experience in their background. If you're looking for a fast-paced job that offers two paths for career advancement, then send your resume and non-returnable tape to Tim Dye, Assistant News Director, WOOD TV8, 120 College Avenue, SE, Grand Rapids, MI 49503. WOOD TV8 is an Equal Opportunity Employer.

Anchor: Looking for an energetic journalist with outstanding writing skills. We want an established anchor to join our number one rated news team. The candidate must be experienced and able to complement a male anchor. Send non-returnable tape and resume to Box 01230 EOE

Anchor / Reporter. WFMZ-TV in Allentown, PA needs co-anchor for weekday 10 pm newscasts. Report for 5 & 6 pm newscasts. Extemporaneous live skills essential. WFMZ-TV serves the northern portion of the Philadelphia market. In size, we're akin to a 70s level market. We shoot DVCPRO, do lots of live, and produce 6 newscasts a day. Send non-returnable tape (VHS preferred) to Brad Rinehart, WFMZ-TV, 300 E. Rock Rd., Allentown, PA 18103.

6 and 11pm Co-Anchor to compliment our male anchor. Previous anchoring experience, strong writing skills, live reporting and 2 year contract required. Tape and resume to Chris Cifatte, WMDT-TV, 202 Downtown Plaza, Salisbury, MD 21803. Equal Opportunity Employer.

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TRIBUNE BROADCASTING HAS OPENINGS FOR PROMOTION PRODUCERS.

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Promotion Producer. KSPR-TV, Springfield, MO, is seeking a creative individual with experience shooting, producing and editing television promotional spots. Position will be responsible for production of topical program, news, sales and station image promotions and will assist in all aspects of Marketing/Promotion Department. Excellent written and verbal communication skills a must. Send resume and tape to HR-Promotion Producer, 1359 St. Louis Street, Springfield, MO 65802. EOE.

Promotion Director. I'm losing my promotion director to a major market powerhouse. I need a forward-thinking pro ASAP! Big things are about to happen at this top 50 NBC affiliate, soon to be the flagship of a rapidly expanding broadcast group. Can you promote news and still keep them coming for Rosie, Oprah, Seinfeld, Wheel and Jeopardy? Rush your tape and resume to Art Daube, VP/GM, WBRE-TV, 62 South Franklin Street, Wilkes-Barre, PA 18773. EOE. No phone calls, please.

Promotion Director. Growing small/middle-market station group offers attractive opportunity for those who think strategically and recognize the power of strong local branding. We value promotion as vital to our stations' success. It's a given you're creative. We want strategic thinkers who can translate our message to all target audiences. EEO. Send your story to Box 01226.

HELP WANTED ADMINISTRATION

Audience Assistant: WABC-TV seeks a people person with excellent interpersonal and organizational skills. Must be able to solve problems and work independently. Responsibilities will include processing/fulfilling ticket requests, and coordinating studio audiences. Must be computer literate. Please send resumes only to: "Audience Assistant," PO Box 4041, Ansonia Station, New York, NY 10023. No telephone calls or faxes please. We are an Equal Opportunity Employer.

HELP WANTED RESEARCH

Director of Research: Join the Chris-Craft/United Television owned and operated ABC affiliate in the fast-growing and newly metered-market of Salt Lake City. Minimum two-years experience in television sales research. Must create and present effective sales/research pitches and one-sheets to agencies and clients. Must have thorough knowledge of both quantitative and qualitative resources, including Nielsen and Scarborough. Working knowledge of various research software systems, such as TvScan, QualiTap and Microsoft required. Metered-market experience strongly preferred. Fluency in Microsoft, Corel or similar office software a plus. Must be a self-starter. Please mail or fax your resume to Tom Love, General Sales Manager, 4 UTAH/ABC, 1760 Fremont Drive, Salt Lake City, UT 84104. Fax: 801-975-4441. An Equal Opportunity Employer.

Research Director. WTTG, the FOX O&O in Washington, DC has immed. oppty. for an individual with at least 3yrs. exp. in major TV, agency or rep firm. Thorough knowledge of ratings and current research sources; computer literate; strong analytical, creative problem solving, verbal and written presentation skills; good interpersonal skills. Bachelors degree req. Forward resume and salary req. to Human Resources Department, WTTG/FOX TV, 5151 Wisconsin Avenue, NW, Washington, DC 20016. EOE/M/F/D/V.

HELP WANTED PRODUCTION

Wanted: Serious producer/editor to create fantastic video for the number one Fox affiliate in the U.S. Duties include creating *Cool* on air-station promos and *Hot* commercial spots for local and regional ad agencies. Our new editor will have good people skills and be a team player. Must have analog and non-linear (very important) editing experience and provide non-returnable demo reel. Serious inquiries only respond by mail to WFXG-TV Fox 54, 3933 Washington Road, Augusta, GA 30917. Attention: Keith Avery, Production Manager. EEO

WFXG-Fox 54 currently has an opening for the position of Master Control Operator. The ideal candidate will have 2-3 years experience in control room operations, will be computer literate and work with little or no supervision. WFXG Fox 54 offers a competitive salary and complete benefit package. Applications and resumes will be accepted at WFXG-Fox 54, 3933 Washington Road, Augusta, GA 30907. No phone calls. EOE

Top 10 O&O News Department seeking the best Investigative Executive Producer and Producers in the country to build an elite new unit. Send tape, cover letter, and resume ASAP!! Equal Opportunity Employer. Reply to Box 01228 EOE.

Senior Producer, Marketing Department: Telemundo Network, Inc. a Spanish language television network based in Hialeah, FL is seeking an experienced bilingual English/Spanish Producer. Responsibilities include: sales and programming tapes as well as client sponsored promos/vignettes. Qualified candidates will have extensive experience in producing, writing, directing and non-linear editing. We are an Equal Opportunity Employer and offer a competitive compensation and benefits package in an exciting entertainment environment. For consideration, please forward your resume and salary requirements to: Telemundo Network, Inc., Human Resources, 2290 W. 8th Ave., Hialeah, FL 33010. (305) 889-7079

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 01227 EOE.

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

Executive Producer. Job #166. WBNS-10TV is looking for an executive producer. We have the tools and the talent. Now we need a creative force with a passion for great television to guide our producing staff. We're looking for someone to help take our broadcasts to the next level. The ideal candidate will have several years of producing experience, good writing skills and strong visual presentation abilities. Equivalent combinations of education and experience will be considered. Qualified candidates should send resumes to ONN. Human Resources. Job #166. 770 Twin Rivers Drive, Columbus, Ohio 43215. Qualified minorities and women are encouraged to apply. EEO. We are a smoke and drug free workplace.

Executive Producer: WTTV-4, a Sinclair Communications station has an Executive Producer position available. The ideal candidate shall possess proven management skills, solid leadership ability, good writing skills, a minimum of five years local production experience (sports experience preferred), technical know-how and the ability to develop and produce projects within budget. Responsible for day-to-day program production requirements of the station including: personnel management and training, budgeting, maintaining operational standards and controls, planning and implementing station projects to include personnel scheduling and program development. The Executive Producer will oversee WTTV's commitments to local programming which includes sports, entertainment, kids club and community affairs. Sports programming includes but is not limited to: Indiana and Purdue University Basketball, weekly university coaches shows, Indiana Pacers Basketball and Indianapolis Colts pre-season football. Additionally, the Executive Producer will be responsible for maintaining a consistent on-air look of the station. Mandatory pre-employment drug testing. WTTV and Sinclair Communications are equal opportunity employers. Women and minorities are encouraged to apply. Send cover letter and resume to: WTTV-4, Human Resources, 3490 Bluff Road, Indianapolis, IN 46217

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.

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.

Editor. Major market opportunity for minor market star editor. Midsized full service production facility in Top 10 market seeks Editor for online edit suite with D3 and Betacam. Microtime DVE, Quanta CG. Non-linear experience a plus. Send resume to: Media General Productions, P.O. Box 10800, Chantilly, VA 20151. Attn: Human Resources.

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HELP WANTED CREATIVE SERVICES

Graphic Artist/Designer for southeast CBS affiliate station owned by Gannett Broadcasting. High technical skills and artistic creativity needed for primary newscasts. Requires 1-2 years of experience with broadcast and print graphics. Must be proficient in Photoshop, Illustrator, QuarkExpress, and After Effects. Experience with News, Commercial Production, Promotion and Community Affairs graphics. Must be detail oriented and able to work under pressure within the newsroom environment. No phone calls please. Send resume and non-returnable tape demo to Elena Peterman, 13 WMAZ, PO Box 5008, Macon, GA 31208. EOE.

Art Director. Talented self-starter needed to manage the creation of on-air graphics, print projects and set design for the area's #1 television station. Heavy emphasis on preparation of electronic graphics for news shows and station promotion. Needs design experience using Photoshop, PageMaker, FreeHand, After Effects and Liberty Paint software 3 years experience and related degree required. Send resume and demo tape to Personnel Administrator-77, WTOL-TV, PO Box 1111, Toledo, Ohio 43699-1111. No phone calls, please. WTOL-TV is an Equal Opportunity Employer.

Art Director. Solid NBC O&O seeking experienced Art Director. Must have degree in Graphic Design and 3-4 years experience as a working Art Director. Requires a broad and diverse Broadcast Design background inclusive of set designs, still graphic news promotion design and a solid understanding of production. Prior supervisory and management skills a must as well as familiarity in dealing with vendors and soliciting quotes. Must have strong creative flair and the ability to motivate the crew. Experience with DP MAX, Media 100, Accom Still Store, Chyron Infinit, After Effects, Photoshop, Freehand required. Send non-returnable demo tape and resume to WCMH, Creative Services Mgr., PO Box 4, Columbus, Ohio 43216. No phone calls. Drug screening. EEO.

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

Abbreviations: AOL—assignment of license; ant—antenna; ch—channel; CP—construction permit; D.I.P.—debt 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

Palo Alto, Calif. (BTC-970430GK)—KDFC (AM) License Corp. for KDFC(AM): TOC from Scott K. Ginsburg, de facto to Chancellor Media Corp., per transferee's request. *Aug. 28*

Chicago (BTC-970430HF)—WEJM/WEJM-FM/WVAZ License Corp. for WEJM(AM): TOC from Scott K. Ginsburg, de facto to Chancellor Media Corp. *Aug. 28*

Detroit (BTCH-970430A5)—WDRQ Inc. for WDRQ-FM: TOC from Chancellor Radio Broadcasting Co. to Chancellor Media Corp. *Aug. 28*

Alexandria, Va. (BTC-970430A7)—VBE Inc. for WBZS(AM): TOC from Scott K. Ginsburg, de facto, to Chancellor Media Corp., per transferee's request. *Aug. 28*

Arlington, Va. (BTC-970430GZ)—WMZQ Inc. for WZHF(AM): TOC from Scott K. Ginsburg, de facto, to Chancellor Media Corp. *Aug. 28*

Woodbridge, Va. (BTCH-970430A8)—WMAL Inc. for WJZW-FM: TOC from Scott K. Ginsburg, de facto, to Chancellor Media Corp., per transferee's request. *Aug. 28*

NEW STATIONS

Returned

Panama City, Fla. (BPED-970402MG)—Allhis Children Inc. for noncommercial FM at 91.7 mhz. *Aug. 27*

Changing Hands

Continued from page 45

Crossville (Archie Kendrick, principal); no other broadcast interests
Facilities: 25 kw, 102.5 mhz, 308 ft.
Format: Country

WHQO(FM) Skowhegan, Me.

Price: \$222,355

Buyer: Mountain Wireless Inc., Skowhegan (Alan W. Anderson, president/50% owner); owns WSKW(AM)-WTOS-FM Skowhegan and WCTB(FM) Fairfield, Me.

Seller: Harvey Communications Corp., Skowhegan (Robert Harvey, president); no other broadcast interests
Facilities: 107.9 mhz, 6.5 kw, ant.

Fiked

Kingman, Ariz. (970822MA)—CSN International for noncommercial FM at 91.9 mhz. *Aug. 29*

Des Arc, Ark. (970807M7)—George S. Flinn Jr. for FM at 104.7 mhz. *Aug. 29*

Des Arc, Ark. (970807M6)—Roy E. Henderson/Whipporwill Creek for FM at 104.7 mhz. *Aug. 29*

Nashville, Ark. (BPH-970821MG)—Roy E. Henderson/Tembrace Broadcasting Co. (P.O. Box 590209, Houston, Tex. 77259-0209) for FM at 96.9 mhz, 4.5 kw, ant. 100 m., 1 mi. NW of Nashville, has applied to build 17 FMs and three TVs. *Aug. 21*

Nashville, Ark. (970820MD)—Harold L. Sudbury Jr. for FM at 96.9 mhz. *Aug. 29*

Glenwood Springs, Colo. (970820MG)—Ebbill LLC for FM at 95.5 mhz. *Aug. 29*

Glenwood Springs, Colo. (BPH-970821-MF)—Roy E. Henderson/Roaring Fork

Broadcasting Co. (P.O. Box 590209, Houston, Tex. 77259-0209) for FM at 95.5 mhz. 6 kw, ant. -113 m., 1 mi NE of Glenwood Springs, has applied to build 17 FMs and three TVs. *Aug. 21*

Glenwood Springs, Colo. (970820MC)—Rocky Mountain Radio Co. LLC for FM at 95.5 mhz. *Sept. 2*

Glenwood Springs, Colo. (970820MR)—Western Slope Communications LLC for FM at 95.5 mhz. *Sept. 2*

Hilo, Hawaii (BPCDT-970821KE0)—KITV Argyle Television Inc. for KHVO-DT: new digital TV facility: ch. 18, 5.4 kw, ant. -187 m, atop Naniloa Hotel, 93 Banyon Drive, Hilo. *Sept. 3*

Honolulu, Hawaii (BPCDT-970808KE)—KITV Argyle Television Inc. for KITV-TV: new digital TV facility: ch. 40, 8.5 kw, ant. 1 m., atop Ala Moana Hotel, 410 Atkinson Drive, Honolulu. *Aug. 28*

—Compiled by Sara A. Brown

BY THE NUMBERS

BROADCAST STATIONS

Service	Total
Commercial AM	4,812
Commercial FM	5,488
Educational FM	1,899
Total Radio	12,199
VHF LPTV	558
UHF LPTV	1,456
Total LPTV	2,014
FM translators & boosters	2,815
VHF translators	2,273
UHF translators	2,725
Total Translators	7,813

Service	Total
Commercial VHF TV	558
Commercial UHF TV	638
Educational VHF TV	124
Educational UHF TV	241
Total TV	1,561

CABLE

Total systems	11,600
Basic subscribers	64,800,000
Homes passed	93,790,000
Basic penetration*	66.1%

*Based on TV household universe of 98 million
Sources: FCC, Nielsen, Paul Kagan Associates
GRAPHIC BY BROADCASTING & CABLE

676 ft.

Format: Soft hits

WZVA(FM) Marion, Va.

Price: \$125,000

Buyer: T.E.C.O. Broadcasting Inc., Marion (Thomas E. Copenhaver, principal); no other broadcast interests

Seller: James Killinger Cornick, Marion; no other broadcast interests

Facilities: 103.5 mhz, 1.35 kw, 33 ft.

Format: Classic rock

RADIO: AM

KIST(AM) Santa Barbara

Price: \$850,000

Buyer: Jacor Communications Inc., Cincinnati (Randy Michaels, CEO); owns one TV station; owns/is buying

94 FMs and 59 AMs

Seller: Engles Enterprises Inc., Santa Barbara (Steven B. Engles, president)

Facilities: 1340 khz, 1 kw

Format: Classical

KCID(AM) Caldwell, Idaho

Value: \$300,000 (forgiveness of debt)

Buyer: American General Media Corp., Towson, Md. (Anthony S. Brandon, 67% owner); Brandon owns/is buying 12 FMs and eight AMs.

Seller: Van Noy Bishop and Larry Hancock, Nampa, Idaho; no other broadcast interests

Facilities: 1490 khz, 1 kw

Format: AC

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THIS WEEK

Through Sept. 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—8th annual D.C. chapter of **American Women in Radio and Television** Television Fall Preview Party. Naval Heritage Center, Washington. Contact: Kristine McDevitt, (202) 331-7345.

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—"Beyond the Telecommunications Act of 1996: The Future of Deregulation," conference presented by **The Cato Institute**. The Cato Institute, Washington. Contact: Robin Hulsey, (202) 789-5293.

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.

SEPTEMBER

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—"The Image of the President in Entertainment and Media," **International Radio & Television Society** 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—"Is There Any News in Local TV

News?," 15th annual Everett C. Parker Ethics in Telecommunications Lecture presented by the **Office of Communication of the United Church of Christ** and the **Communication Commission of the National Council of Churches**. Interchurch Center, New York City. Contact: William Winslow, (212) 870-2137.

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 Osmani, (202) 467-5200.

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

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

Sept. 23-25—TV Link '97, official congress and trade show of **ABTA (Brazilian Association of Pay Television)**. International Trade Mart, Sao Paulo, Brazil. Contact: Stephen Orlick, (203) 840-5402.

Sept. 24—**Federal Communications Bar Association** luncheon featuring NAB President Eddie Fritts. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

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—Northeast Area Conference, hosted by the New York City chapter of **American Women in Radio and Television**. Contact: Rosemarie Sharpe, (212) 481-3038.

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 **National Satellite Publishing Inc.** Wyndham Anatole Hotel, Dallas. Contact: (713) 975-0030.

Oct. 14-16—**Mid-America Cable Telecommunications Association** 40th anniversary annual meeting and show. Overland Park International Trade Show, Overland Park, Kan. Contact: Patty O'Connor, (913) 841-9241.

Oct. 16-18—**National Religious Broadcasters** southeastern regional convention. Stone Mountain Inn, Stone Mountain, Ga. Contact: Dianne Williams, (423) 892-6814.

Oct. 16-20—ITBS '97, 10th annual Italian and European audio, video, broadcasting, motion picture and telecommunications show, presented by **Assoexpo**. Milan Trade Fair, Milan, Italy. Contact: +39 2 4980330.

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.

NOVEMBER

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

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

DECEMBER

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

JANUARY 1998

Jan. 19-22—**National Association of Television Programming Executives** 34th annual program conference and exhibition. Ernest Morial Convention Center, New Orleans. Contact: (310) 453-4440.

APRIL 1998

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

MAY 1998

May 17-20—38th annual **Broadcast Cable Financial Management Association** 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)

The art of negotiation

If you can understand a man by the books he reads, perhaps NBC vice president and former Hill staffer Bob Okun is best explained by Sun Tzu's "The Art of War"—a book about war embraced by businesspeople for its negotiation tactics.

"[Late Republican National Committee head] Lee Atwater recommended [it] to me," Okun says. "It helped me to understand Washington."

Okun has honed his negotiation skills in 12 years on Capitol Hill and in the two and a half years he has been an advocate for NBC.

Those who know him repeat the same two comments about him: He provides concise information when staffers need it, but he never bothers them unnecessarily.

He's liked as well: "When I pull up his name on my electronic Rolodex, it says 'Bob Okun, good guy,'" one Senate staffer says.

And that's saying something. Broadcast lobbyists historically have not won Washington popularity contests, although they have prevailed in some lucrative fights lately. Okun was closely involved in the tit-for-tat budget battle and in the skirmish over TV ratings—to which NBC has yet to succumb.

Okun says one of his top priorities is changing the image of broadcasters in Washington. "Overall, the networks' image is not warm and fuzzy, and so I've found that you really have to know the issues and win arguments on their merits."

Okun's ability on the golf course and the tennis court works to his advantage. A "scratch golfer," according to NAB resident golf enthusiast Dennis Wharton, Okun recently shot a 73—3 over par—on the exclusive Robert Trent Jones course near Washington.

And his tennis game is even better, say those who know him.

"I think he does a lot of business on the golf course and on the tennis courts," says NAB President Eddie Fritts.

Okun has been working in politics since 1981, the year he graduated summa cum laude in economics from Duke University. He's been doing it so long that he dates the important events in his life by political events.

When asked when he married his wife, Deanna (about whom one Senate staffer says "the best thing about Bob Okun is Mrs. Okun"), he responds, "right before the budget deal of 1990," or Aug. 11, 1990,



"The networks' image is not warm and fuzzy...you have to win arguments on their merits."

Bernard Robert Okun

VP, NBC, Washington; b. Oct. 24, 1959, Glen Cove, N.Y.; BA, Duke University, 1981; consultant, The Media Institute, Washington, 1981; staff director, Task Force for Regulatory Reform, U.S. House of Representatives, 1981-83; exec. director, Republican Research Committee, 1983-86; exec. director, Republican Policy Committee, 1987-88; co-director, platform, Republican National Conference, Houston, 1988; exec. director, House Republican Conference, 1989-91; asst. secretary for legislation and congressional affairs, Department of Education, 1991-92; floor asst./principal Senate liaison, House Minority Leader, 1992; coordinator for House Speaker's transition team, 1993-94; current position since February 1995; m. Deanna Tanner, Aug. 11, 1990; child: Rachel, 2

in nonpolitical speak.

An undergraduate content analysis of television news landed him a job in 1981 at The Media Institute, a First Amendment advocacy group in Washington.

He wanted to be in the middle of the political action, however. By the end of 1981, he was working as staff director for the Republican regulatory reform task force in the House of Representatives.

From 1983 to 1986, he was executive director of the Republican House research committee, providing background papers for Republican representatives.

He then became executive director of the Republican Policy Committee in the House, the "next rung up the leadership chain," he says.

In 1989, Okun moved up again, becoming executive director of the Republican conference, the official policy organization of all House Republicans.

That job prepared Okun for his next congressional assignment, floor assistant for House minority leader Bob Michel, but only after he left the Hill for two years to work for the Bush administration in the Department of Education.

Okun helped the Bush administration get its educational initiative through Congress, pushed for the reauthorization of the higher education act and worked to defeat legislation that did not include some of Bush's ideas on school choice.

"The one lesson I learned is that working the Congress is a numbers game," Okun says. "You need to maintain unity among your troops on the minority side, but you also need to be able to reach across the aisle to establish coalitions with the members of the majority in order to get legislation passed."

He also credits the administration job with preparing him for his work today.

"Then I was working for one principal; now I am working for the CEO of NBC. Both positions [involve] trying to represent positions from the outside to Capitol Hill," he says. "Both jobs [came with] significant internal bureaucracies. I had to navigate the bureaucracies within the Department of Education and the White House. Similarly, I have to navigate and learn to understand the bureaucracies within NBC."

But Okun's years in politics have not made him cynical: "My optimism has not been affected by my tenure in Washington."

—PA

Fates & Fortunes

BROADCAST TV



Soifer

Appointments at WAGA-TV Atlanta: **Kathy Soifer**, director of creative services, WATL-TV Atlanta, joins as VP, programming and promotions; **Rich Graziano**, regional sales manager, sister station WFX-TV Boston,

named national sales manager.

Bill Vargas, sports anchor, WIVB-TV Buffalo, N.Y., joins WTXF-TV Philadelphia as weekend sports anchor.

Don Hammond, morning and noon anchor, KENS-TV San Antonio, Tex., joins WKYC-TV Cleveland as co-anchor.

Brian Burnell, weekend anchor/reporter, WTNH-TV New Haven, Conn., named anchor, 5, 6 and 11 p.m. newscasts.

Steve Howard, assignment editor, Cablevision News 12, Westchester, N.Y., joins WTVI-TV Charlotte, N.C., as producer/studio warm-up, *Singles' Talk*.

Debbie von Ahrens, local sales manager/director, sales marketing, WNYW-TV New York, named VP/general sales manager.

Jack Garrett, news director, WAKG(FM)/WBTV(AM) Danville, Va., joins WSET-TV Lynchburg, Va., as Danville bureau chief.

Stan Crumley, president/GM, WWSB-TV Sarasota, Fla., joins WSAV-TV Savannah, Ga., in same capacity.

Sheila Oliver, VP/GM, WUPW-TV Toledo, Ohio, joins WTVR-TV Richmond, Va., in same capacity.

Appointments at WGBA-TV Green Bay, Wis.: **Jay Zollar**, station manager, named GM; **Mark Cramer**, chief engineer, named operations manager; **Christine Wertz**, national sales manager, named general sales manager; **Mike Smith**, local sales manager, named national sales manager.

Mike Forrest, producer/director, *The Produce Tip of the Day*, adds news director, WMGM-TV Wildwood/Atlantic City, N.J., to his responsibilities.

Appointments at KDAF-TV Dallas: **Stephen McDonald**, national sales manager, named general sales manager;

Beth Ann Stiles, local sales manager, named national sales manager; **Christopher Daly**, regional sales manager, named local sales manager.

Bruce Evans, associate, prime time series, NBC Entertainment, Burbank, Calif., named manager.

Kurt Haase, chief engineer, WTAE(AM) Pittsburgh, named assistant chief engineer, WTAE-TV Pittsburgh.

Appointments at WJBK-TV Detroit: **Dana McDaniel**, operations manager, named assistant news director; **Chris Edwards**, meteorologist, KYW-TV Philadelphia, joins as chief meteorologist.

Appointments at WEDU-TV Tampa, Fla.: **Stephen Rogers**, president/CEO, appointed chairman of Florida Public Broadcasting Service; **Patrick Perkins**, consultant, joins as director, business and finance.



Anzur

Appointments at KTLA-TV Los Angeles: **Edwin Kennedy**, project engineering director, Discovery Communications, joins as director, engineering; **Barbara Lopez-Nash**, senior human resources consultant, Unisys Corp., joins as director, human resources; **Terry Anzur**, co-host, *In Depth Coast to Coast*, America's Talking, and guest anchor, *CNN Morning News*, joins as co-anchor, *News at 10*.

Appointments at CBS News: **Alan Parcell**, bureau chief, Moscow, moves to Miami in same capacity; **David Hawkins**, producer, Moscow bureau, named bureau chief and principal producer; **Tom Donohue**, bureau chief, Miami, named weekend news manager.

Anne Marie Riccitelli, director, media relations, ABC Television Network, New York, named executive director.

Gail Yancosek, executive producer, *Good Day New York*, WNYW-TV New York, named VP, news.

Mike Murray, local sales manager, KATU-TV Portland, Ore., joins KABB-TV/KRRT-TV San Antonio, Tex., as general sales manager.

Appointments at WTAP-TV Parkersburg, W.Va.: **Eric Davis**, meteorologist,

KEVN-TV Rapid City, S.D., joins as meteorologist/reporter; **Marilee Morrow**, producer, *Daybreak*, named news producer; **Melissa Vitale**, news photographer/reporter, named producer, *Daybreak*; **Bill McClure**, senior master control, named master control supervisor; **Mike Brown**, master control operator, named weekend director; **C.J. Kendrick**, videographer/editor, FrontierVision Cable, Lexington, Ky., joins as creative services editor; **Karla Strickland**, production technician, named master control operator.



DuBray

Dan DuBray, executive director, Billings Community Cable Corporation, Billings, Mont., rejoins KULR-TV there as director of news and public affairs.

Appointments at KTBC-TV Austin, Tex.: **Paul Anderson**, anchor, KGAN-TV Cedar Rapids, Iowa, joins as weekend anchor; **Steve Abrams**, anchor, WTLV-TV Jacksonville, Fla., joins as co-anchor, 5 p.m. news.

Sheila Oliver, VP/GM, WUPW-TV Toledo, Ohio, joins WTVR-TV Richmond, Va., in same capacity.

Lynn Marie Latham, writer/producer, named head writer, *Port Charles*, ABC Daytime, Los Angeles.

Mark Mathis, meteorologist, WFAA-TV Dallas, joins KTBC-TV Austin, Tex., as chief meteorologist/weather anchor.

Marc Liepis, publicity manager, *The Rosie O'Donnell Show*, joins NBC Entertainment Press & Publicity, East Coast, New York, as senior press manager.

Appointments at WGBA-TV Green Bay, Wis.: **Joel Bernell**, executive producer, KSTP-TV St. Paul, joins as news director; **Mark Leland**, anchor, adds assistant news director to his responsibilities.

Appointments at Univision Communications Inc.: **Tom McGarrity**, president, national spot sales, and **Dennis McCauley**, general sales manager, KMEX-TV Los Angeles, named co-presidents, network sales, New York.

PROGRAMING



Kessler



Bromstad

Appointments at NBC, Burbank, Calif.: **Gary Kessler**, VP, miniseries and motion pictures for television, NBC Studios, named VP, miniseries and motion pictures for television, NBC Entertainment; **Angela Bromstad**, VP, miniseries and motion pictures for television, NBC Entertainment, named VP, miniseries and motion pictures for television, NBC Studios.



Dietle

Jim Dietle, director of business affairs, Columbia TriStar Television Distribution, Culver City, Calif., named executive director, business affairs.

Lisa Sharkey, senior producer, Fox News, New York, joins King

World Productions' *American Journal* there as producer.

Greg Strassell, program director, WBMX-FM Boston, named VP, product development, at American Radio Systems there.

RADIO

Tom Owens, VP, programming, Jacor Communications Inc., Covington, Ky., named senior VP.

Appointments at Evergreen Media Corp.: **Kathy Stinehour**, VP/GM, KLOL (FM) Houston, named VP/GM, WAXQ-FM New York; **Edward Krampf**, GSM, KIOI (FM) San Francisco, named VP/GM, KIBB-FM Los Angeles; **Cheryl Esken**, director of sales, WLUP-AM-FM Chicago, named director of sales for Evergreen/Chancellor, Chicago.

Suzanne Werley, local sales manager, WXRT (FM) Chicago, joins WPNT-FM there as general sales manager.

Jennifer Northway-Keating, director, marketing, Bruegger's Bagel Bakery, Tucson, Ariz., joins KIHJ (AM), KHM-FM

and KCUB (AM) Tucson as director, promotions.

Dean Cappello, senior producer, Monitor Radio, Boston, joins WNYC-AM-FM New York as senior director, news and information.

Bonnie Grice, on-air host, KCSN (FM) Northridge, Calif., joins National Public Radio, Washington, as co-host, *Anthem*.

William Shearer, former president, East-West Broadcasting Co., Los Angeles, joins American Urban Radio Networks, Pittsburgh, as VP, West Coast operations.

Skip Diegel, VP/group general manager, Cascades Broadcasting, Jackson, Mich., joins Radio Advertising Bureau, Dallas, as VP, training.

Corinne Baldassano, senior VP, president, programming, Sony Worldwide Networks, joins the Associated Press, Washington, as GM, radio division.

CABLE



Chaffin

Appointments at BET Holdings Inc., Washington: **Lee Chaffin**, regional VP, affiliate sales, named national VP, affiliate sales and marketing; **Vince Heflin**, regional sales director, named regional VP; **Jackie**

Frielich, director, programming, BET Action Pay Per View, named VP, programming, for the network.

Joel Godson, project manager, Cox Communications, Macon, Ga., joins Cox, New Orleans, as director, network development.

Appointments at Fox Sports West and Fox Sports West 2, Los Angeles: **Gary Garcia**, executive producer, named VP, production; **Jeff Proctor**, coordinating producer, named executive producer; **Mark Shah**, producer, named coordinating producer.

Appointments at Turner properties: **Pierre Thomas**, lead reporter, the *Washington Post*, joins CNN, Washington, as reporter, covering law enforcement and Justice Department issues; **Anna Sarratt**, international benefits coordinator, corporate human resources, Turner Broadcasting, named local ad sales and promotions manager, Turner Network Sales; **Alastair Hamilton**, VP, sat-

ellite systems, Turner Broadcasting System International Inc., named senior VP, worldwide distribution technology.



Terentjev

Andy Terentjev, VP, business development, Video Jukebox Network (The Box), joins Gems Television, Miami, as VP, international affiliate sales.

Appointments at Lifetime Television, New York:

Pamela Politano, manager, sales administration, named director; **Richard Zehner**, project manager, affiliate computer systems, named director.

Appointments at the Food Network, New York: **Rick Thiedig**, business manager, KDNL-TV St. Louis, joins as VP, finance and business affairs; **Samuel Cucuru**, senior VP/director, sales and marketing, Federal Broadcasting Co., joins as manager, Detroit advertising sales.

Artie Scheff, VP, on-air promotion, A&E Television Networks, New York, named VP, consumer and on-air marketing, The History Channel.

Michael Dingley, executive producer, daytime programming, the Discovery Channel and The Learning Channel, Bethesda, Md., joins Home & Garden Television, Knoxville, Tenn., as director, programming.

MULTIMEDIA

Peter Ford, telecommunications technical consultant, joins New Jersey Network, Trenton, as director, engineering, to help lead network through conversion to HDTV.

SATELLITE/WIRELESS

Stephanie Brownlee-Peak, director, sales and affiliate relations, Prevue, named regional VP, Northeast, United Video Network Sales, Tulsa, Okla.

ADVERTISING/MARKETING PUBLIC RELATIONS

Bruce Soloway, formerly executive producer/director, ABC News advertising and promotion, has formed SoloVision Inc., an advertising and promotion company based in New York.

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

Senator Ernest Hollings (D-S.C.) will not block FCC General Counsel Bill Kennard's nomination for FCC chairman, he said last week. "[Kennard's] work as general counsel over the past four years has been exemplary, and he deserves an opportunity to be FCC chairman," Hollings said in a statement. Hollings had advocated former aide Ralph Everett for the position. The Senate Commerce Committee is waiting for the nomination of New Mexico State Corporation Commissioner Gloria Tristani from the White House, but has tentatively scheduled hearings for Sept. 30 on the three commissioner nominees, and Oct. 1 for the chairman, said spokeswoman Pia Pialorsi. Besides Tristani, the White House has nominated Michael Powell, Justice Department attorney and son of retired general Colin Powell, and Harold Furchtgott-Roth, House Commerce Committee chief economist.

Two California state senators—Tom Hayden (D-Los Angeles) and Charles M. Calderon (D-Whittier)—have promised to introduce bills that would restrict paparazzi. While Calderon's proposal is not as specific, Hayden is looking to float legislation that would keep photographers 50-100 feet away from famous people who are not participating in public events. Hayden is expected to generate some support from Hollywood: Sean Penn and Tom Cruise last week publicly demanded restraint of paparazzi. Actor George Clooney also chastised news organizations that patronize photographers who stalk

TV ad market seen rising 6%-8% in '98

With local elections and the winter Olympics providing a boost, total television advertising will climb 6%-8% in 1998, to \$47.2 billion-\$48.1 billion, the Television Bureau of Advertising predicted last week.

TVB says that local sales will climb 6%-8%, to \$12.06 billion-\$12.3 billion, while both network and national spot dollars will rise 5%-7%. That would bring network advertising to \$14.3 billion-\$14.6 billion and national spot to \$10.6 billion-\$10.8 billion.

National syndication advertising will climb 4%-6%, to \$2.42 billion-\$2.47 billion, and cable advertising will rise 11%-13%, to \$7.9 billion-\$8.07 billion, according to TVB.

At TVB's annual forecasting conference in New York, TVB officials said its 1997 projections for local and national spot television are on track, with local expected to end the year up 4.5%, to \$11.4 billion, and national spot expected to climb 2.5%, to \$10.95 billion.

TVB estimates that total 1997 TV advertising will rise 4.9%, to \$44.6 billion, with network TV advertising climbing about 4%, to \$13.6 billion; national syndication, 5%, to \$2.33 billion, and cable, 11%, to \$7.145 billion.

One of the hottest ad categories is prescription drugs, because of recently loosened restrictions on what manufacturers can say about those drugs in TV advertising. Total advertising for such drugs reached \$595 million in 1996 and could hit \$1 billion by next year, according to Warburg Pincus portfolio manager Colleen Jones. Jones describes the potential for the television industry as "almost like another Olympics." —SM

celebrities: "If an outlet buys pictures and the photographer has committed a crime to get these pictures, then that outlet should be held responsible." Votes for the proposed paparazzi laws are not expected until at least January—the senate's session is set to end this week. Some First Amendment advocates question the need for such legislation, since privacy and anti-stalking laws already are on the books.

FCC officials and federal marshals raided an unlicensed radio station in Howell, N.J., last Thursday, seizing the station's transmitting equipment and taking it off the air. The action was taken as a result of complaints filed with the FCC by WRDR (FM) Egg Harbor, N.J. Beth Colon, the owner of WRDR and three other New Jersey stations, says she is "very pleased at the FCC's swift and immediate action." The station's owner, Salvatore DeRogatis, describes the raid by saying,

"They came in here like gestapo agents." He cites as his defense the ongoing Free Radio Berkeley case, in which a federal judge refused to shut down an unlicensed California station. NAB President Eddie Fritts commented: "We are delighted that the federal authorities have stepped up enforcement against pirate radio stations."

In the continuing storm created by US West Media Group's MediaOne's upcoming move to Denver, **Robert Sachs**, senior VP for corporate and legal affairs, **is planning to leave MediaOne** by the end of the year. Sachs says he will help the company make the transition without disturbing its policy initiatives. Planning to continue working in law and public policy, Sachs says he will explore opportunities in both the public and the private sectors. For 10 years Sachs directed the company's regulatory and public affairs and helped initiate and orchestrate MediaOne's participation

in Cable in the Classroom. US West Media Group is hiring a new VP of congressional affairs, Frances Norris. Former special assistant to President Bush for legislative affairs, Norris will replace David Rubashkin, who has been promoted to VP of federal policy and strategy.

Encore Media Group said two leading MSOs have or will launch its various services in key systems. Beginning Sept. 30, Cox Communications will add Starz! to its premium service lineup in its Phoenix Valley, Ariz., systems at \$7.95 a month. The initial launch will go to seven systems encompassing about 400,000 subscribers. Cox also has committed to add Starz! as a premium service in additional systems encompassing about 120,000 subscribers as it completes a \$270 million upgrade. Encore also said that InterMedia Partners launched Encore, Starz! and BET Movies/Starz!3 in systems encompassing

about 21,800 subscribers in Peachtree City and Fairburn, both Georgia. InterMedia is offering the three services as a package for \$7.95 and as part of the systems' feature package.

United Video Satellite Group named Toby DeWeese VP of corporate development, effective immediately.

DeWeese previously was at Tele-Communications Inc., where he was involved with the development and launch of TCI's digital cable services. Before that, he was VP of business development and technology for Primestar by TCI and director of business development for TCI/Netlink.

Alternative or modern rock attracts the highest percentage of adults 18-34 of any format, the Interop Research Division reported last week.

Seventy-two percent of alternative listeners fall into that demo; 69% of CHR listeners are 18-34, as are 65% of AOR's audience. Although the growth of alternative-formatted stations has leveled off, that may be because other formats that target adults 18-34 have a lot of alternative music on their playlists—up to 40%, Interop says. Modern rock listeners are about 55% men and 45% women; 74% white and 16% Hispanic, Interop says. Fifteen percent of them earn less than \$20,000, with another 15% earning \$60,000-\$75,000. Forty-eight percent are single and 61% have some form

of higher education.

DIRECTV/USSB subscribers got a nasty surprise last Thursday morning: dead air.

A glitch in the computer that controls the DBS providers' conditional-access system caused DIRECTV to go dark for about 90 minutes and USSB for about an hour. The conditional-access system relies on data encryption to provide subscribers with only those services they've paid for. Engineers at News Data Comm, which provides DIRECTV/USSB's conditional-access system, were able to identify the problem quickly; fixing it apparently was going to take some time, however, so rather than leave subscribers in the dark, DIRECTV/USSB switched back on with a full complement of services minus adult programming. The timing could have been worse: DIRECTV and USSB were heading into a week-end of free previews anyway, so subscribers received about a 24-hour bonus of free previews. And the timing for the outage could have been worse in another sense: "I'll take 11 a.m. [ET] on a Thursday morning over a Saturday evening anytime," said USSB spokesman Patrick Milan.

Cablevision of Connecticut and Southern Connecticut is expanding its basic service to more than 80 channels and up to 110 premium channels. The MSO's basic "Family Cable" expanded service will include

TV Food, The History Channel, ESPN 2 and Cartoon Network. Cablevision also is switching The Disney Channel, Madison Square Garden Network and SportsChannel from premium to basic. Cablevision's expansion comes as the MSO nears completion of its four-year, \$200 million project to construct a fiber-optic telecommunications system in Connecticut. The upgraded service will be rolled out on a regional basis starting in Fairfield and Norwalk next month.

ESPN, which is buying cable channel Classic Sports Network (see page 10), isn't waiting for that deal to make its interest in classic sports known.

Sept. 9 marks the launch of its latest series, *The NFL's Greatest Games*. The series of twice-yearly specials will feature repeats of classic Super Bowl matches from kickoff to the final gun. The first game to air will be

Super Bowl III, the classic 1969 battle between the New York Jets and the Baltimore Colts. The 1967 Super Bowl pitting the Dallas Cowboys against the Green Bay Packers will be shown Sept. 23.

Internet service and content providers told Congress that **holding Internet service providers (ISPs) liable for copyright infringement would not solve Internet copyright liability issues.** But during a hearing, the Motion Picture told the Senate Judiciary Committee that it should "resist any efforts to give on-line service providers full or partial immunity from copyright infringement liability," according to the association. The Recording Industry Association of America testified that "current copyright law appears, for now, to be flexible enough to handle the new, ever-changing technology of the Internet."



Drawn for BROADCASTING & CABLE by Jack Schmidt

"Due to 'technical difficulties,' there will be a slight delay in our drywall installation program...."

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Incorporating The Fifth Estate TELEVISION Broadcasting

Stalkarazzi

Defending paparazzi this week would be like press agenting for pit bulls. But then, so is standing up for the protection of any repugnant speech. Take it from a magazine that has been accused of hating kids and loving smut. Frankly, we have no stomach for the ambush photographers who feed the supermarket tabloids and, occasionally, the TV tabloids as well. And since these paparazzi were in France and thus unprotected by our First Amendment, we could say "Off with their heads," with impunity. That's how we feel at the moment, but then, a lynch mob is the purest form of democracy. We'd be tempted to pass on the whole issue except that it has resonated across the seas and become the number-one topic of conversation in journalistic circles. There even have been calls for anti-paparazzi legislation in this country (see "In Brief"), where there is still a First Amendment and where anti-stalking and privacy laws are already on the books.

Here's our two cents.

If those seven photographers are legally accountable for any recklessness that contributed to the crash, or if, (in violation of French law), they stood by, snapping away while people were dying, there is not a cell cramped enough or a fine high enough. Otherwise, their persistence, their zealotry, their feeding-frenzy obnoxiousness are the price of the free practice of journalism, or at least they must be in this country, just as the freedom to publish *Hustler* goes along with the freedom to publish *The New Yorker*.

Journalism by its nature is intrusive. If paparazzi are the sleazy underbelly of the photojournalism trade, and you'd get no argument from us this week, they still cannot be censored without doing damage to the practice of serious journalism, which can also enrage, intimidate and embarrass its subjects (and sometimes save lives and right wrongs in the process). In addition, one person's invasion of privacy—or celebrity, as the case may be—is another's news photo. Last

Wednesday's *Washington Post* ran a story about the public's appetite for tabloid newspapers, next to which was a story about princes William and Harry, complete with a 7x9-inch photo (slightly less than the dimensions of this page) of the two boys and their father taken at close range through a closed car window on the morning after the crash.

And one more thing. While recklessness may prove a contributing factor in this tragedy, so too by most accounts was the combination of alcohol and excessive speed, a problem rather more widespread and potentially dangerous than the combination of celebrities and photographers.

All that said, we're sick of voyeurism masquerading as reporting, and of the public's seemingly insatiable appetite for it. We welcome a ground swell of public and professional revulsion aimed at the "stalkarazzi." The answer is for publications—print and broadcast—to just say no.

Voice of reason

Senator Arlen Specter (R-Pa.) gets a gold star from this page for suggesting that Congress take responsibility for cleaning up its own house, rather than shift the blame elsewhere and run roughshod over the Constitution.

At issue is a provision in the McCain-Feingold campaign reform bill that would make free time available to candidates. Specter called it an illegal taking of property without compensation, a violation of the Fifth Amendment.

Specter plans to offer his own alternative campaign finance bill that includes banning corporate soft-money contributions and foreign contributions and, perhaps most important, keeping a closer eye on disclosures and expenditures. That sounds from here like a nail being struck squarely on the head.

P.S. While we're on the Hill, another star goes to Ernest Hollings (D-S.C.), who last week praised Bill Kennard and said he would not block his nomination to the FCC chairmanship.

Washington 1705 DeSales Street, N.W. Washington, DC 20036
Phone: 202-659-2340 Editorial Fax: 202-429-0651

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213-549-4100; Fax 213-937-4240
Lynette Rice, bureau chief
Joe Schlosser, staff writer

Denver 28310 Pine Dr., Evergreen, CO 80439;
303-670-4124; Fax 303-670-1082
Price Colman, bureau chief

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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;
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