



SEP 29

\$4.95

Broadcasting & Cable[®]

The Newsweekly of Television and Radio

Vol. 127 No. 40 66th Year 1998 A Cahners Publication

RAL-TV's Jim Goodman

HDTV's True Believer

Diagram to stay
e course at USA

Consumer groups
eeze cable rates

elly, Berman move
p at Paramount TV

*****3-DIGIT 591

BC075184 /UG98 REGD 2237

JOHN C JOHNSON

KTVQ-TV

265 WATERTON WAY

BILLINGS, MT 59102-7755

TOP OF THE WEEK / 4
BROADCASTING / 56
CABLE / 65

TECHNOLOGY / 70
media
PAGE 72

STILL #1!



**WARNER BROS.
DOMESTIC TELEVISION
DISTRIBUTION**

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

JENNY'S

REALITY BASED SINGLE ISSUE TALK SHOWS

NATIONAL RATING '96/'97

WOMEN 18-34

WOMEN 18-49

JENNY	3.1	JENNY	2.7
RICKI	2.9	MONTEL	2.7
MONTEL	2.8	RICKI	2.5
SALLY	2.4	SALLY	2.4
MAURY	2.1	MAURY	2.1
JERRY	2.0	JERRY	1.8
GERALDO	0.9	GERALDO	1.0
GORDON	0.8	GORDON	0.8
MAUREEN	0.7	MAUREEN	0.8
ROLANDA	0.6	ROLANDA	0.7
PAT BULLARD	0.4	PAT BULLARD	0.4
BRADSHAW	0.2	BRADSHAW	0.2

Source: NSS 52-week season (GAA where available)



NOW ENTERING HER SEVENTH HIT YEAR!



**WHEN IT
COMES TO
REALITY BASED
SINGLE ISSUE
TALK SHOWS,
THERE'S REALLY
ONLY ONE
REALITY...**

Fast Track

Must Reading from

**Broadcasting
& Cable**

September 29, 1997

TOP OF THE WEEK / 4

Deadlines spark V-chip fight The FCC touched off a new battle with the TV set makers last week in its effort to implement V-chip rules, with a plan that would require set makers to have the V-chip in half their sets with screens 13 inches or larger by July 1, 1998, and the rest by July 1, 1999. / 4



NBC fired Marv Albert following Albert's plea to criminal charges. / 10

McCain turns up the heat Senate Commerce Committee Chairman John McCain (R-Ariz.) is stepping up the pressure on NBC to join most other broadcasters and cable programmers in adding content ratings to their programs. / 4

New FCC served a full plate The soon-to-be-FCC will be the first time since 1934 that the FCC has seen four new nominees at the same time. And Senate Commerce Committee Chairman John McCain (R-Ariz.) is hoping to have them in place soon. / 14

Cable competitors demand program access Ameritech New Media led a contingent of cable competitors to Capitol Hill, contending they are unable to receive programming because of exclusive agreements between cable programmers and operators. / 19



Interface XI BROADCASTING & CABLE's Interface XI conference last week demonstrated that the jury of industry leaders was still out as to the future of high-definition TV. / 26

SPECIAL REPORT

Family programming

BROADCASTING & CABLE looks at network offerings in the name of family programming—with few agreeing on what the term means. As programs develop, no doubt, parents, educators and watchdogs will offer a variety of definitions. / 48



'Dr. Quinn, Medicine Woman'

BROADCASTING / 56

Berman, Kelly move up at Paramount Joel Berman and Frank Kelly have been named co-presidents of Paramount Domestic Television, replacing Steve Goldman, who assumes a corporate administrative role at the Paramount Television Group. / 56

Fox pulls 'Vicki Lawrence' The Vicki Lawrence Show, a replacement for the ailing Fox After Breakfast, was pulled by the network after only a month. The show's ratings were no better than those of its predecessor. / 56



COVER STORY

HDTV's true believer

Capitol Broadcasting President Jim Goodmon, who has been running experimental station WRAL-HD Raleigh, N.C., insists that high-definition TV, not multicasting, is the way for TV to go. / 38 **Cover photo by Chuck Carlton/Black Star**

CABLE / 65

Biondi sees no quick changes at USA Now that they are finally wresting full ownership of USA Networks away from partner Viacom, Seagram Corp. executives plan to tread lightly in making any changes to the unit's two cable networks. Frank Biondi, president of Seagram's Universal Studio division, says USA's management will largely stay intact, including longtime Chairwoman Kay Koplovitz. / 65

Lawyers pursue TCI late fees Lawyers in Washington and Denver are going after Tele-Communications Inc.'s late-fee policies. The company recently lost a costly fight in a Baltimore court. / 67

TECHNOLOGY / 70



Columbine purchased by Big Flower

Advertising and information services company Big Flower Press Holdings has acquired Golden, Colo.-based traffic and billing software supplier Columbine JDS. / 70

Comark Communications will provide digital transmitters to Fox's 22 television stations. / 70

Telemedia / 72

TCI to take over online music programmer

TCI Music's proposed takeover of Paradigm Music will likely create new programming models and a new service for Internet TV. / 72

Changing Hands.....61	Datebook.....84	Fifth Estater.....85
Classified.....74	Editorials.....90	For the Record.....82
Closed Circuit.....18	Fates & Fortunes.....86	In Brief.....88

Top of the Week

V-chip deadlines spark fight

Manufacturers say FCC call for V-chip-equipped TV sets by next summer is 'unrealistic'

By Chris McConnell

The FCC touched off a new battle with TV set makers last week in its effort to implement V-chip rules.

Proposing technical standards for the blocking technology, commissioners issued a plan that would require set makers to have the V-chip in half their sets with screens 13 inches or larger by July 1, 1998. The rest of the sets would have to carry the blocking technology by July 1, 1999.

"Totally unrealistic," Consumer Electronics Manufacturers Association President Gary Shapiro says of the proposed deadlines. "We were just in shock."

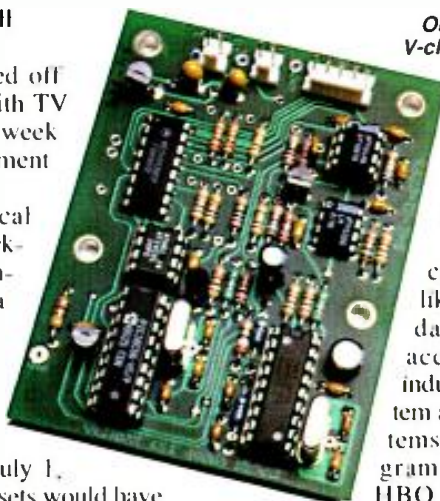
Shapiro says manufacturers will need 18-24 months to integrate V-chips into sets once the FCC wraps up its work on the technical standards. Most observers doubt that will happen before year's end, because FCC officials must review two rounds of public comments on the proposal before voting on a final rule.

"The earliest that manufacturers could produce some models with this blocking technology is the middle of 1999," Shapiro says.

Richard Smith, chief of the FCC's office of engineering and technology, says the commission will consider the set makers' concerns. But he adds that the industry has had time to prepare for the new requirement: "It's not like they just learned about this yesterday."

Shapiro maintains that the manufacturers cannot start the 18-month process of integrating the chips into TV sets until the standard-setting process is complete: "No one can go forward until the final specifications are set."

He also is concerned about provisions in the proposal that would require the V-chip specifications to accommodate



Once installed in TVs, V-chip circuitry like this would allow parents to block programs based on their ratings.

multiple ratings systems.

Smith says the commission would like a technical standard that would accommodate the industry's ratings system as well as other systems, such as the program information that HBO displays at the beginning of its programs.

"I'm pleased to see that it's possible to

accommodate more than one marking system," Commissioner Susan Ness (the lone commissioner who will remain at the FCC to vote on final rules), said during last week's vote on the proposal.

A CEMA committee has been developing technical standards to accommodate the ratings system created by entertainment industry representatives. Those standards will work with the revised TV ratings—which include tags for language, violence and sex—as well as with the earlier ratings system that NBC is using.

But Shapiro and others say the manufacturers have not considered the issue of accommodating different ratings systems. He adds that the group preparing the technical specifications soon will be ready to file a plan with the FCC. ■

McCain ups heat on NBC

Suggests ratings noncompliance disservices public interest

By Paige Albiniak

Senate Commerce Committee Chairman John McCain (R-Ariz.) is stepping up the pressure on NBC to join most other broadcasters and cable programmers this Wednesday (Oct. 1) in adding content ratings to their programs.

Although NBC last January went along with the rest of the industry in posting the now-familiar age-based ratings at the start of each show, it has refused to add the new content ratings—letters indicating sex, violence, foul language or suggestive language.

McCain last week said he would send NBC a letter encouraging the network to use the content-based ratings. Aides did not say how much of a threat the letter would carry.

But McCain may have offered a pre-



McCain has proposed tying renewal of TV station licenses to implementation of content ratings.

view of his thinking during a Commerce Committee hearing on digital TV Sept. 17. "Would a station's failure to implement a TV ratings system...raise a substantial and material question of fact about whether its operations complied with the public interest?" he asked FCC Chairman Reed Hundt. McCain also suggested that a station's license renewal should be tied to its implementation of the "revised" system.

Hundt responded that it would be better to adopt a "specific rule" requiring implementation of the ratings system. License renewal hearings are too few and far between to be an effective way of policing stations, Hundt said.

The idea is not new. Before the new ratings deal was reached, Senator Dan Coats (R-Ind.) introduced a bill that would have required TV stations to air

R E A L I T Y

It's always a
new discovery.

EXPLORE YOUR WORLD™



www.discovery.com

a content-based ratings system to maintain their licenses.

NBC will increase the number of parental advisories and public service announcements it airs, but has no plans to convert to the content-based ratings system adopted by other broadcast and cable networks, an NBC source says.

The peacock network also continues to take hits from children's advocacy groups, who say that the network does not want to use the system because its programming centers on raucous and suggestive shows, such as *Seinfeld* and *Friends*. Adding content-based ratings might encourage NBC's advertisers to drop out, these advocates say.

The groups are talking among themselves, trying to determine what they can do to persuade NBC to adopt the content-based system, says Jeff McIntyre, legislative and federal affairs officer at the American Psychological Association.

"The price of freedom is eternal vigilance," McIntyre says. "As long as [NBC] continues to harm children within the bounds of its freedom, we will continue to pursue our right to be vigilant."

The ratings negotiators—the National Association of Broadcasters, the National Cable Television Association (NCTA) and the Motion Picture Asso-

ciation of America (MPAA)—wanted NBC to adopt the content system, but are no longer pressuring it to do so.

"The whole process is voluntary," says Rich Taylor, spokesman for the MPAA. "NBC is choosing to use the original system with additional advisories. That's their choice and their right."

"We are disappointed in their decision not to go along with the new system," says NCTA spokesman Scott Broyles. "Hopefully at some point they will see the light and come on board. We are concentrating on making sure our folks have what they need to give parents what they need." ■

Live 'ER' powers Peacock

Network wins week one with 28.5/45 operation

By Lynette Rice

NBC livened up the action and made way for its first win of the 1997-98 season with a record-breaking debut of its drama *ER* last Thursday.

An average 42.7 million viewers tuned in to see the cast perform the season opener live—not once, but twice for both coasts—making it the largest audience ever for the premiere of a drama series. Thursday's episode (28.5 Nielsen household rating/45 share) ranks as the fourth-most-watched drama (the leader is still the "Who Shot J.R.?" episode of *Dallas* on Nov. 21, 1980).

Overall, NBC easily won the night with a 23.6/37 among households and a 19.0 rating for adults 18-49.

Except for a moment in the first live feed when an actor tripped during a hospital brawl ("it was fraught with peril," joked executive producer John Wells), the crew of the Warner Bros. show told reporters late Thursday, the show went off without a hitch. Entertainment President Warren Littlefield, in fact, was struck by how relaxed the actors were before the live performances began, with George Clooney cracking jokes and Anthony Edwards casually walking about the set.

Among the evening's competition,



Two live feeds of NBC's 'ER' attracted an average 42.7 million viewers last Thursday, winning the night and the week.

CBS appeared wise in keeping its lineup skewed to an older audience. It finished second with a 9.6/15. Its 9 p.m. drama, *Promised Land*, in fact, earned its highest rating ever in households with an 11.3/18, while *Diagnosis Murder* pulled in a 10.9/16.

ABC (5.7/9 in households, 2.6 in the 18-49 demographic), choked in the shadow of NBC's 18-49 offerings, watching its critically acclaimed *Nothing Sacred* limp in with a 4.4/7 (2.0 in the demo), followed by *Cracker* with a 5.0/8.

Fox, which finished the night with a 5.3/8, fared a bit better with *Living Single* (5.1/8) and *Between Brothers* (5.2/8), while 4/3 *Hope St.* beat ABC's

Cracker with a 5.4/8.

On Wednesday, CBS whooped it up with the *31st Annual Country Music Awards* (13.3/21 and 7.3/19, 18-49), helping the network seize the night in households and the key adult demographics. NBC came in second in households with a 10.2/16 and in the key demo, although its new *Built to Last* at 8:30 (5.6/9) received the lowest rating on record for an in-season NBC debut on any night. The premiere of the Emmy-winning *Law & Order* (12.9/22), however, garnered the show's highest rating at 10 p.m. since Feb. 7, 1996. ABC had a time slot winner in adults 18-49 with *Dharma & Greg* (7.2/19).

The WB finished the night with a 3.4/5, seeing steady improvements in all of its time slots.

On Tuesday, NBC proved a force to be reckoned with in households (14.0/23) and key adult demos, thanks to a whopping opener from *Mad About You* (17.1/24 and 11.0, 18-49), and a key performance from *Frasier* (14.8/22). *Just Shoot Me* (12.4/19)—which bowed as a midseason replacement last year—also earned its highest rating. The win marked the first time since 1985 that NBC nabbed a Tuesday premiere win in adults 18-49.

Second-place ABC (11.3/18) saw *Home Improvement* (13.4/21 HHI and

T R U T H

It's always a
new discovery.



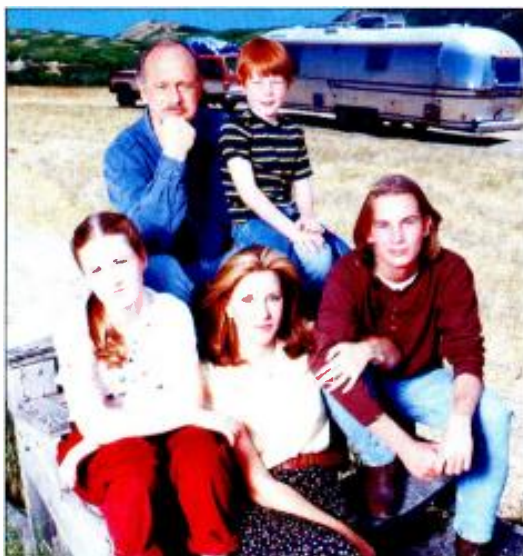
EXPLORE YOUR WORLD™



www.discovery.com

12.1. 18-49) earn its highest household rating since Oct. 29, 1996, but *Tool Time* failed to keep viewers around for the debuting *Hiller and Diller* (11.5/18). CBS's *Michael Hayes* (8.8/14) saw a struggle in its time period premiere after earning a 9.1/15 in its debut/review on Sept. 15. Fox, in comparison, received its lowest rating ever for an original in-season airing (3.8/6), for *Steel Chariots*. UPN's *Chueless* (3.4/5) beat the Fox movie, while *Moesha* (4.4/7) was down 22% from last year, according to overnights (nationals are available this week for UPN).

Although the debut of *Timecop* (5.5/9) received the lowest rating on record for a fall-series network program in the time period, the match between the Pittsburgh Steelers and the Jacksonville Jaguars (15.0/26) helped ABC nab Monday night with a 11.8/19.



CBS's 'Promised Land' delivered its highest rating, an 11.3/18, last Thursday at 9 p.m.

NBC's all-female lineup followed by *Dateline NBC* got a 10.6/17—with *Caroline in the City* (12.7/19) not only improving on its 9 p.m. time slot but easily toppling CBS's *Cybill*

(8.1/12). *Suddenly Susan*—which bowed last season on Thursday—didn't do as well in the 8 p.m. slot (9.5/15), earning its lowest rating for an original episode.

The new *Brooklyn South* (12.2/20) couldn't compete with *Monday Night Football* on the West Coast but managed to outrank *Dateline NBC* in the 10 p.m. hour. It also significantly improved on the time slot average during the past four weeks, a mere 7.2/12. Fox, which finished fourth for the night with a 7.1/11, saw some of the lead-in from *Melrose Place* drop with *Ally McBeal* (6.5/10), but still improved upon households and the key adult demo over last year.

Over at The WB, *Buffy the Vampire Slayer* (3.2/5) saw a slight improvement in its time slot and managed to hang on to viewers from its strange bedfellow for the night, *7th Heaven* (3.5/5). The frog network saw significant gains in both households and adults 18-49, while UPN dropped 16% in households and 6% in the key demo.

Syndication off to slow start

With few exceptions, ratings show lackluster first-run and off-net performance in metered markets

By Steve McClellan

So far this season, the performance of new first-run syndication strips has been disappointing, according to rep firm executives who track the business. On the off-network side, *Frasier* is meeting expectations, turning in a respectable 5.3 Nielsen rating/10 share in its first week out in the metered markets. On the first-run side, *The People's Court*, *Martha Stewart* and *Gayle King* were showing the most signs of life, the reps say.

Two new syndication strips debuted last week, including Worldvision's *Pictionary*, which averaged a 1.8/6 in the metered markets for the first three nights, according to a Petry Television rundown of Nielsen numbers.

Petry also reported that the off-network comedy *Living Single* averaged a 3.3/6 in the metered markets in its first three outings. Both shows turned in lower shares than their lead-ins.

Meanwhile, in two full weeks of

metered-market ratings (through Sept. 19), strips *Arthel & Fred* and *Home Team with Terry Bradshaw* are not doing well, the reps say. The two-week average of 0.8/3 for *Arthel* is 3 share points under the lead-in and 3 share points below last October's time period averages, Petry reports. *Home Team* averaged a 0.9/4, 2 share points below both its lead-in and last October's time periods.

Martha's two-week average was 2.8/11, according to Petry, 1 share point under its lead-in but holding on to last October's time period. *Gayle King* averaged a 2.2/9, 2 share points under both its lead-in (*Martha* in most cases) and last October's numbers.

The People's Court averaged a 2.6/9 after two weeks, 1 share point under its

lead-in and the only new strip so far to show a gain—1 share point—over last October's time periods.

Grace Under Fire had a two-week metered-market average of 2.8/6, 1 share

point under the lead-in and 2 share points below October '96 time periods. *Boy Meets World* averaged a 2.6/6, holding its lead-in, but 1 share point under October time periods.

"*Frasier* is the best of the new sitcom crop," says Dick Kurlander, vice president and director of programming at Petry Television. Among the



'Frasier' is one of the few syndicated shows generating good numbers in this new TV season.

new first-run entireties, there are no real success stories, he says.

At Katz Television, Bill Carroll, vice president and director of programming, says: "It's amazing that a 2.6 for *People's Court* is the benchmark for the best performance by a new show. It tells me we're in a period of unbelievable competition. In this day and age [a new show] has to be special." And the new crop of strips, he says, are "competent, but not special."

P O W E R

It's always a
new discovery.

EXPLORE YOUR WORLD™



www.discovery.com

Albert pleads to assault charges

Sportscaster then is fired by NBC, quits MSG job

By Steve McClellan

The Marv Albert case dominated watercooler talk around the country last week as fans expressed disbelief that the sportscaster they loved—and thought they knew—could be guilty of such sordid behavior. Those in the industry speculated whether he'd ever work in broadcasting again.

Albert was fired by NBC last Thursday, hours after he pled guilty to misdemeanor assault and battery charges related to the sexual assault case brought against him by a Virginia woman. Albert resigned from the MSG cable network later the same day. An NBC statement noted that when his case became public in May, Albert had assured network executives that he was innocent, insisting "there was no basis whatsoever to the charges."

The network added that "given Marv Albert's plea of guilty to assault and



"I just felt I needed to end this ordeal for myself, my wonderful family, my fiancée, my friends and supporters."

Marv Albert, left, making a brief statement to reporters last Thursday after the trial

battery, NBC terminated its relationship with Mr. Albert." Albert pled guilty to misdemeanor assault and battery charges after Virginia prosecutors

agreed to drop the more serious felony charge of forcible sodomy, which could have brought Albert between five years and life in prison.

Sentencing on the lesser charges, set for Oct. 24, could bring him a year in jail and a \$2,500 fine. Albert's final on-air appearance for NBC was Sept. 14.

There's no law barring convicted criminals from broadcasting (witness the success of radio talk show host G. Gordon Liddy), but the industry can be harsh to those who fall from grace, if only to appease public opinion. O.J. Simpson, acquitted of murder charges, is unlikely to work in broadcasting again, sources say. Former CBS sportscasters Jimmy "The Greek" Snyder and Ben Wright broke no laws but were banished after making remarks widely perceived as slurs against, respectively, blacks and women.

Indiscreet behavior doesn't necessarily kill a broadcaster's career, as evidenced by ABC sportscaster Frank Gifford, caught on camera earlier this year making more than nice to a woman other than wife Kathie Lee.

But in Albert's case, the sexually deviant behavior, the fact that he had consistently denied wrongdoing and the criminal conviction have insiders speculating that it will be a long time before he works on air again. ■



UPN Entertainment President Mike Sullivan will develop a pilot for the network through his new production company.

Sullivan leaves UPN

Like CEO Lucie Salhany before him, UPN Entertainment President Mike Sullivan will not renew his contract, which expires next month.

Sullivan, who played a major role in launching the network from the time he signed on in October of 1994, plans to start an independent film company as well as develop a pilot commitment he already has with UPN. Independent production is familiar terrain for Sullivan, who had his own company with projects at Viacom and Paramount before joining the emerging network.

Sullivan's tenure had become an open question since the recent appointment of Dean Valentine as UPN's chief executive officer. Yet the outgoing entertainment president said that in July he first

approached Salhany and Paramount chief Kerry McCluggage about leaving, when speculation was rampant about potential candidates for CEO.

Valentine is expected to name a replacement soon.

"This has been a great three years for me," Sullivan said. "The first phase had sort of been completed. I thought the person in my job really should have another three-to-five-year time line, and internally, I didn't feel I had that kind of time line."

Said Valentine: "Mike Sullivan is an executive of the highest caliber, and his contributions to UPN are immeasurable. While I support his decision, of course I'm disappointed, and I wish him nothing but the best." —LR

**In 1998,
OPRAH, RICKI
and ROSIE
will have
good company
in early fringe...**

DONNY &

SOLD in **75%** of the U.S.A.

SOLD to top station groups

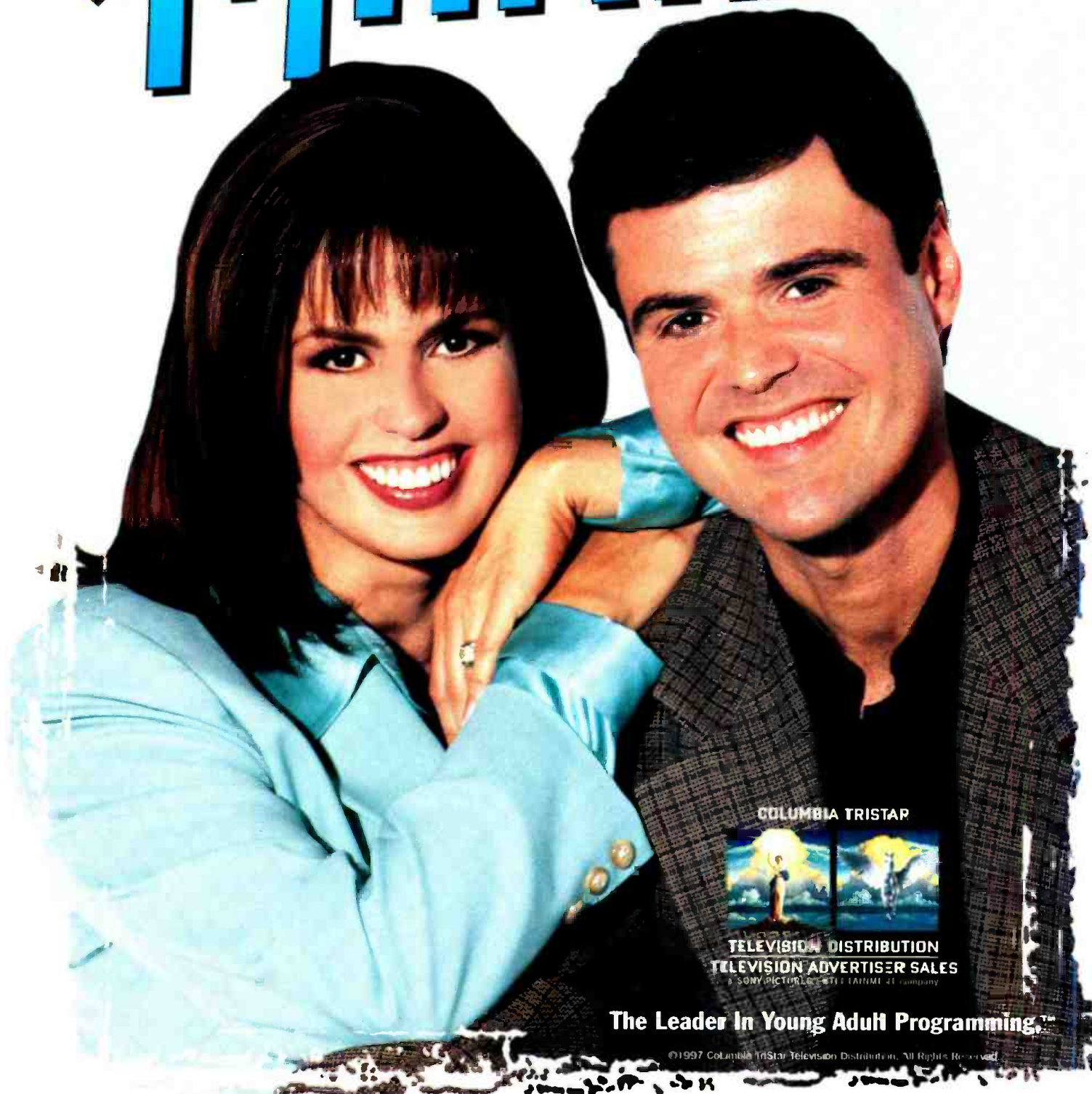
ALLBRITTON · A. H. BELO · COX · FOX · GANNETT · GRANITE ·
HEARST-ARGYLE · MCGRAW-HILL · MEDIA GENERAL · PULITZER · TRIBUNE

SOLD to all major network
affiliates

PAIRED with OPRAH, RICKI &
ROSIE in key time periods

ENTERTAINMENT/VARIETY FOR '98

7 X MARIE



COLUMBIA TRISTAR



TELEVISION DISTRIBUTION
TELEVISION ADVERTISER SALES
a SONY PICTURES ENTERTAINMENT company

The Leader In Young Adult Programming.™

©1997 Columbia TriStar Television Distribution. All Rights Reserved.

Full plate for new FCC

Ownership caps, digital and public interest requirements await four incoming commissioners (and Ness)

By Chris McConnell

They will be the FCC that decides how much time TV stations should devote to public interest programming, how much money stations should pay for offering subscription services on their digital channels and how many TV stations companies may own.

The new FCC will include four newcomers: Harold Furchtgott-Roth, Michael Powell, Gloria Tristani and the nominee for chairman, William Kennard. The four will join the current commission's lone holdover, Commissioner Susan Ness.

It is the first time since 1934 that the FCC has seen four new nominees at the same time. And Senate Commerce Committee Chairman John McCain (R-Ariz.) is hoping to have them in place at the commission soon.

"There are few things more dangerous than a lame-duck commission, other than maybe a lame-duck Congress," McCain said last week. This week his committee will launch the confirmation process with a pair of hearings. Furchtgott-Roth, Tristani and Powell will come before the committee on Tuesday, with Kennard appearing

Wednesday.

"I would like to move forward quickly with confirmation hearings and finish up definitely before we go out of session," McCain said.

The nominees could take office much sooner if senators are able to schedule a vote before a planned break on Oct. 10. If not, the new commission will not be in place until after Oct. 20.

Along with Ness, the quartet of newcomers will be taking up a raft of TV-related issues remaining from the current FCC's agenda. And with the replacement of Commissioner James Quello with a Democratic commissioner, most expect the new group to give the Clinton administration a freer hand in imposing its will.

"For the first time in the Clinton administration, the chairman has a strong chance to have three votes," says Jeff Baumann, executive vice president/general counsel of the National Association of Broadcasters.

For instance, the administration has taken a strong stance against further relaxation of TV ownership limits, an issue that will be high on the new FCC's agenda. The industry generated \$10 billion in TV transactions during 1996, and last November the FCC proposed

changes to its ownership policies that would loosen the station caps in some places while tightening them in others.

The new group will decide whether companies should be permitted to own more than one TV station in a market, and whether stations can hold on to local marketing agreements (LMAs) indefinitely. A pending proposal would bar stations from renewing in-market LMAs if the deals did not comply with local ownership caps.

The new commissioners also will shape a series of lingering proposed digital TV rules, including the industry's requirements for serving the public interest in the digital age. Here, too, the Clinton administration has articulated its wishes, assembling an advisory group to examine the issue with an eye toward mandating free time for politicians.

Anticipating the public interest review, NAB President Eddie Fritts last week called on stations to flood Washington with documentation of their public interest accomplishments (see page 19).

"They are going to be re-examining the role of the First Amendment in an age of digital technology," adds Media Access Project President Andrew Schwartzman. The list of unresolved digital TV issues does not stop with the public interest puzzle. The new commissioners will determine how must-carry laws apply to the digital signals, and how broadcasters should pay the government for any subscription services that they provide over the new channels.

Enforcing the construction deadlines implemented by the current commission will be up to the newcomers as well. The rules call for network affiliates in the top 10 markets to be on the air with a digital signal by May 1, 1999. Affiliates in markets 11-30 have until Nov. 1, 1999.

Aside from the digital TV issues, the FCC will inherit the issue of TV content ratings. The 1996 Telecommunications Act leaves it to the FCC to determine whether the industry's ratings are "acceptable." Commissioners will have to make that determination for both the revised ratings system and the older version that NBC is using.

In perhaps its second-to-last open meeting last week, the current FCC launched its effort to require new sets to carry V-chip circuitry (see page 4). The next commission will need to wrap up that rulemaking as well.

Another rulemaking effort of the

Jessell named B&C editor

Harry A. Jessell, executive editor of BROADCASTING & CABLE SINCE 1993, has been named the magazine's editor, based in Washington. Jessell has been with the magazine for 19 years, covering a variety of beats. He succeeds Don West, now editor at large of the Broadcasting & Cable Publishing Group, headquartered in New York.

In addition to the flagship magazine, the B&C Group includes BROADCASTING & CABLE INTERNATIONAL, *Television Asia*, *Asia Image*, the daily *TV Fax* and the daily *Cableday* fax. A new title, *Television Europe*, is launching at MIPCOM this week.

Jessell is the fourth editor in BROADCASTING & CABLE's history. The first was co-founder Martin Codel (circa 1931). The second was co-founder Sol Taishoff, who served as editor in chief for a half-century and became the dominant journalistic figure of the medium. The third was West, who joined the magazine in 1953 and succeeded Taishoff in 1982.

Jessell lives with his wife, Rosemary, and two children in Silver Spring, Md. He is a 1976 graduate of Duquesne University in Pittsburgh.



Jessell

The young and the Reedless



William Kennard (D), FCC general counsel; designated to be chairman; age 40



Susan Ness (D), FCC commissioner; former media lender; age 49



Gloria Tristani (D), commissioner, New Mexico State Corp. Commission; age 43



Harold Furchtgott-Roth (R), House Commerce Committee chief economist; age 40



Michael Powell (R), chief of staff, Justice Department Antitrust Division; age 34

current FCC—this one to set public interest requirements for DBS operators—also will fall to the next commission. After an appeals court upheld the measure, the FCC revived an effort to implement provisions of the 1992 Cable Act that require DBS operators to devote 4%-7% of their spectrum to

public interest duties.

In addition to establishing such new rules, the new commission will be charged with enforcing policies that the current band put into place. A notable legacy of Reed Hundt's FCC is the "processing guideline" requiring stations to air three weekly hours of children's edu-

cational programming in order to ensure a trouble-free license renewal.

The next commission will get to decide whether stations are complying with the rule and, additionally, how often they can preempt weekend programming to accommodate sporting events. ■

Consumer groups call for cable rate cap, ownership overhaul

Cable puts blame on sports programming costs, technology upgrades, improved customer service

By Paige Albiniaak

Consumer activists last week called the Telecom Act "a total flop," petitioning the FCC for a freeze on cable rates, an overhaul of ownership rules and a review of the number of programming interests a cable operator can own.

The Consumer Federation of America and Consumers Union, which led the call, told Congress the week before that cable rates should be frozen. The groups say the move would save consumers up to \$1 billion per year. Cable rates have increased nearly 6% since the Telecommunications Act of 1996 was implemented in February 1996, according to the Bureau of Labor Statistics.

The cable industry blames its rising rates largely on increasing sports programming costs, as well as on costly infrastructure upgrades and the addition of resources for customer service.

"It is erroneous and unfair for [Consumers Union Co-Director Gene] Kimmelman to be scapegoating us, the FCC or anyone else, except maybe overpaid sports stars," says Mike Luftman, spokesman for Time Warner Cable.

"This is clearly grandstanding by the Consumers Union," wrote the Cable Telecommunications Association in a faxed alert to its members. "To truly protect consumers, [Kimmelman] and his group might do well to battle with the sports industry. Perhaps the Consumers Union could petition for a freeze on the salaries of pitchers, quarterbacks and goalies."

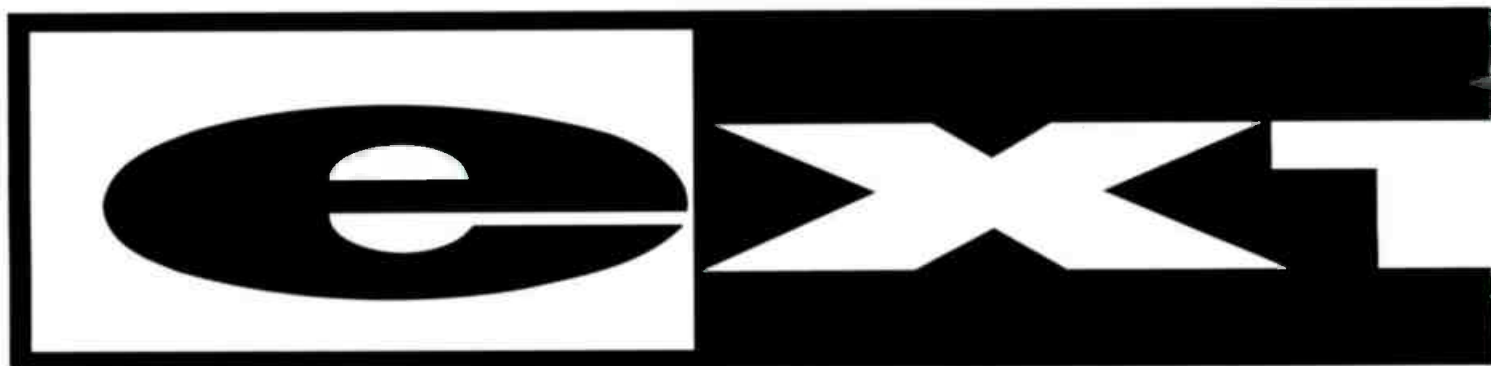
"Consumers, in many cases, have a legitimate gripe," House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.) said. The FCC should freeze rates "in communities where people are truly getting gouged," such as small communities with no cable competition, he said.

Nevertheless, Tauzin, like most members, still believes the deregulation of the Telecom Act will lead to competition for cable.

"At this point, Congress needs to be more concerned about the 'big picture.' Why has competition to cable been so slow to develop?" Tauzin asked. "What are the roadblocks to competition? The key to lowering cable rates is increased competition, not increased regulation."

Kimmelman said the FCC and antitrust officials have allowed the cable industry to become a "tight cartel run by the equivalent of 19th-century robber barons," pointing his finger specifically at number-one MSO Tele-Communications Inc. and number-two Time Warner.

At a hearing before the House Judiciary Committee on competition in the cable industry (see story, page 19), outgoing FCC Chairman Reed Hundt told lawmakers that Congress should not allow cable companies to consolidate much more. Hundt also backed digital broadcasters going to multicasting and creating "groups in local markets of 50 to 60 channels," which would then compete with cable. Hundt would like the FCC to regulate a low-priced basic cable tier that would give consumers local stations and public access channels. ■



SEASON DEBUT • NATIONAL HH RATINGS • WEEK OF 9/1/97

	HH	W18-49	W25-54	M18-49	M25-54
eXTRA	4.8	2.9	3.4	1.6	1.8
INSIDE EDITION	4.5	2.3	2.8	1.2	1.3
HARD COPY	3.9	1.9	2.2	1.5	1.7
AMERICAN JOURNAL	3.1	1.7	1.9	0.9	1.0

Source: NSS (GAA rating when available)

**EXTRA IS A
NEWS MAGA**

TRA



AMERICA'S #1 ZINE STRIP!



**WARNER BROS.
DOMESTIC TELEVISION
DISTRIBUTION**

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

Atlantic, Eastern ponder merger

By John M. Higgins

Faced with system consolidation and vendor complaints about the cost of regional cable conventions, the associations behind the Atlantic Cable Show and the Eastern Cable Show are considering merging operations.

Executives at the trade associations say that although the idea has been kicked around for years, the current discussions are fairly intensive.

"This round is more serious than any I've seen," says one association official.

Although advance registration is 1,300, a bit ahead of last year, the Atlantic Show faces the same problems of all regional conventions. Industry mergers mean fewer systems and fewer system managers to attend. That, in turn, annoys networks and hardware exhibitors, whose fees generate the bulk of a show's revenue and who worry about the cost of moving and staffing booths.

"Vendors are saying there are too many regional shows, [that] it's a great expense for them," says William Collogie, president of the Pennsylvania Cable & Telecommunications Association. "They're our customers."

"I think as the industry has evolved, it makes sense for us," says Nancy Horne, Southern Cable Telecommunications Association executive director.

The Atlantic Show is being held Monday through Wednesday this week at the Baltimore Convention Center. It is jointly operated by associations in Pennsylvania, New York, New Jersey and Maryland/Delaware.

A big problem is the associations' various constituencies. Small-town Pennsylvania and New York operators grouched when the Atlantic Show relocated from Atlantic City to Baltimore two years ago. Can they be counted on to attend if the show rotates between Baltimore and Orlando—or Atlanta—every couple of years?

The associations will have to deal with revenue splits. With gross revenue of some \$1 million, the Atlantic Show accounts for a good chunk of their budgets. It's not clear whether a combined show would generate enough money to keep all the groups happy. ■

Closed Circuit

WASHINGTON

Learning curve

FCC nominees got a crash course on commission issues earlier this month during a series of briefings in Washington by FCC bureau chiefs. The briefings, which lasted more than a day, were attended by all four of the proposed new commissioners.

Look beyond HDTV, says Levin

FCC Chief of Staff Blair Levin this week plans to warn broadcasters against locking themselves into an HDTV-only future. In a speech to the Tennessee Broadcasters Association, Levin plans to make a pitch for non-HD uses of the digital spectrum, while also urging the industry not to stiff-arm the government's push for free airtime for candidates.

HOLLYWOOD

They're a little bit 75% of the country

Look for an announcement soon that Columbia TriStar Television has cleared planned 1998 talk show *Donny & Marie* on 115 stations covering 75% of the country. Recent deals include KTVU(TV) San Francisco; KTXL(TV) Sacramento; KOIN(TV) Portland, Ore.; WTTG(TV) Washington, and KING-TV Seattle.

NEW YORK

ESPN to track NFL games

Avid football fans soon will be able to track National Football League games in real time on ESPN SportsZone. ESPN Internet Ventures will be using the same GameTracker technology it developed to track Major League Baseball games for NFL contests, according to Tom Phillips, president of ESPN Internet Ventures. PC users will be able to view an animation of offensive drives in progress and see immediate results of the plays as they happen. All of a game's offensive series will be accessible from a

football field graphic, as will overall game and individual player statistics. No official word yet on when the new service kicks in, but expect to see it debut on SportsZone when ESPN's Sunday night NFL game of the week starts next month.

No free lunch

Got a cable network you're trying to pitch? Some technology start-up that needs investors? You can now buy your way into an audience at Tele-Communications Inc. and Cox Communications. The Women in Cable & Telecommunications Inc. Foundation is raising money through a silent auction of such items as sitting in USA Network's box at the U.S. Open or hanging around with famous chefs at the TV Food Network. But bidders also can buy lunch with TCI President Leo Hindery or Cox Communications President Jim Robbins. Bidding opens at \$500 per lunch.

WASHINGTON

Biting remark

The new TV ratings start this week (Oct. 1) and with them the first television program rated "MA"—for mature audiences only. But in the light of last week's major news, perhaps MA should be redefined as "Marv Albert," cracked Jack Valenti, lead ratings negotiator and head of the Motion Picture Association of America, at a Washington event last week.

HOLLYWOOD

Docudrama redux

For director Thomas Schlamme, *FER*'s live episode on Thursday that focused on the making of a documentary offered a little déjà vu. Schlamme also was tapped in 1995 to direct an episode of NBC's *Mad About You* that featured Paul Reiser's character making a documentary about his life. While taped, the entire 22-minute episode was completed in real time: cameras were placed throughout the Buchman apartment to capture the characters' every move.



Ameritech New Media President Deborah Lenart says her company cannot get access to all the programming it needs to be competitive. Listening are House Judiciary Committee Chairman Henry Hyde (l) and ranking member John Conyers (r).

Cable competitors demand access to cable programming

Programmers argue they take the risks, deserve the freedom to choose distribution

By Paige Albiniak

Led by Ameritech New Media, telephone and wireless cable companies complained to lawmakers last week that they don't have enough access to programming to offer a cable alternative. They were joined by local officials, who said their towns want cable competition and aren't getting it.

Representative Rick Boucher (D-Va.) took the complaints seriously enough to suggest "a legislative solution or a Justice Department investigation" to handle the complaints.

Outgoing FCC Chairman Reed Hundt warned Congress not to allow too much consolidation in the cable industry. "Geographic clustering [of cable franchises] is pro-competitive; consolidations are anti-competitive," Hundt said. "Don't let the industry as a whole consolidate down to two or three companies."

The House Judiciary Committee hearing, where executives and mayors addressed lawmakers, had a decidedly regional flavor. Representative Henry Hyde (R-Ill.) from Chicago chairs the committee, and Representative John Conyers (D-Mich.) from Detroit is its ranking member. Ameritech New Media is a subsidiary of Chicago-based Ameritech, and the testifying mayors are from the Chicago and Detroit suburbs.

Ameritech New Media, which is building cable systems in the Midwest, accused existing cable operators of

demanding exclusive contracts with cable programmers specifically to shut Ameritech out.

"[C]able operators today are increasingly demanding that programmers grant them exclusive access to programming in an effort to impede competitive entry by Ameritech and others," said Ameritech New Media President Deborah Lenart. "These exclusive arrangements are in some cases targeted exclusively against overbuilders—telephone companies and wireless cable providers."

Cable companies that own programming interests, such as Time Warner and Tele-Communications Inc., are forbidden by the 1992 Cable Act's program access rules from cutting exclusive deals. But since then, many programming companies that do not own cable systems, specifically Viacom, News Corp. and The Walt Disney Co., have developed popular cable networks to which new video providers want access.

Lenart claims the program access rules are frustrating the goal of the

Documenting the public interest

Congress, the FCC and the not-yet-named Gore commission should prepare themselves for a flood of paperwork from local radio and TV stations documenting everything they do in the name of the public interest, said National Association of Broadcasters President Eddie Fritts at a Federal Communications Bar Association luncheon in Washington last week.

"Local broadcasters are the largest single public interest provider in the country," Fritts said. "They offer an amount of community service unequaled by any other industry."

And Fritts is out to prove it to parties he thinks need to know. "This is the largest single undertaking of data collection we've ever embarked upon," he said.

Fritts, the NAB and broadcasters have a lot of lawmakers and bureaucrats to educate: half of Congress has turned over since 1992, four new commissioners are coming on board the FCC and the administration is expected next month to name the rest of the Gore commission, which will look at broadcasters' digital public interest requirements.

—PA



NAB's Eddie Fritts plans to pile public interest paperwork on bureaucrats' desks.

**80%
OF THE
COUNTRY
SOLD!**



The

ROSE ANNE

Show



© 1997 King World. All Rights Reserved.

Telecommunications Act of 1996, which allowed telephone companies to enter the cable market. Ameritech is the only phone company so far to try and enter the cable business.

Programming providers argue that they should be free to distribute their programming, which is expensive to create and produce, to whomever they want.

"What these [video providers] are asking Congress to do is treat all programming like a commodity, where other people take all the risks developing and marketing new programming while they—cable's competitors—are free to pick and choose from among the successful ventures," said Decker Anstrom, president of the NCTA.

Programmers may agree to cut exclusive deals with cable operators to get new networks, such as Viacom's TV Land, off the ground.

"High-quality programming services now launch at great financial risk to the companies creating them," said Carol Melton, senior vice president of government affairs for Viacom in Washington. But Viacom typically does not cut exclusive deals with cable operators to carry its more mature networks, such as MTV and Nickelodeon, Melton said.

The mayors said that regulations make it almost impossible for potential cable competitors to enter the market, which gives the existing cable franchise monopolylike power to keep prices high and quality of service low. And even if new video distributors can get their businesses off the ground, they have to be able to distribute popular programming to stay in business.

Ronald Wietecha, mayor of Park Ridge, Ill., blamed federal law for the lack of cable competition in his town. TCI has run the cable franchise in Park Ridge for 15 years and is in its third six-month franchise extension because the Park Ridge city government and the franchise cannot agree on the terms of a renewed contract.

"TCI has been unbending and unwilling to negotiate," Wietecha said. "The city has no leverage it can use in these negotiations, as it cannot force them to move their operations because of the law."

Wietecha read a letter to congressmen from a TCI subscriber in his town that said: "Your manner of providing service is a classic and unfortunate example of what happens when a business operates a monopoly." The letter was signed: Sincerely, Bob Kustra, Lieutenant Governor, State of Illinois. ■

Free airtime gets no time

'Deal-breaking' provision cut from leading campaign finance reform package

By Paige Albiniak

Broadcasters gained another win on Capitol Hill when senators John McCain (R-Ariz.) and Russell Feingold (D-Wis.) excised free airtime for political campaigns from their campaign finance reform legislation.

As time runs out for this session of Congress, McCain-Feingold appears to be the last campaign finance reform bill standing. The two senators are stripping it down to its lowest common denominator in an attempt to get something through this session.

"We're obviously pleased with this," says Dennis Wharton, spokesman for the National Association of Broadcasters.

McCain plans to reintroduce the bill without broadcast-related provisions by mid-October, says aide Mark Buse, and then offer a discounted-time amendment late in the floor debate to gauge Senate support of the issue for next session.

That amendment "would create a voluntary system that provides Senate candidates with a 50 percent discount on TV costs if they agree to raise a majority of their campaign funds from their home states, to accept no more than 25 percent of their campaign funds in aggregate [political action committee] contributions and to limit their personal spending to \$50,000 per election," according to a draft statement on plans for the new legislation.

Lawmakers in both Houses call free airtime a "deal-breaker" that has garnered little congressional support, and are keeping it out of campaign finance reform legislation on the way to both floors for debate.

The Senate will discuss the overall issue before the beginning of November. Clinton last week told Majority Leader Trent Lott (R-Miss.), Minority Leader Tom Daschle (D-S.D.), McCain and Feingold that he will keep the Senate in session until it debates campaign finance reform.

"This measure is of the utmost importance, and it deserves full consideration on the Senate floor," Clinton wrote the senators. "If any attempt is made to bring this bill up in a manner



Feingold and McCain dropped a free time provision from their campaign reform bill.

that would preclude sufficient time for debate, I will call on Congress to stay in session until all of the critical elements are fully considered."

Lott immediately gained unanimous consent to bring the bill to debate well before the end of this session in early November. Lott has not supported McCain-Feingold—the Senate's leading bill—because he opposes free airtime and provisions on voluntary spending limits and public campaign financing.

Even if campaign finance reform legislation passes in the Senate, the House is showing less enthusiasm.

Speaker Newt Gingrich (R-Ga.) is less willing than his Senate counterpart Lott to spend time on campaign finance reform legislation this session, saying he prefers to wait until the House finishes its scheduled hearings on campaign finance abuses.

"He can't fix something until he knows what's broken," said a spokesperson for the Speaker.

Gingrich at first waved off Clinton's request to deal with the issue: "If the President would like to call a special session of Congress, we would be happy to spend the extra time investigating with a laser-sharp focus any of the 30 current Clinton-Gore scandals," said a Gingrich spokesperson in a statement.

Representatives Christopher Shays (R-Conn.) and Marty Meehan (D-Mass.) sponsored the House legislative counterpart to McCain-Feingold, which they later split into two parts in an attempt to get some form of campaign finance reform passed.

The bill Shays and Meehan now are focusing on includes a ban on soft-money contributions, which Shays says is the "minimum" a campaign finance reform bill should offer. Their other bill contains the more controversial provisions, including reduced-rate airtime for politicians. ■

WE PROMISED TO BECOME THE



NEW LEADER IN CABLE NEWS...



T

he Interface XI conference, sponsored by BROADCASTING & CABLE and Prudential Securities in New York last week, explored the future of television and discovered a broadcast mix of HDTV and standard-definition TV, Internet programming enriched with video and, of course, the same old scramble for audience among the converging media. Brace for a "total metaphysical transformation of how TV is viewed," warned keynote Tom Rogers of NBC.



Beck, Goldberg, Petricone, Smith, Levin and Flaherty praised the flexibility of the digital TV ATSC standard.

Digital TV remains debatable

Industry experts tout flexibility

By Glen Dickson

Last week's "Digital TV Debate" at Interface XI was like most of the public discussion about America's digital TV future: inconclusive.

Conflict was hard to find on the panel. Broadcasters may use their new digital channels to offer HDTV or multiple channels of standard-definition television (multicasting). But rather than debate the relative merits of those services, the representatives from the broadcast, computer and consumer electronics industries and the FCC praised the flexibility of the digital TV ATSC standard.

"It's a lot better and a lot more flexible than what we have in our now-50-some-year-old system," said Joe Flaherty, CBS senior vice president for technology and a longtime HDTV stalwart. Flaherty added that although he thought the broadcast networks will broadcast in HDTV during prime time, "there's going to be a lot of SDTV, whether it's multiplexed or not," because the bulk of existing equipment and archive footage in TV stations will support only 480-line interlace standard-definition pictures.

Sarnoff Corp. engineer Terry Smith said that considering the options available under the ATSC standard, a lot of the ongoing DTV controversy is "much ado about nothing." Smith said ATSC

members joked at a recent meeting that they find themselves "apologizing for the flexibility we built into the system."

Absent was Preston Davis, ABC broadcast operations and engineering president, who skipped the conference, as did ABC Television Network President (and scheduled keynote) Preston Padden. Padden and Sinclair Broadcasting President David Smith this month reassured the Senate Commerce Committee about their HDTV plans after saying they were considering multicasting last month. Those announcements drew ire from Congress and raised the question of DTV spectrum fees.

"For broadcasters to stand before the Senate Commerce Committee and say, 'fine, we'll just do high-definition,' is an extraordinary confession to me that they understand their political reality," said panelist and FCC Chief of Staff Blair Levin. "But that's not the marketplace reality—and, frankly, I predict that's not what they're going to say in a year or two."

Steven Goldberg, Compaq director of digital television, called the Senate hearings a sign that the computer industry's pitch for 480-line progressive SDTV pictures, not 1,080-line interlace HDTV, is finding favor with broadcasters, regardless of Padden's and Smith's testimony. "It's a sign that a lot of the

viewpoints we've been advancing have taken root," said Goldberg. "People are asking themselves: where's the business case in all of this?"

Granite Broadcasting President Stuart Beck said multicasting is a possible: "One could pose a situation, which we have in Peoria, where there are five TV stations that could participate in a local cooperative. We'd have four times five channels, and I suppose we could present clones of the current most popular cable fare and charge less than the cable operator and tell people to [leave] their cable and join us instead. That's a heck of a model."

One discordant note came from audience member Ave Butensky, president of the Television Bureau of Advertising, who accused the broadcast and consumer electronics industries of not factoring the consumer into the DTV equation. "Why do we think they're going to do this?" Butensky asked.

Consumer electronics representative Michael Petricone responded that CEMA surveys indicate consumers want a bigger and better picture. Petricone added that there's a market of 18 million large-screen-set buyers who are potential early DTV adopters and predicted that TV setmakers will sell 1 million DTV receivers by the millennium.

"I don't think anybody's arguing that broadcasters should be required to do all of something or nothing of something else," said Petricone. "What we do want is to ensure that HDTV has a fair market trial." ■

Broadcasting, cable called new-media allies

NBC's Tom Rogers says jury is still out on whether viewers are looking for 'transforming' TV experience

By Steve McClellan

To Tom Rogers' way of thinking, broadcasting and cable are no longer on opposite sides of a "great divide." But a key question, says Rogers, president, NBC Cable, and executive vice president, NBC, is "how those two industries together will interface with a whole new world of media." Rogers was the opening keynote speaker at last Tuesday's 11th annual Broadcasting & Cable Interface conference in New York.

Nevertheless, Rogers did note one critical area where broadcasters and cablecasters have yet to interface—digital television. "For the cable industry, digital for the most part means more channels to compete with DBS." For broadcasters, he said, "it means how to transition to high-definition television as well as other digital uses of the spectrum."

Rogers cautioned against believing all the hype associated with the new media and the convergence of TV with computers and the Internet. But if the industry

gets it right, he said, there's the possibility of "a whole new viewing experience made possible by digitization."

The question is whether digitized interactivity, including video content on demand and instantaneous communication, is integrated into the core TV viewing experience or developed as "ancillary opportunities on the fringes of TV viewing, something akin to micro cable networks," Rogers said.

In other words, "are we really on the threshold of a fundamental shift in the way people get their television fix?" Are Webheads and computer geeks the future of TV, or are they "just another group riding a faddish wave?" he asked.

Before the questions can be answered, and before true convergence can take place, Rogers said, the industry has to determine if viewers "really want a transforming experience."

"The big debate shouldn't be about which technical standard people want in



Rogers: The future of TV will include a 'healthy dose of high-definition pictures.'

their digital television," he said. The more fundamental question is whether audiences want to change their viewing habits, "or continue to bask in the cathode-ray glow of television in its current form."

Convergence also will require personalized services, said Rogers. "Instead of getting the *Nightly News* with Tom Brokaw, with some producer deciding what stories they're going to spend time

telling, we're going to be able to pre-program our screens."

Eventually, true convergence that brings a "total metaphysical transformation of how TV is viewed" will arrive—but that's a decade away, he said. And even if that prediction doesn't pan out, Rogers said, broadcast and cable networks are in a win-win position. If convergence results in nothing more than a few more viewing choices, those choices will be promoted by existing channels. If the total transformation does come about, "it will make their programming franchises that much more compelling, engaging and entertaining." ■

PSA picture could be changing

The struggle to create air-time for public service announcements on broadcast TV could enter a new creative phase soon.

That was the sense of the discussion on the topic at Interface last week, with Ruth Wooden, president of The Advertising Council, endorsing the idea of pro-

promoting public service causes in popular TV series. "My motto this year is, 'Beyond the PSA,'" Wooden said, adding, "I don't care if [the message] comes in on a cloud."

Jim Moloshok, senior vice president in corporate marketing and advertising for Warner Bros., said syndicators such as Warner would welcome the idea of such endorsements—but networks might not. "The problems is not with the producers. The problem is with the networks who approve the scripts," Moloshok said.

He cited the related concept of creating promotional spots around themed campaigns, such as the "Families Matter" ads, with *Family Matters* cast members plugging particular causes.



PSA panelists Levin, Moloshok and Wooden

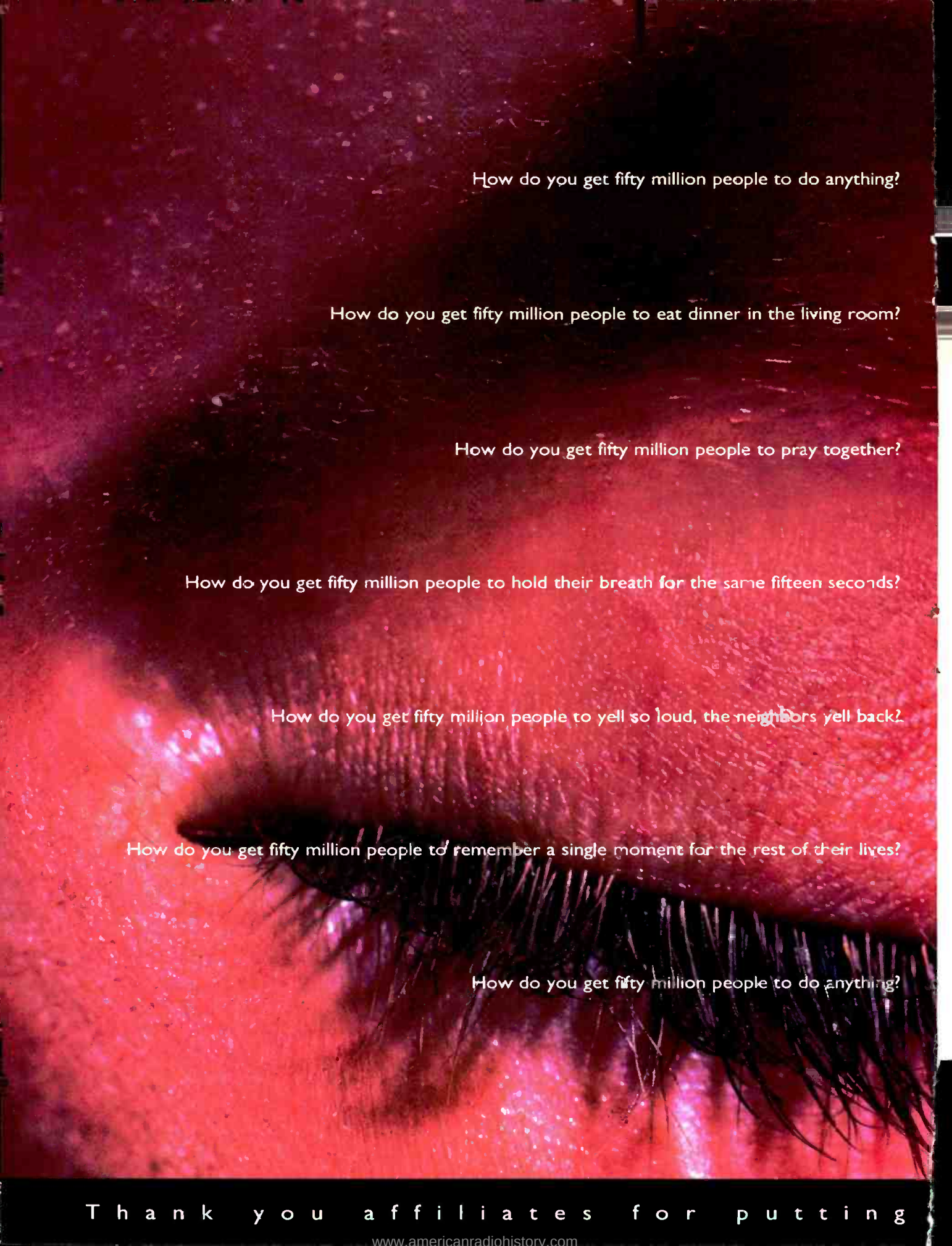
Wooden said she's "all for" creative marketing partnerships that could combine the presence of (for instance) the Red Cross with compelling TV personalities from popular series: "It works for me. I feel like I want to work for the organization that brings a [recognized] brand."

Wooden said The Ad Council feels "stymied" by current rules that prohibit corporate endorsements of public organizations within PSAs, and indicated that the networks are receptive to altering that status quo.

Panel moderator Ave Butensky of the Television Bureau of Advertising assailed the "gimme, gimme, gimme" attitude of the FCC in looking for ways to hold broadcasters to their public service obligations.

Blair Levin, FCC Chairman Reed Hundt's chief of staff, did not agree that the FCC was looking to impose anything on broadcasters: "Broadcasters are constantly saying they're serving the public interest. Great. Let's define it," Levin said.

—RT



How do you get fifty million people to do anything?

How do you get fifty million people to eat dinner in the living room?

How do you get fifty million people to pray together?

How do you get fifty million people to hold their breath for the same fifteen seconds?

How do you get fifty million people to yell so loud, the neighbors yell back?

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

How do you get fifty million people to do anything?

T h a n k y o u a f f i l i a t e s f o r p u t t i n g

www.americanradiohistory.com

This is how.



espn 2 into 50 million households.

Audience will be well dispersed by 2000

TV viewers will increasingly migrate to online attractions

By Richard Tedesco

By 2000, broadcast networks still will have an appreciable piece of the available audience, but online services will be siphoning a growing portion to entertainment yet to be defined.

Those were the two dominant lines of thought emerging from last week's Interface panel on future audience disposition. David Poltrack, CBS executive vice president of research and planning, pointed out that four broadcast networks currently have nearly 60% of the TV audience share, notwithstanding the 47-channel choices most U.S. viewers now have. While that's a considerable drop from the 80% they used to have, Poltrack argued they're holding their own.

"Being able to hold the audience is a sign that the networks are adapting their product and adjusting to their time," said Poltrack, who posited that long-term audience erosion would have just as much impact on cable networks as it has had on their broadcast counterparts.

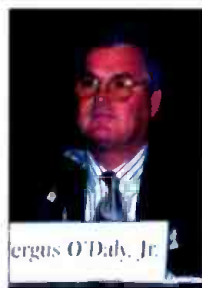
For its part, America Online already sees itself successfully competing with MTV and CNN for prime time audiences, according to Ted Leonsis, president of AOL Studios. Leonsis expound-

ed the AOL view of the brave new world of media it is helping to beget: "This is a new media life-form. It's utilitarian, and there's also this very seductive entertainment part of it." Leonsis suggested the entertainment side of AOL would become more seductive soon with the advent of a new genre he described as "social entertainment."

AOL is after three primary audiences, according to Leonsis: working women, which he called a largely "underserved" online segment; family groups who use video games and do catalog shopping, and single men who want online information on sports, sex and personal finance.

Online service penetration has grown 45% in the past year, according to John Dimling, president of Nielsen Media Research, who said that his company's data show that 35% of online users are now at least window shopping online, if not actually buying goods. That's up from 19% one year ago, he added.

But Dimling also pointed out that the



Clockwise from top left: Leonsis, Poltrack, Hochhauser, Dimling and O'Daly tried their hands at forecasting future audience distribution as online services proliferate.



27 or 28 hours the average family spends weekly watching television or engaging in other electronic media activities is staying constant. And despite the proliferation of cable channels, the average household still typically views only 10-15 channels each week.

Panel moderator James Dougherty, senior information services and advertising analyst for Prudential Securities, cited data supporting the view that electronic media leisure time is, indeed, remaining constant.

Richard Hochhauser, president of Harte-Hanks Direct Marketing, suggested that directly targeted media would eventually dominate the scene. "The whole world will be direct if all the media can be measured," Hochhauser said.

Poltrack noted that broadcast TV and the Web are increasingly integrated: "We don't look at this as a competitor as much as we look at it as an opportunity." He also said that CBS research now indicates that 3% of the prime time audience is watching TV with PCs turned on.

Earlier in the discussion, Leonsis had spoken of the "inevitability" of the online world encroaching on the apparent dominance of TV. But Fergus O'Daly, president of CKS Partners Eastern Region, suggested that there is no basis yet for comparison of TV and the online media. And O'Daly further suggested that convergence, not conquest, would almost certainly be the result of the current competition for eyeballs: "I don't recall any media ever going out of business because of another [medium]." ■

Bloomberg gives nod to print

Although his financial information fortune was built on technological advances, Bloomberg Chairman Michael Bloomberg maintains that the oldest of "old media"—newspapers—remains the best and most useful information vehicle and radio and TV broadcasters will have to become much more flexible to catch up.

Speaking at the BROADCASTING & CABLE Interface XI in New York, Bloomberg asserted that print's chief asset is that flipping pages makes it an "on demand" medium. "It is random access as opposed to sequential access," he said. "You can go directly to what you want when you want it." While online users don't have to wait several minutes to get the one news story they're really looking for, Web sites remain cumbersome, he said. Broadcasters will really truly newspapers only when video- and audio-on-demand become a reality, beyond the crude methods available on the Net. "If I could take my television program and just pick off the segments that I want, I could reduce the amount of information that I need to go through," Bloomberg said. —JMH



Bloomberg

The offices of
PolyGram Television
have relocated effective
September 22, 1997



POLYGRAM TELEVISION

A PolyGram Company

9333 Wilshire Boulevard, Beverly Hills, CA 90210
Phone: (310) 385-4200 Fax: (310) 385-4201

ON AIR

The new Origin
video computing
platform.
It's about time.
It's about



money.

Introducing the Origin™ video computing platform from Silicon Graphics. It's time you had everything you wanted, everything you needed and everything your competitors didn't want you to have in one, rack-mountable, digital broadcast platform.

Time will tell which digital video formats become the standards of our industry, so the Origin platform supports them all. From the biggest uncompressed formats to the most multi-channel playout streams, from HDTV to low bit-rate MPEG, run them all today.

Time also changes everything, so we've



AD INSERTS NVOD PROGRAM PLAYBACK ASSET MANAGEMENT	SDI DVC PRO™ MPEG 1 MPEG 2	ORIGIN VIDEO COMPUTING PLATFORM www.sgi.com	HDTV ↔ SDTV UP TO 100 MPEG 2 STREAMS
---	---	---	---

given the Origin platform more scalability and flexibility than any dedicated box. Store months of on-line video, fast-network to any local desktop, run world-class applications, support standard automation systems and StudioCentral™ asset management environment. Want advanced graphics? Origin will let you add it. That's power and flexibility.

When you're ready to see what the best system in the industry can do, visit us on the Web. But don't wait too long. Time is money and of the two, we can only make you more of the latter.



SiliconGraphics
Computer Systems

Internet no threat, yet, as ad medium

But it's growing in importance for national spending

By John M. Higgins

While the Internet may be gaining steam as a national advertising outlet, media executives don't see it hurting their local ad dollars—yet.

Broadcast, cable and newspapers executives who have long wrestled

each other for local ad dollars acknowledged at last week's Interface XI that the Internet has built enough of an audience to generate significant national advertising revenue. But they predict it will be a while before the 'Net is a serious threat to their local advertising revenue.

"The critical mass hasn't existed," said Martin Nisenholtz, president of the New York Times Electronic Media Co. "We've targeted national [advertising] as we begin to see that scale take shape."

Websites are a natural threat to newspapers' mainstay, classified advertising. But TV and radio stations could lose out as well if online sites build sufficient local followings.

Research firm Jupiter Communications projects that Internet advertising volume will triple this year, to more than \$900 million. Most of that is seek-

ing a national audience. But some Websites are trying fiercely to localize, notably Citysearch, Microsoft's SideWalk and America Online and Tribune Co.'s Digital Cities venture. Each is developing listings and guides for individual cities and has local ad salespeople targeting small businesses.

Overall, the executives expressed enthusiasm about the robust economy that has driven local ad sales, with radio enjoying particularly strong growth as consolidation of local markets has helped station groups drive ad sales.

But Michael Eigner, Tribune Television's East Coast vice president, said that radio's success could be limited by price hikes fueled by stronger demand: "Radio for the most part has been fragmented; it was affordable to many advertisers." But money could move away from radio, Eigner said, adding that "I can see a shift in advertising spending based on the increase in radio."



Nisenholtz and Eigner explored the possibility of broadcast ad revenue declining as Internet usage climbs.

Foreign markets want local angle

U.S. producers find it easier to sell shows with local partner

By Steve McClellan

While Hollywood-produced product will always find an audience overseas, audiences outside the U.S. increasingly are demanding locally produced product from telecasters in their territories.

That was the consensus of a panel of executives exploring issues in international television.

All American Television distributes *Baywatch* worldwide; it's one of the most-watched programs around the globe. But in individual markets, says All American Television President Larry Lamattina, "local productions get the highest ratings." That's why his company produces 100 game shows locally in 30 different countries.

U.S. broadcasters who have launched international channels have found the going a lot easier when they work with local partners, said Ray Joslin, vice president and group head, Hearst Entertainment and Syndication.

Both Disney and its ABC subsidiary

have launched numerous channels overseas. Herb Granath, chairman of Disney/ABC International Television, who said the company produces a lot of local programs for those channels, credits that effort with helping to give the channels a better reception from local viewers and critics.

Martin Lindskog, CEO of Sweden's SBS, said broadcasters in Europe and elsewhere have the same branding challenges as their U.S. counterparts. And Europeans are under more pressure to control costs because the available audience is much smaller than in the U.S.

While U.S. broadcasters have grumbled about the anti-American sentiment many foreign governments have shown toward them and toward the importation of Hollywood programming, lawyer Scott Blake Harris said they have nobody to blame but themselves. Two years ago they had an opportunity to reform U.S. laws that severely restrict foreign ownership of U.S. broadcasting companies. The industry, he said, was uniformly silent,



Clockwise from top right: Granath, Lamattina, Lindskog, Harris and Joslin discussed issues of global importance.

perhaps missing an opportunity to initiate an effort at "true globalization of the television industry" by knocking down barriers at home.

DANIELS

& ASSOCIATES.

YOUR BROADCAST

INVESTMENT

BANK.



David A. Tolliver
Vice President
Broadcast Group

With three decades of experience and billions of dollars in transactions, Daniels & Associates has long been the nation's leading media and telecommunications investment bank. Now our Broadcast Group is one of the top providers of mergers & acquisitions, corporate finance and financial advisory services to the television, radio and related media/advertising industries.

Here are some examples:

- We initiated and structured the \$1.15 billion acquisition of Eller Media by Clear Channel Communications.
- We handled the sale of three stations for Susquehanna Radio Corp. to Tele-Media Broadcasting Co.
- We recently completed major assignments for Cox Communications, Time-Warner, Gans Multimedia and several mid-sized media companies.

We're different from other financial services companies. We specialize in your industry, so we have much greater technical expertise and market knowledge. And, no other firm offers more senior resources to help guide you through the most complex transactions.

Please call David Tolliver to begin a confidential discussion of your needs. We're known for integrity and first-class client services.

Select Daniels as your broadcast investment bank.



**DANIELS
& ASSOCIATES**

Internet: www.bdanels.com

The GM Building, 767 Fifth Avenue, New York, NY 10153 Phone: 212/935-5900
3200 Cherry Creek South Drive, Suite 500, Denver, CO 80209

Founded in 1958, Daniels & Associates is a member of the National Association of Securities Dealers, Inc. and all its professional associates are registered with the NASD. Member SIPC.



NEWS. FLASH.

Now you can turn a single lightning bolt into a hundred different stories. In a broadcast second. Fact is, Tektronix® News Solutions can help you produce more news, better news, in less time — with more control. As integrated video solutions they can help you automate all the news gathering, editing and organizing. At the same time, they can streamline your entire news production — from assignments to on-air scheduling. But before you start to feel any gigavolt jolts, know this. Tektronix News Solutions can be integrated with tape systems as easily as disk. So you can set your own migration pace on the way to disk. They're scalable. So you can grow from newsrooms of 20 people all the way to 200. And, of course, you can rely on Tektronix' long-running support of these "mission critical" applications. Just so you know, you'll get maximum impact for every broadcast watt — without the risk of natural disaster. See, if you can cream it up, we've got a way to get you there.

For the whole story, call 1-888-TEK-VIDEO, dept. 606 or visit us at www.tek.com/VND

Tektronix®

1

HIGH ON HDTV

Capitol Broadcasting President James Goodman has been thinking about advanced television a lot. For more than a year his company has been studying the new technology at experimental station WRAL-HD Raleigh, N.C. There, technicians have measured signal strengths, shot local sports and other events and examined the pictures produced in high-definition.

And Goodman's conclusion is that high-definition—not multicasting—is the way to go. An avowed piper of prettier pictures, Goodman insists that high-definition broadcasting will place stations on top of the technological heap while putting cable and DBS competitors on the defensive. In this interview with BROADCASTING & CABLE's Chris McCormell, Goodman makes his case for cinema-quality TV and against more channels of lesser picture quality.



W

hat do you know about HDTV that no one else knows?

That it works. Not that it's easy to do, but it can be done. It's not a mysterious, overpowering thing at all. It's very practical, and it works.

But why should stations do this?

HD is going to happen somewhere. The big danger I saw, though, was that Time Warner would come up with their HD plan, or DIRECTV would come up with theirs—and all of a sudden here's high-definition television in the United States and the broadcasters can't broadcast it. I mean, that would have been a disaster. I believe we would have eventually lost our key programming to that. And eventually it would have meant, if not the end of broadcasting, that broadcasting really would have been in trouble.

Every time I get with a group of broadcasters, I talk about that, saying: "Now, let's really think this through in terms of broadcasting and cable and satellite, and talk about what a good job the commission's done, and not only can we be competitive, we can be leaders. We will be the first with it. So let's get out there and get it done."

Many broadcasters would rather get this done by offering multiple channels. How is high-definition a money-maker?

This is just another one of those evolutions in technology that you almost have to do to be competitive. When I present this to people, I'm Mr. Positive, [saying], "Look at this. Look at this quality, look at these colors, listen to this sound. This is going to be great; our ratings are going to go up, we're going to charge more for our advertising." And I believe all of it.

On the other hand, I believe that if we do multichannel, all we're going to do is fragment our business and all of this money's going to have been wasted. How can we compete with cable and satellite, with four or five channels? It doesn't make any sense to me...the notion that we're somehow going to use these multiple channels and develop a pay service to get more revenue or to compete with cable or with satellite. I can't understand that notion.

Even if a station broadcasts four or five channels of really great programming?

Where are our ratings the best? In the free over-the-air world. Not in any multichannel environment. So if you're saying you want to create a multichannel environment in the homes that just get over-the-air television through their antennas, then I'll show you lower ratings. I cannot think of a business scenario under which it makes sense for this industry to do multichan-

nel.... The immediate response of some broadcasters has been, "Tell me how I can make money on this?" And I'm suggesting that wasn't the first thing that came to mind [here]. The first thing that came to our mind was, "Well, wait a minute. Here's this new technology; what about the viewers?"

But is the difference in picture quality between HDTV and digital SDTV really that great?

It's a much better picture. I've been to bunches of civic clubs and given lots of talks about HD. And I have never run into anybody that didn't say, "Gosh, where can I get this?"

Even after they hear the price tag?

Initially they're going to be expensive sets, but I remember buying a thousand-dollar VCR. I got one a couple of weeks ago for \$112. As people begin buying these things and the competition gets out there, our notion is that TV sets are going to be the same price.

[People say] the public's not going to pay for these TVs. Yes they will. My notion is it's going to be better and you will have a higher audience because it's going to be more dramatic, you're going to be more involved in it, the sound's going to be better, the picture's going to be better—it's going to be better. And better is better.

Do we really need this great picture quality to watch game shows and soap operas?

My response is, "then why aren't we doing them in black and white?" I mean, it doesn't hold. Quality is quality. The notion that quality doesn't matter—we need to turn that around and say, yes, it does matter.

And it matters particularly if it's not as good.

How will stations pay for the new equipment? They make much of the potential cost.

Most stations that I know of replace their equipment over a seven-, eight-, nine-year period. We've got that long to do this. Now, it is tough to have to put another station on the air next year, but I don't think that it's a financial obstacle that stations can't overcome.... Nobody's being told: "Hello? You've got eight years now, guys, to figure out how to do this thing."

Are you worried that the rest of the industry is backing away from high-definition TV?

Well, I think what we need to do as local stations is encourage our networks to begin to do prime time HD. And I believe we have that commitment from CBS to start next year with the shows they're already shooting in 35 millimeter [and] send to us in HD.

So my notion is that we get the networks started; then there's no turning back.... The other end is that it means that broadcast-

HIGH-DEFINITION HIGHLIGHTS

Milestones in WRAL-TV's high-definition TV work

JANUARY 1987—Capitol Broadcasting's James Goodman and John Greene visit Washington to watch NHK demonstration of HDTV.

MAY 1996—WRAL-TV files application for experimental license.

JUNE 1996—FCC grants WRAL-TV first experimental license for HDTV.

JULY 1996—WRAL-HD becomes first experimental station to broadcast Grand Alliance data signal.

AUGUST 1996—WRAL-HD and Washington-based Model HDTV Station Project stage joint demonstration of HDTV video transmission.

AUGUST 1996—WRAL-HD uses NHK production gear to tape three local events in high-definition.

APRIL 1997—FCC assigns channel 53 to WRAL-TV for digital TV.

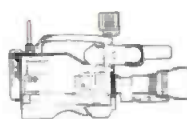
APRIL 1997—WRAL-HD conducts digital TV field testing with signal being received 60 miles west of transmitter site.

JULY 1997—FCC grants WRAL-TV one-year extension of experimental license.

SEPTEMBER 1997—WRAL-HD delivers first local live broadcast of ACC football game.

©1997 Sony Electronics Inc. Reproduction in whole or part without written permission is prohibited. All rights reserved. Sony, Betacam SX, diviREADY, and the Sony logo are trademarks of Sony.

BETACAM SX



Acquisition



Transmission



**Extreme lighting,
foul weather
and widescreen TV.
In the field, you
have to be prepared
for anything.**

Now you can shoot under any conditions. Including the FCC's. Because the Betacam SX DNW-9WS camcorder operates in both 16:9 widescreen and 4:3 standard formats. By using a cost-effective new CCD imager, the DNW-9WS gives you an affordable widescreen format along with superior digital recording, even in the poorest lighting conditions. And your picture content is fully **dtv READY** protected when the time comes to deliver widescreen 525 SDTV or upconvert to HDTV. For more information on the camcorder that lets you look at the big picture, call 1-800-635-SONY, ext. DNW, today.



Editing



Recording



Storage

SONY

COVER STORY

ing can be competitive, long-range. I mean, this is a significant long-range issue, and people don't want to talk about that. Imagine HD on cable or HD on satellite, and we can't broadcast it. Then we don't have the Super Bowl any more. That's not a good scenario.

So you expect better pictures to deliver more audience and more revenue for commercials.

Yes. And I'm even okay if it's no more revenue per commercial. I think there are times in businesses and industries when you upgrade because that's the technology. It's just part of keeping up. Automatic transmissions cost more than manual transmissions, but [manufacturers] did it. I've thought about this a lot, [and] I'm the piper of HD.

The truth is that we're the most effective way there ever has been to sell anything, and we are now going to be at the top of the technology heap. The news is going to be about us. We're going to do HDTV, and then we're going to let the cable people and the satellite people and the computer people figure out how they're going to handle this quality we have. So that's why I can't believe everybody's not running down to the store and buying their HD transmitter.

How much have you spent on the experimental station here?

About \$2 million.... That's for the equipment that we purchased, installing the antenna, all the different stuff that you've got to [acquire].

Is CBS helping you with any of your research?

Yes. CBS Engineering [provided] the consulting engineers. And we put together a group—Harris provided a transmitter. Andrew provided the antenna, so we had lots of folks working on this to get it done.

Is CBS helping with any of the bills?

No. But they provided engineering consulting services. PBS has provided some transponder time. Everybody's been very helpful.

Do you talk with [CBS Senior Vice President] Joe Flaherty about these things?

Yes. I was doing my [HDTV] cheer the other day and somebody said, "You sound like Joe Flaherty." I said, "Well, I am his disciple." He is my idol.

How confident are you that the Joe Flahertys of the industry will be able to convince networks and local stations to deliver a high-definition signal?

There are a bunch of us that are pushing [the argument that] "this is for HD, it's not for multichannel; we should be HD all the time, and we want the networks to lead the way." It is a \$20,000 investment to take a 35-millimeter network program and convert it to HD. So the notion of getting our prime time stuff to HD is not that overwhelming. It seems to me that's a relatively easy thing for the network to do.

Have you started to build a permanent HDTV station?

Yes, we've ordered the tower.

Goodmon looks to Capitol-ize on DBS

Rupert Murdoch isn't the only one to think of adding local broadcast signals to DBS.

Executives at Capitol Broadcasting are poring over some 15 proposals for putting all of the nation's local broadcasters on a pair of Ka-band satellites. The company hopes such a system would allow local stations to add their programming to DBS packages and thereby reap some revenue from the satellite systems.

"What we're talking about is the basic cable package in the sky," says Capitol Broadcasting President James Goodmon. "Every market has a basic satellite package that includes all the local stations."

Goodmon's plan is to form a broadcasting-owned-and-operated consortium that provides local broadcast packages. The group would send spot beams carrying the local broadcast signals back to local markets, where subscribers could add the package to the programming they get from DBS operators.

DBS operators would pay the broadcast consortium for the local signals, and the consortium in turn would pay a fee to local stations.

"The key notion is [to include] all the stations, all the markets, all DBS providers, and we get paid for our signal," Goodmon says.

He points to today's basic-cable subscribers in discussing the

potential market for the local broadcast satellite service. "There are 60 million basic-cable subscribers paying an average of \$10 a month," Goodmon says. "That's more than \$7 billion a year."

To put the plan into action, Capitol Broadcasting will face many of the same legal hurdles that News Corp. tackled during its attempt earlier this year to launch a similar service. Goodmon says his company is hoping for legislation that would clear the way for all DBS providers to offer stations to local markets.

"We believe that DBS can be very competitive with cable if it has all the local stations in every local market," says Goodmon, whose company has two full-time employees and six consultants working on the Local TV on Satellite project.

He adds that the company, whose Microspace Communications unit already operates a satellite distribution service, also is talking to networks, affiliate groups and the NAB board about its plan.

But for now, the company is focusing on the technical and financial aspects of the project, Goodmon says. Costs would have to cover the construction and launch of two satellites (generally around \$200 million per satellite), plus some 70 uplink sites.

"The estimates are coming in a little below what we anticipated," Goodmon says of the responses his company has received from satellite, receiver and other hardware manufacturers. "We believe we could have a really good business here."

—CM

The gospel according to CeCe.



Odyssey Channel presents



Acclaimed gospel singer CeCe Winans is the new lady of the house at the Odyssey Channel, and she's bringing home a rousing mix of live performances, informal interviews and conversations with legendary artists from gospel, contemporary Christian and pop music.



Powerful music. Positive talk.
Every week. CeCe's Place.

An original production seen exclusively on the Odyssey Channel. Inspiring, entertaining and empowering people of every faith.

Premieres on Sunday, September 28 at 8pm ET.
Call Claude Wells at 1.800.841.8476 ext. 125



ODYSSEY 
exploring life's journey.

COVER STORY

You've been testing the digital signal strength here in Raleigh. Will a simple bowtie antenna be enough to receive these signals? Or will viewers need to hook up rooftop antennas?

We are confident that it's going to be better than it is now. Now it doesn't work in all circumstances. In some places, rabbit ears and bowties don't work. But we're confident that it's going to be better than the situation we have now.

Here's a big part of this. When we sit down and think about what the issues are, we always put on top the long-range relationship issues that make the most difference: What is cable going to do? Here, 65 percent of the homes—or at least one of the sets in the home—get the local signal by cable.

Do you think cable will carry an HD signal?

I'm guessing they will because I'm guessing they want to have the best. They're going to want to have the Super Bowl in HD on their cable. So I think they will.

Do you think some viewers will drop cable if digital TV allows them to get a perfect picture off the air?

No. Having cable is sort of a cultural....

Sort of ingrained?

Yes. I mean, you don't want to put up an antenna and run the separate line and switch and all that. [But] if cable doesn't put the HD signal on, then a lot of people will be getting antennas and they're going to be dropping basic cable.

Are you worried that disputes over power levels will slow up everybody?

I know that some petitions have been filed about some interference problems and I'm hoping we can work all that out and that it doesn't hold up anything. I mean, I am not in favor of this latest threshold for turning off the old station.

The provision that broadcasters, subject to FCC review, could keep analog channels until 85 percent of the viewers have digital signals?

We are opposed to that. We think the public should know what the [transition] day is; it should happen on that day. Because what we told our congressmen and our senators was that we want this channel to do HD and we're going to turn our present channel in, so we don't have any more than we had. This is not a big giveaway. We have 6 mhz and we're going to end up with 6 mhz, and we had one channel before and we're going to have one channel now, and that's the deal.

I think that we look sort of silly making all these...

Caveats?

Yes. The public needs to know that on a certain day, certain things are going to happen or we won't get this developed.

Do you think your station will follow up on that? If you're up and running 24 hours a day with a high-definition channel in a few years, would you go ahead and return your analog channel ahead of time?

If nobody has a digital set, I won't.

What if there is some set penetration, but less than 85 percent?

We're going to follow the rules. We're not going to turn our channel in if nobody else does, but our goal is to make sure the rule is that everybody does.

Would you have liked to have seen the government mandate an HDTV minimum?

I think that would have moved it along.... The flexibility is fine, but I think the flexibility has stopped everybody from focusing on the real reason we're doing this. The reason we're doing this is HDTV. This wasn't cooked up for multichannel. They didn't spend 10 years working on an HDTV channel to get 6,000 more TV stations. This is about HDTV.

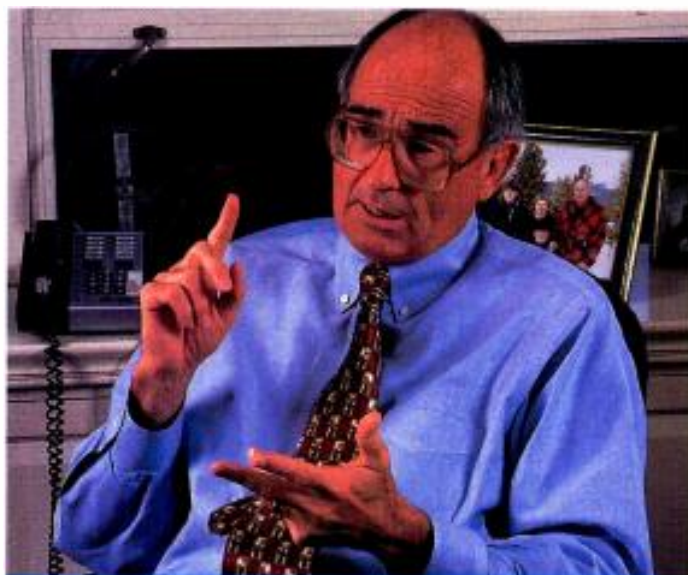
Do you think this business is on a course to converge with the computer industry?

I sit down to watch television, that's one thing, and I sit at my computer, that's another thing. I like to do both of them a lot, but I have no notion that I want to sit at my computer and watch TV. I go to a different place. Television is entertainment. The Internet, at least to me, is like working.

Should the government attach public interest obligations to these channels?

The notion that the government is supposed to give us channel 5 and we can do any damn thing we want with it and we don't have any public obligation is the dumbest notion I've ever heard. And there are people who believe that.

The First Amendment is the most important thing there is, but that doesn't mean the government is supposed to give me a TV station for nothing. I mean, I have all the First Amendment rights I need. I can say anything I want to on this station. But it's a government station, it's a government license. And the notion that they're going to suggest that we do something in return for having this license is not a foreign notion to me. As a matter of fact, I like it. I like knowing what the rules are. ■



"I cannot think of a business scenario under which it makes sense for this industry to do multichannel."

Chuck Carlton Black Star

KATZ CONTINENTAL TELEVISION

P R O U D L Y R E P R E S E N T S



**WLUK Fox 11, Green Bay, Wisconsin,
Home of the World Champion Green Bay Packers,
has appointed Katz Continental Television
to champion its national sales effort.**

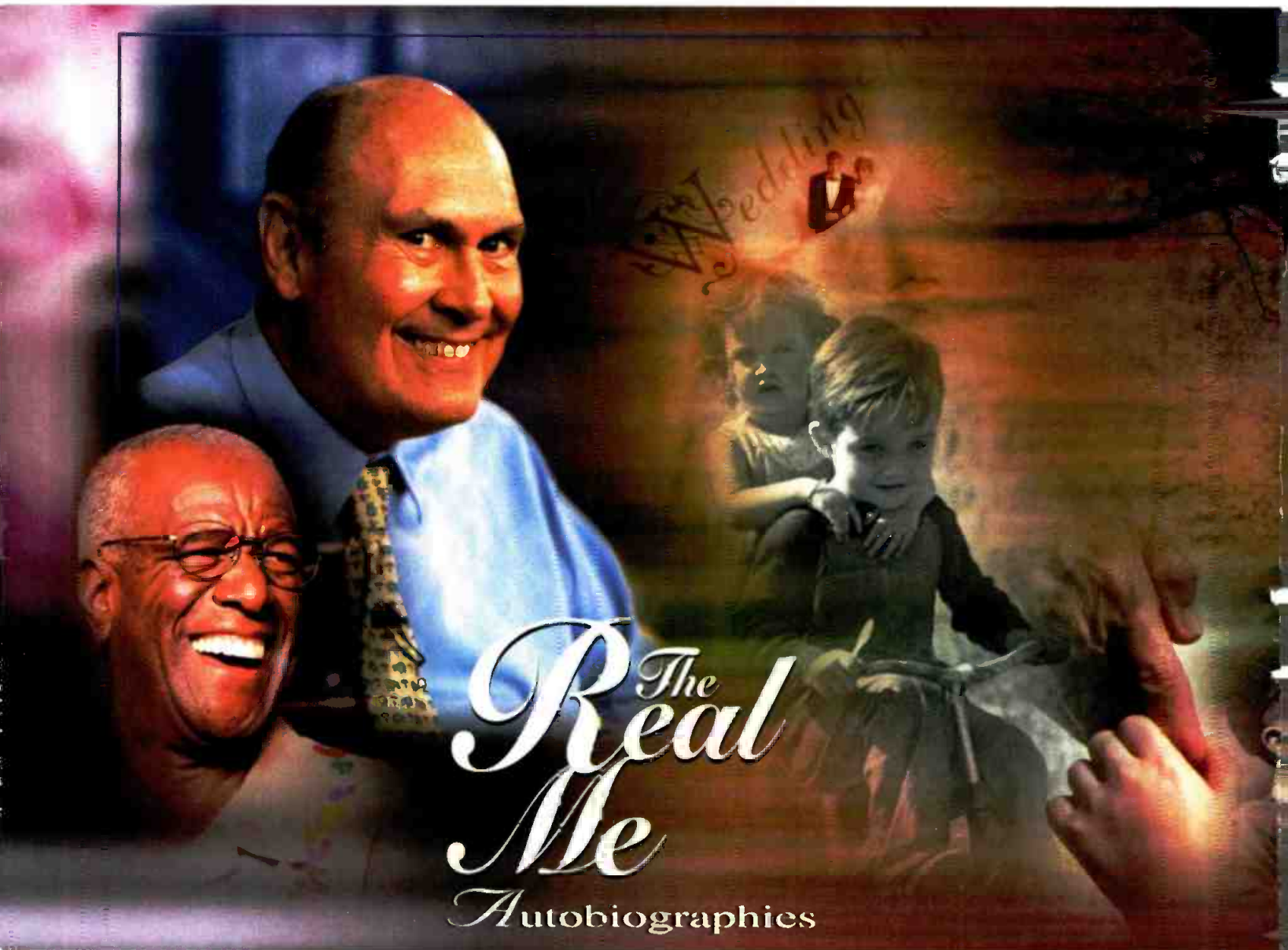
**WLUK, an SF Broadcasting station, joins it's sister station
WVUE, New Orleans.**



Katz Continental and SF Broadcasting.

The Best

SHOWS AS DIFFER



It's their story in their own words.

Nostalgia Good tv delivers the highest women post 49 VPVH (0.83).

ENT AS YOUR LIFE.



**Nostalgia
Good•tv**

Entertainment In A Clean Environment
www.goodtv.com

SPECIAL REPORT *Family Programming*

As ABC's Jamie Tarses points out, the definition of "family" has been expanded. Today's family unit, no longer just mom, dad and the kids, may be a couple or a single parent. This report looks at the network offerings, as well as the industry's family-programming initiatives.



Networks take family-friendly focus

ABC, CBS, Fox, NBC, UPN, WB offering prime time fare for everyone

By Michelle Y. Green,
special correspondent

Consumers want it. The FCC demands it. The V-chip is designed to monitor it. Yet for all the hubbub over family programming, the networks have reached no consensus on exactly what "it" is. As fall season premieres hit the airwaves, parents, educators, advocates and watchdogs will offer a variety of definitions as to what is family programming, and what isn't.

Family-friendly fare at CBS

In its push to take the lead in the race for family programming, CBS has declared the 8 p.m. hour every night of the week "family friendly" and has created a Friday night family comedy block.

"Once again, we have responded to viewers' call for family-friendly programming," says Leslie Moonves, president,

CBS Entertainment. "Our 8 p.m. programming is entertainment that families can watch together every night of the week."

Fall season eight o'clock offerings, Monday-Sunday, are perennials *Cosby*; *JAG*; *The Nanny*; *Promised Land*; *Family Matters*; *Dr. Quinn, Medicine Woman*, and *Touched by an Angel*. "The key to success for any network is 8 p.m. strength and stability," Moonves says. "You cannot



'Touched by an Angel' (above), in its fourth season, is a heavy-hitter for CBS. ABC is trying the new 'Teen Angel' (l) on Fridays.

grow without successful lead-off hitters. Our new schedule has proven 8 p.m. performers every single night of the week." And following those leadoff shows, it is adding six new entertainment series that it hopes will expand its audience by reaching younger and more urban viewers.

CBS has long dominated Saturday nights with its family lineup anchored by *Dr. Quinn*, but last season the show slipped in the ratings, feeling the pressure from NBC's *Thrilllogy* lineup. And although CBS posted its most competitive May sweeps in years—the only network to show year-to-year growth in households (up 8%), among adults 18-49 (up 5%), adults 25-54 (up 6%) and total viewers (up 8%)—it has adopted a new scheduling strategy for the 1997-98 season.

The CBS Friday comedy block is brack-

eted by two Thomas Miller-Robert Boyett family comedies acquired from ABC: *Family Matters*, starring Jaleel White as the ever-nasal Urkel (8 p.m.), and *Step by Step*, with Suzanne Somers and Patrick Duffy (9:30). Sandwiched between are two new comedies: *Meego*, a Miller-Boyett-Michael Warren production at 8:30, and *The Gregory Hines Show* at 9, produced by Mitchel Katlin and Nat Bernstein.

Meego features Bronson Pinchot as a 9,000-year-old alien crash-landed into the lives of single dad Ed Begley Jr. and kids Michelle Trachtenberg, Will Estes and Jonathan Lipnicki (of "Jerry Maguire" fame). Although *Meego* intends to stay only until his spaceship is repaired, he "becomes emotionally attached to the kids, moves in and reveals an out-of-this-world knack for child-rearing on Earth," according to CBS publicity material.

In a more probable approach, Gregory Hines at 9 p.m. stars as widower Ben Stevenson with a 12-year-old son, Matty (Brandon Hammond). Hines's character, a devoted father, is relearning the rules of the dating game.

However, CBS may have a tough time on Fridays, since the typically older-skewing network has to educate viewers about its new family-friendly lineup. The network unveiled its "Block Party" on Sept. 20, but was outranked by reruns of ABC's TGIF schedule. In the 2-11 demo, ABC attracted 2.9 million viewers at 8-10 p.m., while CBS drew only 980,000, according to Nielsen Media Research. Among adults 18-49, ABC also had the advantage over CBS, but it was Fox that led, thanks to season debuts of *The Visitor* and *Millennium*. Overall, ABC won the night in households, followed by NBC, Fox and CBS.

All in the family at ABC

Faced with the challenge of repositioning and rebranding ABC, Jamie Tarses, ABC Entertainment president, redefined the term "family" as it pertains to ABC's 1997-98 prime time schedule during this year's upfront schedule presentation.

"Over the years, many have tried to define us as a family network, and we resisted," Tarses said. "Not because that's necessarily a bad thing, but because as broadcasters we felt this definition could be too narrow. It wasn't the label that was the problem. It was the definition of the label. So we decided to expand our definition. A couple watching *Drew Carey*, kids watching *Home Improvement*, guys at a



'The Tony Danza Show' (top) on NBC features a single dad as primary parent. Another nontraditional family is portrayed in Fox's 'Party of Five' (bottom).

two new Disney offerings with a supernatural twist. Saturday night's drama *C-16*, not to be confused with program rating codes, brings kidnappings, drug busts and fallen undercover FBI agents into the family viewing mix at 8.

ABC stacks the deck for family programming Sunday nights with the *Wonderful World of Disney* at 7-9. Disney blockbusters such as "Toy Story" and classics like "The Love Bug" will join new made-for-TV films. Pop singers Whitney Houston and Brandy will star in a remake of Rodgers and Hammerstein's *Cinderella* on Nov. 2. Another classic twist has Richard Dreyfuss and Elijah Wood in a movie recreation of Dickens' *Oliver Twist*, airing Nov. 9.

Must-see TV?

NBC's top-ranked sitcoms *Friends*, *Seinfeld* and *3rd Rock from the Sun* have racked up high praise from the industry and high ratings from viewers. But because of their adult-oriented plot lines and ribald humor, the shows have scored low marks in the family-values report cards of advocacy groups such as the Parents Television Council (PTC).

A project of the media-tracking Media Research Center, PTC publishes an annual *Family Guide to Prime Time Television*, "a comprehensive study of network prime time fare." The 1996-97 edition gives a red light rating to *Friends*: "Its time slot notwithstanding, *Friends* may be the raciest sitcom on prime time," the guide reports. "All six regulars have been sexually active, and the dialogue has contained vulgar language and explicitly sexual content. In addition to its endorsement of casual sex, *Friends* has also given the nod to homosexual marriage and parenting." *Seinfeld* and *3rd Rock*, as well as comparable sitcoms from other networks, fared no better.

Yet, broadcasters would agree, it's hard to argue with success. *Seinfeld*, now in its ninth season and the highest-rated comedy series for the past three seasons, averaged a 20.5 Nielsen rating and a 32 share in 1996-97 and was watched by an average of 30.4 million viewers. Last season, *Friends* was the third-highest-rated series in total viewers, reaching an average weekly audience of 25 million; *3rd Rock*, in its third season,



neighborhood bar watching *Monday Night Football*—these are all examples of families ABC wants to reach."

That said, ABC's eight o'clock hour, unlike CBS's, is a mix of hour and half-hour dramas and comedies, a blend of the old and the new. Monday kicks off with the new futuristic series *Timecop*, based on the hit feature film of the same name, at 8-9 (but not on the West Coast; there it airs after *Monday Night Football*). The Tuesday 8-9 slot is shared by returning liturgical comedy *Soul Man* (Dan Aykroyd) and new comedy *Over the Top* (with Tim Curry as an unemployed houseguest). The latter debuts Oct. 21. Wednesday at 8 features *Spin City*. That's followed by Jenna Elfman in the comedy *Dharma and Greg*, described as "one big dysfunctional family." The drama *Nothing Sacred*, with Kevin Anderson as a conflicted priest, "contradicts any and all notions about priests by revealing first and foremost that he is a man," and the show already has raised the ire of some Catholics. *Nothing Sacred* airs Thursday at 8-9.

Doubtless, ABC family programming will find itself on safer ground Friday nights with the network's TGIF sitcom block. *Sabrina the Teenage Witch* (8 p.m.) ranked number one with teens and kids last season, and Disney's *Boy Meets World* at 8:30 backs up to *Genie* and *Teen Angel*.

SPECIAL REPORT *Family Programming*

has won Emmys and scores high in key young-adult demographics.

Judging by its slate of new sitcoms for fall, NBC seems to subscribe to the adage that if it ain't broke, don't fix it. *Veronica's Closet* follows *Seinfeld*—both in the lineup (Thursday, 9:30) and in its use of adult humor. The show stars Kirstie Alley as a mail-order maven of naughty lingerie and books. No doubt the show's salty humor and philandering husband will give groups like PTC plenty to sharpen their pencils over.

Fred Savage, the angst-ridden teen of *The Wonder Years*, has joined the workforce in NBC's Wednesday night comedy *Working* (9:30), while *Union Square*'s ensemble comedy gathers seven friends in a Manhattan diner on Thursday's "Must See" lineup at 8:30.

Still, NBC is including something for families in its fall schedule. *Built to Last* (Wednesday, 8:30) is a family comedy about five siblings and loosely based on the life of comedian Royale Watkins. An Ivy League computer whiz gives up his dream and takes over the family construction business after his father, played by Paul Winfield, has a heart attack. The show's cast also includes Jeremy Suarez, another child find from "Jerry Maguire."

The Tony Danza Show (Wednesday, 8) features a nontraditional family—a single dad as primary parent. Danza stars as a sportswriter who's "bent on raising his two daughters with a few old-fashioned values." Danza, who also is the executive producer, believes the show will hit home with baby boomers: "A lot of people my age will relate. We all swore we'd be better parents than our parents, and we are really good with little kids, but what happens when they hit 16?" His character, Danza says, "longs for the days when...athletes didn't yell 'Show me the money!' and kids listened to their parents."

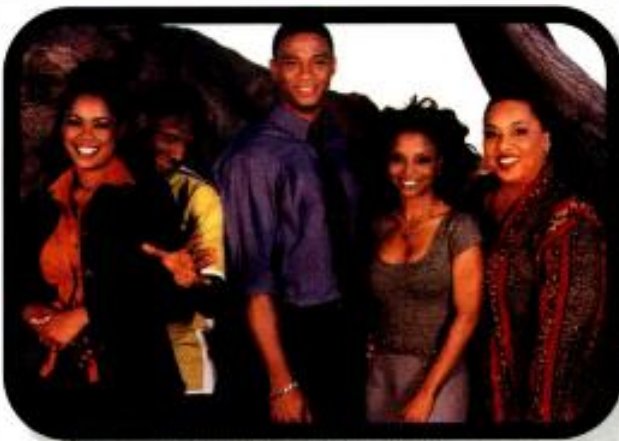
The remainder of NBC's new shows come down somewhere in the middle—shows not specifically targeted to families but that families may watch together.

Fox: coexisting with family, and the cutting edge

Fox, often considered the antithesis of family programming because of shows like *Melrose Place* and *Beverly Hills, 90210*, counters that it has a great deal to offer families. Even shows such as the *The*



'The Parent 'Hood' (above) on The WB is in its fourth season. UPN points out that not all episodes of its new 'Good News' (below) will be rated TV-G.



Simpsons and *King of the Hill*, although animated series, are based on the principles of family interaction—although sometimes a dysfunctional interaction, according to one Fox executive.

The two shows, through humor, occasionally make poignant points about the ways families actually work, including the ways they come together. The animated pair air Sunday at 8 and 8:30, preceded by the blooper show *World's Funniest...* hosted by James Brown of Fox Sports.

Fox is quick to cite shows like *Party of Five* (Wednesday, 9) and *413 Hope St.* (Thursday, 9) that explore the family condition and have parenting and family issues at the crux of their content.

"I've got four kids under the age of 14, and I'm bothered by the lack of good black drama out there," says *413 Hope St.* creator and executive producer Damon Wayans (*In Living Color*). "I'm not here to preach, but I wanted to do *ER* crossed with *Touched by an Angel*, something that moves from a fever pitch to a place with heart, that might provoke people to make some changes in their lives."

Will the emphasis on "family shows"

and the TV ratings system hamstring Fox's ability to create its distinctive cutting-edge content? Peter Roth, president of the Fox Entertainment Group, says: "Most of the production community understands and realizes that this system, which is continually being worked out, is not something that's going to impact the process of the content of the shows that we work on. This system is designed for information for parents. It's not designed to change or alter the content of shows."

"We believe anything that gives parents information about upcoming programs to be a good thing," says David Hill, chairman of Fox Broadcasting Co., "and Fox wholeheartedly supports the initiative."

Overcoming teen perceptions at The WB

Programming executive Garth Ancier, now president of entertainment for The WB network, echoes that sentiment but notes that "sometimes teenagers are turned off by ratings; they think it's not cool to watch a TV-G show. That's been a negative impact and a concern for us." Asked how The WB plans to respond to studies showing younger-viewer resistance

to program ratings, Ancier says, "we've persisted and realized that we're going to take some viewer hits. But we haven't changed to make our shows more adult." Ancier, former Fox Entertainment president, has developed some of the most distinctive yet controversial shows on television, including *The Simpsons*, *In Living Color* and the syndicated *Ricki Lake Show*. At the other end of the spectrum, he also supervised the production of NBC's *The Cosby Show* and *Family Ties* and the development and production of series TV under the Walt Disney and Touchstone Television banners.

The WB is adding only two new comedies to its fall lineup in back-to-back time slots on Sunday (9-10). *The Tom Show*, starring Tom Arnold, and *Alright Already* complete the network's Sunday night comedy block jump-started by four returning family-oriented shows: *Nick Freno: Licensed Teacher*, *The Parent 'Hood*, *The Jamie Foxx Show* and *Unhappily Ever After*. Strong candidates for family viewing also can be found weeknights with Monday's *7th Heaven* (8) and *Buffy the Vampire Slayer* (9) and

WARNING
WE RECOMMEND USING A
CHILD-PROOF CAP
ON ALL MEDICATIONS
AND TOXIC SUBSTANCES

97%
US Households
3.8 million
magazine distribution
13 MILLION
magazine readership
5.3 million
club members
90%+
radio clearance
#1!

YOU DO THE MATH.



We've got new shows that defy convention, challenge the beer-there-done-that formulas and pave the road into '98 with an asphalt oozing with creativity. We're bringing back some of last season's shows because they're proven winners. And we dig that. Old favorites that have given us thrills galore and belly laughs time and time again.

With a broadcast distribution of 97% US HH and an integrated marketing network including Totally Fox Kids Magazine, Fox Kids Countdown radio show, Fox Kids Club, Fox Kids Cyberstation, and Fox Kids longer-than-life Promotions, Fox Kids is more than just TV. Fox Kids is everywhere kids are.

Our numbers prove our success. Still need a calculator?

Fox Kids Rocks Kids

BEETLEBORGS METALLIX™ & © Saban. All rights reserved. BOBBY'S WORLD™ & © Fox Children's Network, Inc. Bobby Character © Alevy Productions. All rights reserved. CASPER® &™ Harvey Comics, a Harvey entertainment Company. All rights reserved. GOOSEBUMPS® © Parachute Press, Inc. Published by Scholastic, Inc. All rights reserved. HOME TO RENT™ & © Gaumont. All rights reserved. NINJA TURTLES: THE NEXT MUTATION © Saban. Underlying Property™ & © Mirage Studios; exclusively licensed by Mirage Licensing, Inc. All rights reserved. POWER RANGERS TURBO™ & © Saban. All rights reserved. SAM & MAX © Nelvana Limited; Sam & Max Characters © Steve Purcell. All rights reserved. SPIDER-MAN™ & © Marvel Entertainment group, Inc. All rights reserved. FOX Logo™ & © (1997)

SPECIAL REPORT *Family Programming*

Wednesday's *Sister, Sister* (8), the Disney-produced *Smart Guy* (8:30) and *The Steve Harvey Show* (9:30).

Episode by episode at UPN

UPN specifically designates three of its prime time programs as "family shows" but qualifies it by saying that not all episodes of newcomer *Good News* will be rated TV-G.

The half-hour comedy, a production of MTM Enterprises, charges a young, newly appointed black pastor with "resolving some hilarious social predicaments, not all

of which are clearly answered by the Good Book." It airs Monday at 9 p.m.

On Tuesday, two other family shows, *Clueless* (8) and *Moesha* (8:30), target the young generation with upbeat, contemporary storylines that deal with dating, popularity, social responsibility and other teen issues. Having just appointed a new CEO, Dean Valentine, UPN's future commitment to family-friendly TV will unfold in the weeks to come.

The role of parents

What's family and what's not? Despite

help from programming codes and FCC guidelines, parents and broadcasters alike may have difficulty sorting it all out.

"To truly impact the television landscape," says PTC Chairman L. Brent Bozell III, "today's parents must become activists on behalf of quality, family-friendly television." Allowing that there is good—and sometimes excellent—TV programming, he urges "each parent [to] act as the final arbiter in determining which shows will be broadcast into his or her living room." ■

Cable groups, networks go proactive

Efforts include critical-viewing project; studies on violence on TV, and family-viewing week

By Michelle Y. Green,
special correspondent

In a year of FCC regulations, program codes and heightened community concern over family-friendly viewing, the National Cable Television Association and individual networks and cable providers have made concerted efforts to point out what's good about cable. For families, it has meant an opportunity to plug into more of what cable has to offer; for cable, a chance to combat the medium's often tarnished image while donning the mantle of responsibility.

Critical viewing

The Family and Community Critical Viewing Project encourages viewers—especially parents—to become more media literate, make informed choices about what they watch and improve the way they watch. A joint venture of the NCTA, Cable in the Classroom and the National PTA, the project employs critical-viewing workshops, innovative programming, public service announcements and public forums to educate and inform.

In the workshops, presenters teach how to set rules for television viewing; how to recognize ways that television can manipulate viewers; how to talk to children about TV violence, and how to turn what is watched into constructive,



Rosie O'Donnell offered tips for parents on a video, 'Taking Charge of Your TV.'



More than 75 cable networks sponsored Tune in to Kids and Family Week, during which Nickelodeon's 'Nick News' anchor Linda Ellerbee interviewed Bill Gates.

educational family discussions. Since its inception in October 1994, the project has trained more than 2,000 cable leaders and PTA members to present some 500 critical-viewing workshops that have reached

more than 15,000 parents, educators and community members in at least 36 states.

February 1997 marked the release of *Taking Charge of Your TV*, a video featuring Rosie O'Donnell that offers tips and techniques to help parents talk to their kids about TV. The video was produced by HBO in consultation with the American Medical Association and the American Academy of Pediatrics.

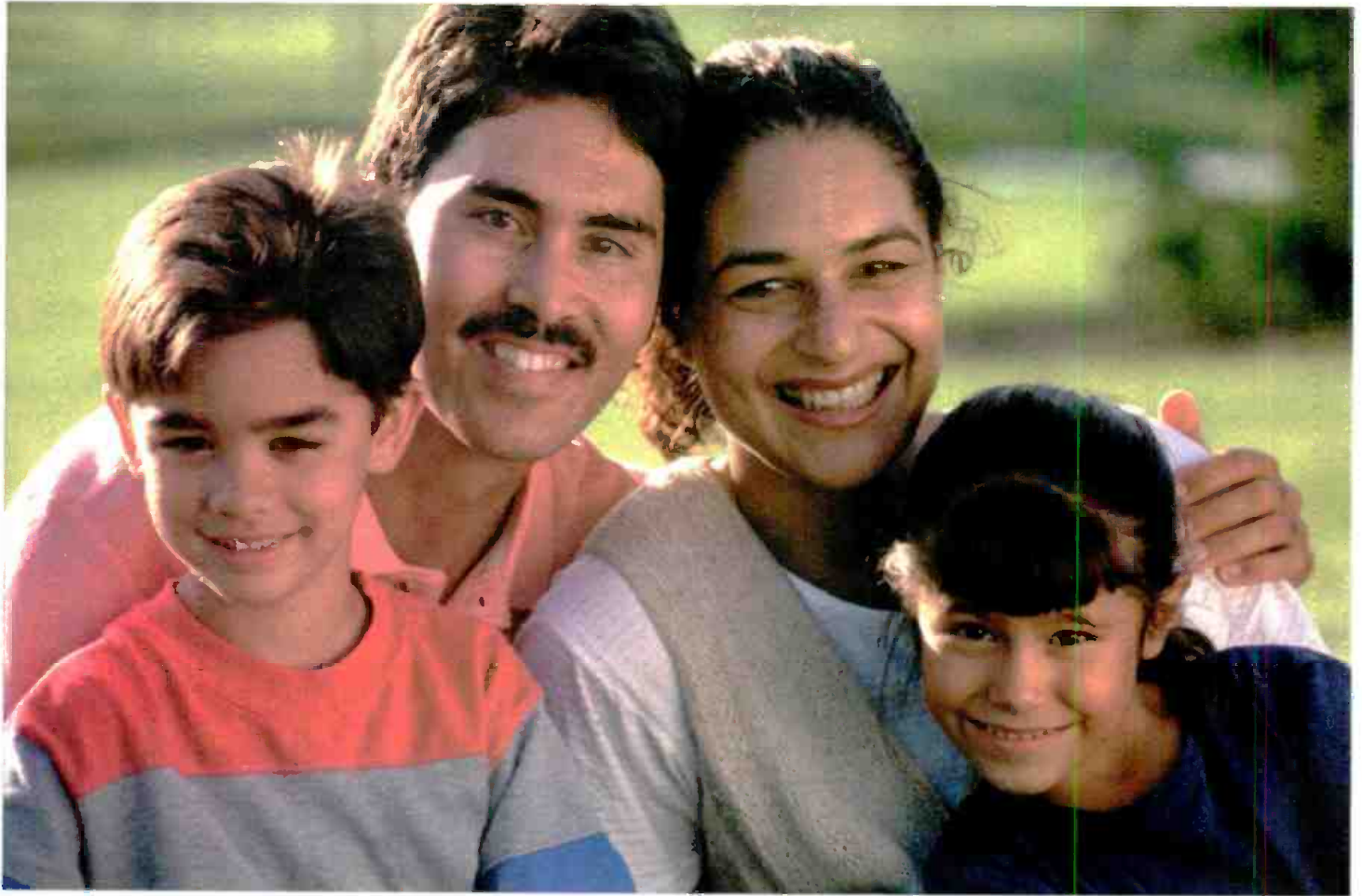
Tuning in to Kids

To demonstrate the abundance of quality, family-friendly programming on cable, the cable industry launched Tune in to Kids and Family Week, April 7-13. More than 75 cable networks joined in, each committing at least one night of prime time to family-oriented programs free of excessive violence, strong language, sexual content or other areas of parental concern.

Participants included cable networks viewers might expect—Disney Channel, Family Channel, Nickelodeon, Cartoon Network and the Discovery Kids program block—as well as many they might not. For example, The Golf Channel presented Junior Golf; the Game Show Network focused on kids' editions of shows such as \$20,000 Pyramid, and the TV Food Network served up shows such as *Cooking Live!*, *Vegetables Even Your Kids Will Eat* and *Dining Around—Dining with Kids*.

The week kicked off with a 7:30 airing of *The American Family and Television: A*

THEY KNOW DOBSON.



ISN'T IT TIME YOU DID?

Millions of families love psychologist and award-winning author Dr. James Dobson. So put him to work for your station with *Focus on the Family Commentary*. This one-of-a-kind 90-second TV news insert provides the positive take-away your viewers want. Through life-changing insights on marriage, parenting and relationships, we already deliver the family to:

KMTV-CBS, Omaha

WJHL-CBS, Tri-Cities

WLTZ-NBC, Columbus, GA

WFIE-NBC, Evansville

KSNT-NBC, Topeka

... plus 51 other stations cleared!



This is just what stations need to help meet the needs of our viewers.—Dan Modisett, WLBT-TV (NBC)

TV Programming for the 21st Century.

Call Briargate Media today at 719-531-3311 for your demo.

www.americanradiohistory.com



SPECIAL REPORT *Family Programming*

National Town Hall Meeting, hosted by Linda Ellerbee. The half-hour, commercial-free special featured panelists discussing responsible programming and the question of parental responsibility. The special was simulcast by 21 cable networks, among them Sports Channel Chicago, Encore, MSGN and USA, as well as those considered family-oriented.

Decker Anstrom, NCTA president, said of the event: "Ultimately, this demonstrates in a very powerful way that when it comes to family television, cable is listening—and delivering."

Social responsibility

Violence on TV, in the home, at school and in the community is an issue at the forefront of family priorities. Exploring ways to stem violence, NCTA and cable networks in 1997 focused on the problem

through innovative programming and community involvement and by commissioning a study of TV violence.

MTV released *Generation Under the Gun 1997*, which examines gun violence and promotes conflict resolution. The channel also runs a PSA, *Squash It!*, that encourages youth to walk away from confrontation.

The third special in USA Network's *Erase the Hate* series, "It Takes Just One," premiered during NCTA's family week. USA also teamed with YWCA in an antiviolence campaign begun last October.

Local cable operators have also stepped in with antiviolence initiatives such as Adelphia's programs on conflict resolution and peer mediation, and Atlanta's MediaOne community forums which feature juvenile offenders speaking about their experiences.

And NCTA has commissioned a three-year study of violence and programming. The National Television Violence Study, claims NCTA, will be "the most comprehensive and rigorous analysis of TV violence ever done." Cable networks contributed \$3 million for the study, which will be released next spring.

On the other end of the spectrum, Ovation, The Arts Network, used Tune in to Kids and Family Week to launch *Arts Zone*, an arts education initiative for schools, kids and parents.

Parents and family advocates note that the cable industry is working hard to be family friendly. With statistics indicating that 99% of U.S. households have TV and that 66% of homes subscribe to cable, the cable community will have no lack of opportunity to influence positive change in the family arena. ■

HBO feeds family

**By Michelle Y. Green,
special correspondent**

A sprinkling of documentaries, a smattering of time-tested reruns and a smidgen of specials and movies.

Until recently, that described the random slate of family programming offered by cable television. But for viewers earnestly seeking programming grounded in family values, several cable initiatives have taken strides toward making family programming the order of the day.

Enter HBO Family, Home Box Office's newest multichannel feed, which began service in December 1996 and is now carried by nearly 100 cable systems, reaching 5% of HBO subscribers. A movie-based channel, HBO Family offers uncut, unedited, G- and PG-rated feature films, popular theatricals, network premieres and HBO original programming in three distinct programming blocks to ensure family-friendly viewing 24 hours a day.

The HBO Kids block (6 a.m.-1 p.m. ET) features such movies as "Harriet the Spy," original documentaries and kids' programming such as *Babar*. The seven-hour block, which includes nothing rated above PG, repeats at 1 p.m. ET.

The Family Feature block, beginning each night at 7 ET, airs feature films rated G through PG-13 only, while HBO Nighttime, between 9:30 p.m. and 6 a.m. ET, holds the line with features rated no stronger than PG-13. Movies such as "Sabrina" and "Mission Impossible" air in this time slot.

"The channel is unique because it offers broad-based enter-



Among offerings on HBO Family: 'Mother Goose: A Rappin' and Rythmin' Special: Happy Ever After'

tainment for kids and parents to watch together," says Dave Baldwin, senior vice president, programming planning, HBO. "We carefully program the channel so that parents can always feel comfortable about what their kids are seeing. And since we're a premium service, viewers won't be bombarded with ads for toys or candy. There's nothing else like it for families on TV."

HBO Family delivers an average of 90 titles per month. Original HBO programming for fall includes a new series of *Inventors' Specials* that opens up the worlds

of science and art to young viewers; previously unseen episodes of *Jim Henson's The Storyteller* and *Greek Myth*, and a taped New York production of the hit stage show "Stomp."

"Affiliates are enthusiastic about the idea, and we already have more systems on board than we did when HBO2 launched five years ago," says Rock Kendall, vice president, Cinemax and multichannel marketing at HBO. "We expect HBO Family to roll out as fast as channel capacity and technology allow."

More than 50% of the network's subscribers receive the multichannel HBO service. In addition to HBO Family's East and West Coast feeds, the channel began four Rocky Mountain feeds in an 8 p.m. (MT) prime time start, which, HBO says, makes it the first national cable television network to provide time-delayed feeds for that region. While HBO multichannel service is available in analog format, HBO Family only exists in digital feed format. ■

Now, watching TV
can remind people to
drink more responsibly.



Effective immediately, every Seagram TV commercial will begin with a six-second responsibility message. Every radio commercial will also include this message.

With these messages, Seagram wants to repeatedly remind people that drinking requires responsibility. And we will do this right then and there, as every commercial airs.

We at Seagram want our consumers to know that we are against underage drinking, drunk driving and reckless drinking of any kind. We also believe in our right to advertise our products responsibly—as we have done for over 60 years.



Seagram Americas

©1997 SEAGRAM AMERICAS

Berman, Kelly replace Goldman

Former Paramount Domestic TV president gets new corporate role

By Steve McClellan

Joel Berman and Frank Kelly have been named co-presidents of Paramount Domestic Television, replacing Steve Goldman, who assumes a corporate administrative role at the Paramount Television Group.

Client sources say that Berman and Kelly have been managing the day-to-day operations of PDT for some time and that the reorganization announced last week simply acknowledged that situation.

The announcement was made by Paramount Television Group Chairman Kerry McCluggage, to whom Berman and Kelly will report.

Sources say it will be interesting to see how Berman and Kelly get along as co-managers of Paramount's domestic syndication unit, since the veteran Paramount executives have



Goldman



Berman



Kelly

very different operating styles and personalities. Berman, who has headed distribution for the division since 1994, is considered a brash, in-your-face New Yorker and a consummate salesman. Kelly, the unit's top programmer since 1989, is seen as a talented Hollywood insider.

Goldman, a 17-year Paramount veteran, takes the title of chief administrative officer and retains the title of executive vice president, Paramount Television Group. He'll oversee the group's

business and legal affairs, finance, media relations and research departments. He'll also be involved in governmental affairs and will continue to serve on the company's oversight committee of fledgling network UPN, 50% owned by Paramount.

In addition to syndicating Paramount's first-run and off-network shows and made-for-TV movies, PDT oversees Premiere Advertiser Sales, the barter syndication company. The division will continue to oversee the production of reality programming for network, cable and international markets.

PDT produces 10 first-run series, including *Entertainment Tonight*, *Hard Copy*, *The Maury Povich Show* and *The Montel Williams Show*. The company is gearing up for an 11th series, *The Howie Mandel Show*, which debuts in June 1998. ■

Vicki not victorious

Fox pulls subpar 'After Breakfast' substitute

By Lynette Rice

Shelved sitcoms and double-run talk shows will likely fill the spot vacated by *The Vicki Lawrence Show*, pulled last week after only a month as a replacement for the ailing *Fox After Breakfast*.

The ratings for the Twentieth Television talker proved no better than those of *Fox After Breakfast*, which debuted a year ago as Fox's first foray into daytime. Both shows averaged a sparse 0.9 rating/4 share. Fox had hoped Lawrence would better appeal to the available daytime audience of women 18-49, yet she mustered only a 0.5/4 in

the key demographic.

Sept. 22 marked Lawrence's last original show; Fox will air repeats through Oct. 3, before the affiliates take over the time slot Oct. 6.

In a statement, Fox said: "We have together sought to develop the 9 a.m. weekday time period, yet we believe the best course of immediate action is to allow affiliates to find a suitable replacement more befitting their individual markets."

This being the third week of the syndication season, pickings are slim for



Fox drops Lawrence, gives slot back to the affiliates.

potential replacements, since the hotter shows have already been nabbed in markets. For example, KDVR(TV), Denver's Fox affiliate, will likely look to its shelved sitcoms, while Houston's KRIV(TV) will rely on *The Dating Game/Newlywed Hour* from Columbia TriStar. San Francisco's affiliates, in comparison, will run *Ricki Lake* at both 9 a.m. and 5 p.m. Still in the hopper as a potential

pick: second-tier talker *Arthel & Fred* from All-American Television.

At the time of *The Vicki Lawrence Show*'s debut, Twentieth Television president Rick Jacobson said Fox would

technology

Special Report: Station Automation

Push the Right Buttons

Station automation is essential to today's complex broadcasting operations. Companies are juggling disk and tape playback solutions in light of increasing digitalization and demands on suppliers.

On November 24, *Broadcasting & Cable* examines **Station Automation**. We'll spot-

light current developments and emerging technologies, and we'll look to the future.



If you manufacture related equipment or software, you'll want to be included in this issue. To reach 35,000 leaders in electronic communications with your message, call your advertising sales representative to reserve your space today. ●

Special Report: Station Automation

Issue Date: November 24 • Ad Close: November 14

**Broadcasting
& Cable**

ONE MARKETPLACE. ONE MAGAZINE.

Advertising Offices: New York 212.337.6946 Los Angeles 213.549.4113
Western Technology/Cable 317.815.0882 Washington D.C. 202.659.2340
Technology Marketplace: 212.337.7073

features

remain committed to the live chatfest. The network had given *Fox After Breakfast* a year—and launched a number of on-air and behind-the-scenes changes—before yanking it in favor of *Lawrence*.

which began airing Aug. 19. Lawrence hosted her own syndicated show in 1992-94.

"Given early-season results, Fox stands poised to make significant break-

throughs throughout its prime time lineup, and so it is most appropriate that we focus our entire efforts in maximizing those gains," according to the Fox statement. ■

'Wild Minutes': Keeping an eye on the environment

By Sara Brown

Give Image Television and The Nature Conservancy two minutes and they'll give you the environmental world.

The companies have teamed to provide weekly two-minute environmental news packages free to local TV stations.

The concept was developed in response to polls taken by the Radio & Television News Directors Foundation and others that suggest that although most Americans rely on television as their primary news source, few are satisfied with its environmental coverage. Image Television Executive Director Dennis Trouté says "environmental

reporting is dropping precipitously," creating a need for this type of information.

The programming, called *Wild Minutes*, is being provided to affiliates of ABC, CBS, CNN, Conus and Fox, according to Trouté. NBC also took the programming at first, thinking it could use it as raw footage, says NBC NewsChannel producer Sheila Conlin, but found it too exotic for that purpose.

Ally Webb, director of communications at The Nature Conservancy, hopes



the coverage will foster environmental awareness among viewers. Webb is pleased with the response, saying "a whole lot of people [are] listening in to a whole lot of information about the natural world."

In the future, Trouté hopes to be able to offer "more direct news reporting as well as features."

The Nature Conservancy has invested some \$120,000 in field production for the feature stories, Webb says, but post-production costs are covered by Image Television. ■



'Sparks' for Saban

Fox Kids Worldwide Chairman Haim Saban will soon have a vested interest in how UPN fares this season with its urban programming. As part of the News Corp. purchase of Family Channel through FKW, Saban

is expected to inherit the sitcoms *Sparks* and *Good News*—two shows from MTM Enterprises, a subsidiary of International Family Entertainment, a source says. Apparently, 20th Century Fox Television didn't put up a fight for the sitcoms; there's no love lost between studio executives and the shows, which average a 4 or 5 share on the emerging network.

New producers for 'Bridges'

Robert Papazian and James Hirsch have signed a major TV development and production agreement with Rysher Entertainment to create, develop and produce a full range of TV products. As a part of the agreement, the duo has agreed to co-executive-produce *Nash Bridges*, the CBS drama starring Don Johnson.

Song of the 'City'

The latest spin from ABC's *Spin City* involves a new theme song from Spin Doctors and a guest spot for the star's wife. The song "If Wishes Were Horses" from the Spin Doctor's album "You've Got to Believe in Something" will fill the title sequence, which features the cast

members juxtaposed with abstract views of New York City. As for Tracy Pollan—wife of Michael J. Fox, who last appeared in a prime time sitcom with her husband in *Family Ties*—she'll play a high school sweetheart of Fox's character in an episode to air later this fall. *Spin City* is executive-produced by Gary David Goldberg, who also produced *Family Ties*.

Never can say good-bye

While CBS affiliates continue to grouse over what went wrong on that fateful night in Paris last month, ABC News is already pushing their Princess Diana tales in video stores. Produced for Disney-owned Lifetime Television and MPI Home Video, *Diana: Legacy of a Princess* will open with the Aug. 30 accident before focusing on the princess, her lover, Dodi al Fayed, and the driver. Sam Citro, the executive vice president of MPI Home Video, says the biography was "endorsed by no one in the British monarchy," but insists no apology was needed "for the honesty of the program's contents."

Gone, but not forgotten

Adam Goldberg, who played Doug Kroll in last year's critically acclaimed but ultimately canned *Relativity*, has signed an exclusive series development deal with ABC. Goldberg also recently co-starred as Chandler's roommate Eddie on NBC's *Friends*. "We aggressively pursue talent deals as part of our competitive strategy, wherever and whenever they make sense," says Jamie Tarses, ABC entertainment president. "Adam is a very talented actor with breakout potential who we feel to be a tremendous asset, and we're thrilled to be working with him again." —LR

Rather: Put news before flash and cash

Tells RTNDA crowd that battle between entertainment and news values is ongoing

By Steve McClellan

Four years ago, CBS News anchor Dan Rather said the greatest danger that TV faced was having entertainment values "completely overwhelm news values" in the pursuit of ratings. A little over a week ago, Rather told attendees at the Radio-Television News Directors Association convention in New Orleans that the situation hasn't much improved. Rather received RTNDA's Paul White Award this year.

"I wish I could say for certain we're better off today than we were four years ago" (when, at an RTNDA convention in Miami, Rather made his headline-making speech about values). "Most days I think we are better off, but only by a little. Some days I think we're worse off."

Rather said it is crucial for journalists to ask themselves daily, "How goes the battle for integrity?" They also must ask, "How can we do it better?" he said. "It's not enough to catalog our faults. Finding fault is easy—especially in any endeavor

so flawed as our own. Correcting the faults—that's more difficult."

Recalling his Miami speech, Rather said he was "struck then, and since, by how seldom we do speak of our ideals. Have they become outdated, or shameful?" The failure to speak out has cost the industry at least some of its reputation, he said. "The audience is skeptical of us, and that's okay, that's right, they should be. We're only human, and they should take much of what we say with a grain of salt."

But it's important to explain to the public what the news media are trying to do, Rather said, to counter the "dozens of well-funded organizations whose sole purpose it is to punish the journalistic community for our independence, for our refusal to parrot anybody's line."

Reflecting comments that his colleague Walter Cronkite made earlier in the convention (B&C, Sept. 22), Rather said journalists' commitment to the public trust "must stand above commerce" and the quest for ever-higher ratings. ■

CTT broadens barter reach

Columbia TriStar Television is expanding its barter advertising division to handle worldwide barter sales. It has named Chris Kager executive vice president, Columbia Tristar Advertiser Sales (CTAS). In addition to handling sales for such domestic syndicated shows as *Vibe*, *Seinfeld* and *The Newlywed/Dating Hour*, CTAS will now be responsible for coordinating sales of such international services as HBO Olé, (in which Sony is a partner), and AXN, the Pan-Asian satellite service launched earlier this month. Several months ago, CTAS also started repping Sony's Game Show Network, previously repped by ITN. Since launching in 1992, CTAS has grown to be one of the largest barter syndication units in the business. Kager estimates that the company will generate nearly \$250 million in revenue in the coming year, up from about \$8 million in its first year of operation. "When you have *Seinfeld* selling in syndication for \$130,000 to \$140,000 a spot and *Mad About You* selling for \$90,000 to \$100,000 a spot, the numbers add up pretty quickly," Kager says. He adds that the seven international cable networks represented by CTAS offer growth potential not unlike what the domestic cable business presented 10-15 years ago. Kager already has made a pitch to Procter & Gamble for a global buy, and other proposals are in the works. He also is developing a number of cross-promotion plans for shows that include *Vibe* and *Mad About You*.

—SM



Kager is the new executive VP of CTAS.

SYNDICATION MARKETPLACE

Roseanne clears 80%

King World says it has cleared Roseanne's new talk show, set for a fall 1998 debut, in 80% of the country, including 29 of the top 30 markets. KWP Chairman Roger King says half of the clearances "are guaranteed for early fringe," a day-part the company defines as 2-6 p.m. "Virtually all the rest" of the clearances are either for early fringe or daytime, he says. In no case will the show compete with *Oprah*, also distributed by KWP, a spokesperson stressed. For the most part, *Oprah* is cleared at 4 p.m. around the country.

Fauna foursome

Litton Syndications will distribute a collection of four new hour specials based on the series *Jack Hanna's Animal Adventures*. The specials—in which Hanna leads viewers into animal sanctuaries around the world—will be available April 1998 through December 1998. *Animal Adventures* which kicks off its fifth season next week, is cleared in more than 95% of the country.

Where credit is 'Due'

Due South, the adventure/comedy series that aired for two seasons on CBS, averaged a 2.0 rating/6 share during its national first-run premiere the week of Sept. 15-21, according to Nielsen metered-market averages. The drama's ratings were up by 47% in 18 of the top metered markets versus year-ago time period performances, and its lead-in was up an average 24% in 20 metered markets.

Here comes the Judge

Worldvision's *Judge Judy* averaged its all-time metered-market rating high—2.9/10—during the week of Sept. 15-21, a 71% improvement over its year-ago premiere. Worldvision Enterprises also launched the new half-hour syndicated game show *Pictionary* Sept. 22 with a 2.0/6 in metered markets.—LR

**Broadcasting
& Cable** **PEOPLE'S CHOICE** *Ratings according to Nielsen*
Sept. 15-21

KEY: RANKING/SHOW [PROGRAM RATING/SHARE] • TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED • TELEVISION UNIVERSE ESTIMATED AT 98.0 MILLION HOUSEHOLDS; ONE RATINGS POINT=980,000 TV HOMES
YELLOW TINT IS WINNER OF TIME SLOT • (NR)=NOT RANKED; RATING/SHARE ESTIMATED FOR PERIOD SHOWN • *PREMIERE • SOURCES: NIELSEN MEDIA RESEARCH, CBS RESEARCH • GRAPHIC BY KENNETH RAY

Week 52	abc	CBS	NBC	FOX	U/P/N	WB
	13.0/21	10.0/16	9.8/15	7.3/11	2.9/4	2.9/4
MONDAY	8:00 84. World's Most Daring Rescues 4.6/8	21. Cosby 10.4/17	34. Dateline NBC 8.8/14	44. Melrose Place 7.9/13	93. In the House 3.1/5	94. 7th Heaven 3.0/5
		23. Gregory Hines 10.3/16			91. Mal & Eddie 3.3/5	
	9:00 1. NFL Monday Night Football—Philadelphia Eagles vs. Dallas Cowboys 17.4/30	17. Cybill 10.8/16	23. NBC Monday Night Movie—The Accident: Moment of Truth 10.3/16	60. Ally McBeal 6.7/10	98. Good News 2.8/4	97. Buffy/Vampire Slayer 2.9/4
	9:30 19. George & Leo* 10.6/16				101. Sparks 2.6/4	
	10:00 30. Michael Hayes 9.1/15					
TUESDAY	8:00 8.9/15	6.0/10	12.6/21	7.4/12	2.3/4	
	26. Home Imprvmt 9.7/17		10. Mad About You 11.9/20		98. Moesha 2.8/5	
	8:30 42. Soul Man 8.2/14	70. CBS Tuesday Movie—Robin Hood: Prince of Thieves 6.0/10		52. Fox Tuesday Night Movie—In the Line of Fire 7.4/12	100. Mal & Eddie 2.7/4	
	9:00 16. Home Imprvmt 10.9/18		9. Frasier 12.4/20		107. Hitz 2.0/3	
	9:30 33. Spin City 8.9/14		7. Dateline NBC 13.6/24		107. Hd Ovr Heels 2.0/3	
WEDNESDAY	10:00 47. NYPD Blue 7.8/14					
	8:00 9.3/16	7.9/13	6.9/12	9.4/15	3.9/6	3.2/5
	49. Drew Carey 7.6/13	64. The Nanny 6.4/11	81. Wings 4.9/8	25. Beverly Hills 90210 9.7/16	89. The Sentinel 3.4/6	94. Sister, Sist 3.0/5
	8:30 39. Spin City 8.6/14		50. 3rd Rock from the Sun 7.5/12	32. Party of Five 9.0/14	83. Star Trek: Voyager 4.5/7	94. Smart Guy 3.0/5
	9:00 34. Drew Carey 8.8/14	42. CBS Wednesday Movie—A League of Their Own 8.2/14	40. Law & Order 8.3/15			91. Wayans Bro 3.3/5
THURSDAY	9:30 55. Ellen 7.1/11					89. Steve Harvey 3.4/5
	10:00 10. PrimeTime Live 11.9/21					
	8:00 8.3/14	9.2/15	13.3/22	5.1/8		
	54. Nothing Sacred* 7.2/12	30. Kids Say the Darndest Things 9.1/16	10. Friends 11.9/21	81. Living Single 4.9/9		
	8:30 47. Cracker* 7.8/12	26. Diagnosis Murder 9.7/15	12. 3rd Rock fr/Sun 11.4/19	79. Between Brothers 5.0/8		
FRIDAY	9:00 25. 20/20 10.0/17	34. 48 Hours 8.8/15	2. Seinfeld 15.7/25	78. 413 Hope Street 5.3/8		
	10:00 10.0/17		4. Frasier 13.8/22			
	8:00 8.3/16	6.5/12	7.8/15	7.6/15		
	64. Sabrina/Witch 6.4/13	72. Family Matters* 5.8/12	70. All-Star TV Bloopers 6.0/12	44. The Visitor* 7.9/16		
	8:30 58. Boy Meets Wrlld 6.8/13	72. Meego* 5.8/11				
SATURDAY	9:00 50. Sabrina/Witch 7.5/14	75. Gregory Hines* 5.5/10	21. Dateline NBC 10.4/19	53. Millennium 7.3/13		
	9:30 56. Boy Meets Wrlld 6.9/13	77. Step by Step* 5.4/10				
	10:00 15. 20/20 11.2/21	40. Nash Bridges 8.3/16	56. Law & Order 6.9/13			
	8:00 6.4/12	6.5/13	4.5/9	6.2/12		
	62. Saturday Night at the Movies—Beverly Hills Cop 3 6.5/12	75. Dr. Quinn, Medicine Woman 5.5/11	86. Lance Burton's Magic 4.2/8	74. Cops 5.7/12		
SUNDAY	8:30 64. The Practice 6.4/12	69. Early Edition 6.2/11	83. The Pretender 4.7/9	64. Cops 6.4/12		
		44. Walker, Texas Ranger 7.9/15		68. AMW: America Fights Back 6.3/12		
	7:00 7.2/12	13.7/22	9.1/15	8.2/13		2.3/4
	79. Am Fun Hm Vid 5.0/9	5. 60 Minutes 13.8/25	(nr) NFL Game 2 10.8/21	87. Wrlld's Funniest!* 4.1/8		109. Nick Freno 1.6/3
	60. Barbara Walters Special 6.7/10	3. Touched by an Angel 15.4/24	58. Dateline NBC 6.8/11	62. Wrlld's Funniest! 6.5/11		105. Parent'Hood 2.3/4
WEEK AVG	8.7/15	8.8/15	9.1/16	7.4/12	3.1/5	2.7/4
	8.4/15	8.8/15	9.7/17	6.8/12	3.0/5	2.5/4
SUNDAY	8:00 34. ABC Sunday Night Movie—Crowned and Dangerous 8.8/14	8. CBS Sunday Movie—All the Winters that Have Been 12.8/20	29. NBC Sunday Night Movie—Terminator 2: Judgement Day 9.3/15	18. The Simpsons 10.7/17		101. Jamie Foxx 2.6/4
				20. King of the Hill 10.5/16		101. Unhap Ev Af 2.6/4
				38. The X-Files 8.7/13		104. Tom Show 2.5/4
						105. Alright Alrly 2.3/4

Changing Hands

*The week's tabulation
of station sales*

TV

CP for WOAM(TV) Morehead, Ky.

Price: \$62,000

Buyer: B&C Communications LLC, West Valley, N.Y. (Caroline K. Powley and William M. Smith, owners); Powley owns WNGS-TV Springville, N.Y., KAJG-FM Centerville, Tex., and 51% of WDRG-TV Danville, Va., and has applied to build four new TVs; Smith has applied to build five TVs

Seller: Garcia Communications, Chandler, Ariz. (Marta Garcia, president); no other broadcast interests

Facilities: ch. 67, 575 kw visual, 115 kw aural, ant. 812 ft.

Affiliation: Dark

COMBOS

KTBB(AM)-KDOK(FM), KEES(AM) and KYZS(AM) Tyler-Longview, Tex.

Price: \$3.55 million

Buyer: Gleiser Communications LP (Paul Gleiser, 51% owner; Broadcast Partners Holdings LP, New York, Lee Simonson, chairman, 49% owner); BPH is buying 14 FMs and 11 AMs

Seller: KTBB(AM)-KDOK-FM: Gleiser Communications Inc., Tyler (Paul Gleiser, president); no other broadcast interests; KEES(AM) and KYZS (AM): Williams Communications Inc., Somerset, Ky. (Walt Williams, president); owns WLLK(FM) Somerset; KMIS-AM-FM New Madrid/Portageville, Mo., and WRTB-AM-FM Ripley, Tenn.

Facilities: KTBB: 600 khz, 5 kw day, 2.5 kw night; KDOK: 92.1 mhz, 3 kw, ant. 280 ft.; KEES: 1430 khz, 5 kw-day, 1 kw night; KYZS: 1490 khz, 1 kw

Formats: KTBB: full service, news/talk, sports & info.; KDOK: MOR; KEES: news/talk; KYZS: talk

KTIX(AM)-KWHT(FM) Pendleton, Ore.

Price: \$1.2 million

Buyer: KSRV Inc., Baker City, Ore. (David N. Capps, president/owner); Capps and family own KSRV-AM-FM Ontario, KUMA-AM-FM Pendleton, KOHU(AM)-KQFM(FM) Hermiston and KCMB(FM) Baker City, all Ore.

Seller: Agpal Broadcasting Inc., Pendleton (Andrew and Cheryl Harle, principals); owns KZUS-AM-FM Toledo, Ore.

Facilities: AM: 1240 khz, 1 kw; FM: 103.5 mhz, 100 kw, ant. 720 ft.

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

WHCC(AM)-WQNS(FM) Waynesville, N.C.

Price: \$1 million

Proposed station trades

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

THIS WEEK:

TVs $\square$ \$62,000 $\square$ 1

Combos $\square$ \$7,875,000 $\square$ 8

FMs $\square$ \$14,785,129 $\square$ 9

AMs $\square$ \$3,278,000 $\square$ 11

Total $\square$ \$26,000,129 $\square$ 29

SO FAR IN 1997:

TVs $\square$ \$6,047,398,684 $\square$ 88

Combos $\square$ \$6,790,787,551 $\square$ 246

FMs $\square$ \$1,778,341,728 $\square$ 322

AMs $\square$ \$308,474,781 $\square$ 178

Total $\square$ \$14,908,992,744 $\square$ 834

SAME PERIOD IN 1996:

TVs $\square$ \$8,429,880,845 $\square$ 79

Combos $\square$ \$10,917,362,229 $\square$ 273

FMs $\square$ \$2,153,797,623 $\square$ 319

AMs $\square$ \$169,358,914 $\square$ 188

Total $\square$ \$21,670,399,611 $\square$ 859

Source: BROADCASTING & CABLE

Buyer: Blue Dolphin Communications Inc., Florence, S.C. (James C. Fort, Edward F. Seeger and William J. Pennington III, owners); owns WMXF (FM) Old Fort, N.C., and WSEA(FM) Atlantic Beach, S.C.

Seller: Media Mart Inc., Waynesville (Vann Campbell, principal); no other broadcast interests

Facilities: AM: 1400 khz, 1 kw; FM: 104.9 mhz, 100 w, ant. 1,640 ft.

Formats: AM: news/talk; FM: C&W

WMSH-AM-FM Sturgis, Mich.

Price: \$600,000

Buyer: Lake Cities Broadcasting Corp., Angola, Ind. (Thomas R. Andrews, president, 58.4% owner); owns WLKI-FM Angola, WTHD-FM LaGrange, Ind. and WLZZ-FM Montpelier, Ohio

Seller: Forum Communications Inc., Otsego, Mich. (Robert Brink, Deborah Whiteman and Berten Elzinga, owners); owns WQXC-AM-FM Otsego and WZUU-FM Allegan, Mich.

Facilities: AM: 1230 khz, 1 kw; FM: 99.3 mhz, 2.15 kw, ant. 390 ft.

Formats: Both oldies

KRMS(AM)-KYLK(FM) Osage Beach, Mo.

Price: \$500,000

Buyer: Viper Communications Inc., Washington, Mo. (Kenneth W. Kuenzie, president); owns KSLQ-AM-FM Washington, Mo.

Seller: Mahaffey Enterprises Inc., Springfield, Mo. (John Mahaffey, president); owns KTTR(AM)-KZNN-FM Rolla, KTTR-FM St. James, Mo.; KGGF (AM)-KUSN-FM Coffeyville, Kan.; KSPI-AM-FM Stillwater, Okla.

Facilities: AM: 1150 khz, 1000 w day, 55 w night; FM: 93.5 mhz, 3000 w,

ant. 300 ft.

Formats: AM: C&W; FM: contemporary, classic rock

Broker: Whitley Media

WISL-AM-FM Shamokin, Pa.

Price: \$400,000 (\$350,000 for FM, \$50,000 for AM)

Buyer: MRJ Media Inc., Shamokin (Charles Michael Hagerty, president/50% owner); no other broadcast interests

Seller: James O'Leary and Jean Sherman, Mechanicsburg; own WROG(FM) and WNTR(AM) Cumberland, Md.

Facilities: AM: 1480 khz, 1 kw day, 250 w night; FM: 95.3 mhz, 1.25 w, ant. 505 ft.

Formats: AM: oldies; FM: classic rock

KWXI(AM)-KWXE(FM) Glenwood, Ark.

Price: \$400,000

Buyer: PGR Communications Inc., Arkadelphia, Ark. (Phil Robkin, president); owns KYXK-FM Gurdon, Ark.

Seller: Caddo Broadcasting Co., Hot Springs, Ark. (Paulie and Tom Nichols, partners); owns KVRE-FM Hot Springs Village

Facilities: AM: 670 khz, 5 kw; FM: 104.5 mhz, 3 kw, ant. 328 ft.

Formats: Both country

Broker: MGMT Services Inc.

60% of KCST-AM-FM Florence, Ore.

Price: \$225,000 for stock

Buyer: Jon Thompson, Florence; no other broadcast properties

Seller: Elizabeth Farmer, representative of the estate of Charles Farmer, Astoria, Ore.; no other broadcast properties

Facilities: AM: 1250 khz, 1 kw day, 68 w night; FM: 106.9 mhz, 2.3 kw, ant. 508 ft.

Formats: AM: AC; FM: MOR

RADIO: FM

WRWD-FM and WBWZ(FM) Poughkeepsie, N.Y.

Price: \$7.5 million

Buyer: Roberts Radio LLC, Pleasantville, N.Y. (Robert W. Pittman, chairman/13% owner; Robert B. Sherman, president/.7% owner; Alpine Radio LLC, 18.1% owner); owns/is buying 15 FMs, six AMs

Seller: Hudson Valley Radio Partners, Poughkeepsie (Michael Schwartz, Aaron Daniels, Monte Lang and Bill Burns, partners); Schwartz, Daniels and Lang own WXYK(FM), WXRQ(FM), WXLN-FM, WCPR-FM and WXBQ(AM) Biloxi/Gulfport, Miss.

Facilities: WRWD-FM: 107.3 mhz, 330 w, ant. 968 ft.; WBWZ: 93.3 mhz, 350 w, ant. 1328 ft.

Formats: WRWD-FM: C&W; WBWZ: '70s

Broker: Bergner & Co.

WVGO(FM) Richmond, Va.

Price: \$4.5 million

Buyer: FM 100 Inc., Petersburg (Walton Belle, president/owner); owns WSOJ(FM) Petersburg, Va.

Seller: SFX Broadcasting Inc., New York (Robert F.X. Sillerman, executive chairman/53.2% owner); owns/is acquiring 52 FMs and 17 AMs. SFX is being purchased by Capstar, which owns/is buying (including SFX) 221 FMs and 93 AMs.

Facilities: 104.7 mhz, 100 kw, ant. 981 m.

Format: Oldies

Broker: Media Service Group Inc.

WIMX(FM) Gibsonburg, Ohio

Price: \$1.5 million

Buyer: Riverside Broadcasting Inc., Riverside, Calif. (Craig O. Dobler, president/owner); no other broadcast interests

Seller: Cumulus Holdings Inc., Milwaukee (William M. Bungeroth, president); owns/is buying 27 FMs and 10 AMs

Facilities: 95.7 mhz, 3.5 kw, ant. 433 ft.

Format: Light urban

WNDT(FM) Alachua, Fla.

Price: \$675,000 for stock

Buyer: Ocala Broadcasting Corp. LLC, Ocala, Fla. (Wooster Republican Printing Co. 99% owner; Dix Invest-

ment Co. 1% owner, G. Charles Dix II, president)

Seller: Eve Ackerman, Gainesville, Fla.; no other broadcast interests

Facilities: 92.5 mhz, 3.2 kw, ant. 443 ft.

Format: Dark

WBYW(FM) Grand Rapids, Mich.

Price: \$200,000

Buyer: Cornerstone Baptist Educational Ministries, Grand Rapids (Don Denyes, principal); owns WCSG(FM) Grand Rapids and WAYK Kalamazoo, Mich.

Seller: Grand Rapids Public Broadcasting Corp., Grand Rapids (Al Lane, principal)

Facilities: 89.9 mhz, 4 w, ant. 193 ft.

Format: Classical, jazz, news

KKYY-FM Gunnison, Colo.

Price: \$190,000

Buyer: Gunnison Broadcasting Co. LLC, Montrose, Colo. (J. Stephen Glasmann, managing partner, 51% owner); Glasmann owns KUBC(AM)-KKXX(FM) Montrose

Seller: Rocky Mountain Radio Co. LLC, Avon, Colo. (Clifton H. Gardiner, principal); owns KZYR(FM) Avon, KSMT (FM) Breckenridge, KSNO-FM Snowmass Village, KIDN-FM Hayden and KVFC(AM)-KRTZ(FM) Cortez and is building KZGO(FM) Glenwood Springs, all Colo.

Facilities: 98.3 mhz, 3 kw, ant. 304 ft.

Format: AOR

WKMD(FM) Loogootee, Ind.

Price: \$185,000

Buyer: Hembree Communications Inc., Loogootee (Larry D. Hembree, president/90% owner); no other broadcast interests

Seller: Community Broadcasting Service of Loogootee Inc., Loogootee (Donna K. Harris, president); no other broadcast interests

Facilities: 88.7 mhz, 1.7 kw, ant. 761 ft.

Format: Religion

51% of WVNI(FM) Nashville, Ind.

Price: \$20,000 for stock

Buyer: David C. Keister, Martinsville, Ind.; owns WBAT(AM) Marion, WCJC (FM) Van Buren, WIOU(AM)-WZVZ(FM) Kokomo, WMCB(AM)-WCBK-FM Martinsville, WHZR(FM) Royal Center, WARU-AM-FM Peru, all Ind.

Seller: Julie J. Carey, Alexandria, Va.; no other broadcast interests

Facilities: 95.1 mhz, 1.6 kw, ant. 636 ft.

Format: Dark

WAQV(FM) Crystal River and WHU(FM) Ocala, Fla.

Price: \$15,129.29

Buyer: Ocala Word of Faith Church Inc., Ocala (Timothy L. Gilligan, president/25% owner); no other broadcast interests

Seller: Marion Community Radio Inc., Ocala (Brad Dinkins, principal); no other broadcast interests

Facilities: WAQV: 91.5 mhz, .2 kw, ant. 52.5 m; WHU: 88.1 mhz, 1.25 kw, ant. 394 ft.

Formats: WAQV: dark; WHU: AC, educational

RADIO: AM

KUET(AM) Black Canyon, Ariz.

Price: \$1.68 million (\$1.48 million for option, \$20,000 for purchase)

Buyer: Z-Spanish Radio Network Inc., Sacramento, Calif. (Amador S. Bustos, president); owns WZCH(FM) Dundee and WRZA(FM) Kankakee, Ill.; KZSA (FM) Placerville, KHOT(AM)-KZFO(FM) Madera, KZSF(FM) Alameda, KZWC-FM Walnut Creek and KJAZ(AM)-KZCO(FM) Oroville, all Calif.; KZLZ-FM Kearny, KVVA-FM Apache Junction and KZNO-FM Nogales, all Ariz.

Seller: Statewide Broadcasters Inc., West Des Moines, Iowa (Joseph A. Nugent, principal); no other broadcast interests

Facilities: 710 khz, 500 w day, 1 kw night

Format: Regional Mexican, contemporary Hispanic

Broker: Broadcast Media Partners

WCCM(AM) Lawrence, Mass.

International Post Limited
has merged with

Video Services Corporation

Ticker Symbol: VSCX
NASDAQ

Effective August 27, 1997

Leading Technology and Creative Services Provider for the Broadcast Industry Worldwide:

A.F. Associates, Inc., Northvale, NJ
Atlantic Satellite Communications, Inc., Northvale, NJ
Audio Plus Video International, Inc., Northvale, NJ
CABANA corp., NYC
Cognitive Communications, LLC, NYC
Manhattan Transfer/Edit, Inc., NYC
The Post Edge, Inc., Miami Beach, FL
Video Rentals, Inc., Tappan, NY
Waterfront Communications Corporation, NYC

Price: \$405,000

Buyer: Costa Eagle Radio Ventures LP, Methuen, Mass. (Pat Costa, president); owns WHAV(AM) Haverhill, Mass., and WNNW(AM) Salem, N.H.

Seller: Gowdy Family LP, Laramie, Wyo. (Curt Gowdy, general partner); owns KOWB(AM)-KCGY-FM Laramie
Facilities: 800 khz, 1 kw day, 250 w night

Format: Talk/news

Broker: Satterfield & Perry Inc.

WPLK(AM) Palatka, Fla.

Price: \$250,000 for stock

Buyers: Wayne E. and Barbara K. Bullock and James M. and Gail B. Hester, E. Palatka; no other broadcast interests

Seller: Janice J. Register, Perry, Ga.; no other broadcast interests

Facilities: 800 khz, 1 kw day, 334 w night

Format: Country

WYOR(AM) Brentwood, Tenn.

Price: \$245,000

Buyer: Southern Wabash Communications Corp., Nashville (Randolph V. Bell, president/51% owner); has applied to build a new FM in Drakesboro, Ky.; Bell owns WSJD(FM) Princeton, Ind.

Seller: Down Home Broadcasting Co., Stevenson, Ala. (Mae Katherine Hutchins, principal); no other broadcast interests

Facilities: 560 khz, 500 w

Format: Blues

WVOT(AM) Wilson, N.C.

Price: \$150,000

Buyer: The Taylor Group Inc., Wilson (James A. Taylor, president/75% owner); no other broadcast interests

Seller: Career Communications Inc., Wilson (Eric Mendelson, president/80% owner); no other broadcast interests

Facilities: 1420 khz, 1 kw day, 500 w night

Format: Talk

Broker: The Whittle Agency

WJHO(AM) Opelika, Ala.

Price: \$135,000

Buyer: Auburn Network Inc., Auburn, Ala. (Michael G. Hubbard, president/owner)

Seller: Sun Broadcasting Co. Inc., Opelika (John Rice, principal); no other broadcast interests

Facilities: 1400 khz, 1 kw

Format: News/talk

KCKX(AM) Stayton, Ore.

Price: \$130,000

Buyer: Donald D. Coss, Lake Oswego, Ore.; no other broadcast interests

Amplification

Drew Hunter and Avila Beach Limited have refiled their application for assignment of license of KSCO(FM) Silver City, N.M., from Avila to Hunter (B&C, Feb. 10), which was dismissed by the commission on Feb. 24 (B&C, March 10), this time for \$225,000.

Seller: Spotlight Communications Inc., Stayton (S. Tod Craig, principal); no other broadcast interests

Facilities: 1460 khz, 1 kw day, 15 w night

Format: Modern country

KDMN(AM) Buena Vista, Colo.

Price: \$85,000

Buyer: Pilgrim Communications Inc., Indianapolis (P. Gene Hood, president/75% owner); is buying KVLE(FM) Gunnison, Colo.

Seller: Alpine Broadcasting Corp., Buena Vista (Don Taylor, principal); no other broadcast interests

Facilities: 1450 khz, 1 kw

Format: Country

KPSO(AM) Falfurrias, Tex.

Price: \$75,000

Buyer: The Evangelistic Worship Center, Falfurrias (Lee De Los Santos,

president/owner); no other broadcast interests

Seller: Brooks Broadcasting Corp., Falfurrias (Raymond Creely, president); no other broadcast interests

Facilities: 1260 khz, 500 w day, 330 w night

Format: Tejano, modern country, Spanish religion

WKWN(AM) Trenton, Ga.

Price: \$63,000

Buyer: Dade County Broadcasting Inc., Trenton (Evan E. Stone, president/owner); Stone owns 41% of WEPG(AM) South Pittsburg, Tenn.

Seller: RA-AD of Trenton Inc., Chattanooga (Herbert Adcox, principal); owns WBDX(FM) Trenton

Facilities: 1420 khz, 2.4 w day, 112 w night

Format: New country, local news & info

KBNB(AM) Gilmer, Texas

Price: \$60,000

Buyer: Hawkins Electronics Inc., Tyler, Tex. (Sans Hawkins, president/70% owner)

Seller: KHYM Inc., Houston (Linda Reed, president)

Facilities: 1060 khz, 10 kw

Formats: Religion

—Compiled by Sara A. Brown

GRAPEVINE COMMUNICATIONS, INC.

has acquired

KAAL-TVRochester/Austin, Minnesota

KKTU-TVCheyenne, Wyoming

KTWO-TVCasper, Wyoming

KODE-TVJoplin, Missouri

from

EASTERN BROADCASTING CORPORATION

for

\$40,000,000

The undersigned acted as broker for the buyer.
 Blackburn & Co., Inc. represented the seller.



Kalil & Co., Inc.

3444 North Country Club Tucson, Arizona 85716 (520) 795-1050

Radio

Chancellor creates radio network

By Steve McClellan

Chancellor Media is going after a piece of the \$500 million network radio pie.

Last week, the company announced the formation of The AMFM Radio Networks and hired David Kantor to run the operation. Kantor had been president of ABC Radio Networks, the largest player in the network radio business. Replacing Kantor at ABC is Lyn Andrews, who had been senior vice president, advertising, marketing and sales, ABC Radio Networks.

Commenting on the move, Chancellor President Scott Ginsberg said, "with 41 million weekly listeners and 99 stations in the nation's largest markets, the creation of a national radio network presents a tremendous growth opportunity. We plan to leverage our existing syndicated programming, broad station base,



Kantor will head AMFM, while Andrews succeeds him at ABC Radio Networks.

personalities and advertising inventory to garner meaningful market share and provide a strong platform for network advertisers."

Chancellor's network offerings will be targeted to specific demographic groups, running the gamut from music to news and information programs, Chancellor said. Chancellor is talking with co-owned Capstar Broadcasting about participating in the new networks.

Kantor had been president of ABC Radio Networks since early 1996 and was credited with launching Radio Disney, the 24-hour children's network. ■

Metro expands

Metro Networks Inc., Philadelphia, has added Traffax Traffic Network and Freecom Newsnet to its holdings. The new properties broadcast in Pennsylvania to a combined 138 radio affiliates and eight TV affiliates. Kelly Barton, Metro's vice president of communications, says, "Our strategic plan is to be in all of the top 75 markets in the U.S." The addition of the Pennsylvania affiliates stretches Metro's reach to 74 markets nationwide, including 62 of the top 75. The local focus of the two networks is consistent with Metro's strategy. "All our products are local and customized," Barton says. Metro provides local news in addition to its primary product, traffic information.

Radio moms

Working mothers love their radio, according to a report by Interep, the radio rep, sales and marketing firm. "Working Mothers: When Mommy Is the Boss" finds that 48% of working women have children and that 42% of working mothers use radio more than any other mass medium. According to the research, 73% of working mothers are listening during morning drive time and 60% during evening drive. Even midday programming reaches 45% of working mothers. The study also suggests that working mothers are frequently the principal shoppers for their households and the primary decisionmakers when it comes to household purchases. The growing demographic's favorite radio formats are hot adult contemporary, Christian, '70s oldies, urban, adult alternative, adult contemporary, jazz, oldies and country.

New 'Net look for RAB

The Radio Advertising Bureau has revamped its Website, www.rab.com, to keep the information fresh and up to date. Amy Wills, RAB's director of Internet services, says that just like radio, "the Internet is alive; it always needs to be changing." She adds: "You wouldn't run a radio station playing the same song over and over." The

new site has a more professional look, Wills says. New features include a sitewide search engine, a RealAudio library and "beefed-up" information categories. Wills plans to update the site at least twice annually.

CAB wants ownership rules reviewed

The Canadian Association of Broadcasters (CAB) is calling for a review of Canada's multiple ownership policies for radio. Two studies commissioned by the association reveal that half of Canada's radio stations are unprofitable. According to the study conducted by TD Securities, the Canadian radio industry "shows stagnant growth and unreliable, lackluster financial performance." CAB President Michael McCabe blames the problem on restricted ownership: "Too many owners means that radio stations can't offer the kind of concentrated audience reach that advertisers want and that other media, like newspapers and television, can deliver." The CAB plans to submit its research to the Canadian Radio-television and Telecommunications Commission on Sept. 30. Hearings are scheduled to begin Dec. 1.

C-SPAN purchase OK'd

The FCC approved the sale of WDCU(FM) Washington from the University of the District of Columbia to C-SPAN on Sept. 24. Despite the commission's approval, chairman Reed Hundt expressed concern that the transfer signals a trend in which noncommercial educational broadcasters, under financial pressure, are selling their broadcast properties to make ends meet. Hundt suggested an examination of "what pressures are being placed on non-commercial licensees and how the market is changing," and possible action to keep "noncommercial licenses in the hands of educational institutions or local institutions, rather than large national or regional networks." The assignment of license was granted over a number of informal objections from WDCU's listeners.—SB

Biondi sees no quick changes at USA

No major programming overhauls planned, but sees work to be done on sales side

By John M. Higgins

Now that they are finally wresting full ownership of USA Networks away from partner Viacom, Seagram Corp. executives plan to tread lightly in making any changes to the unit's two cable networks.

Frank Biondi, president of Seagram's Universal Studio division, says USA's management—including long-time chairwoman Kay Koplovitz—will largely stay intact. Operators and viewers should not expect abrupt programming changes in USA Network or Sci-Fi Channel, or expect the long-dormant Universal to suddenly launch a wave of start up networks.

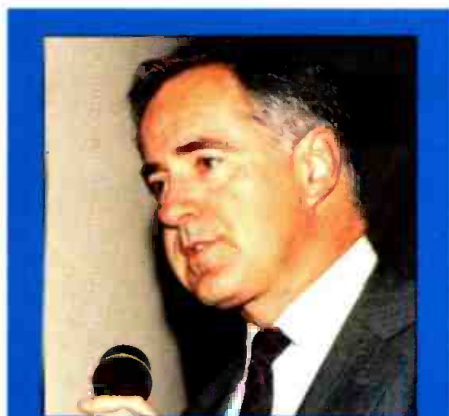
"I think there can be some fine-tuning, but I don't think there's any need for wholesale changes," Biondi said. "We're happy with Kay."

However, Seagram does expect to turn up the heat in the kids TV wars by adding more children's and family programming to USA, which is better known for action series and movies. Biondi also hopes to improve USA's advertising sales operation, which has long been a target of his criticism, both during his year at Universal and in his term as president of Viacom.

One big question is how aggressively Universal will exploit its movie production to bolster USA.

Since taking over Turner Broadcasting System last year, Time Warner has started to funnel Warner Bros.' biggest hit movies to TBS and TNT earlier in their life cycles, giving the cable networks rights to air the films ahead of broadcasters.

Sanford Bernstein & Co. media analyst Tom Wolzien says that the USA/Universal combination "lends itself to the same sort of library issues." But it's not entirely clear whether moving ahead of broadcasters in line for theatrical releases will be profitable.



"The days of Major Dad and Wings are over, referring to series that Universal and Paramount forced on USA at high prices that triggered huge losses for the network."

—Frank Biondi

"You won't know for five years," he says. "You don't know until you see the movie strategy play out on TBS."

Biondi says a similar movie strategy is being considered, but he notes that USA is more series-oriented than TBS or TNT, which anchor their schedules with movies and sports.

But Biondi insists that USA won't become a dumping ground for Universal-produced series that flopped in broadcast syndication—as it occasionally has been for Viacom studio Paramount and Universal.

"The days of *Major Dad* and *Wings* are over," says Biondi, referring to series that Universal and Paramount forced on USA at high prices that triggered huge losses for the network. "It

doesn't make sense to do that with something that you paid 17 times cash flow for."

Other media and Wall Street executives peg the deal at 18 times running-rate cash flow. Either number is huge and assumes that Universal can boost USA and Sci-Fi's roughly \$550 million in revenue and \$180 million–\$200 million in cash flow at a rapid pace for several years to come.

Biondi's biggest complaint is USA's ability to sell advertising. Though USA is generally the first- or second-highest-rated cable network, it commands from advertisers about half the price per viewer asked by even the smallest of the six broadcast networks.

At Viacom, Biondi had pushed to turn USA and Sci-Fi's ad sales operation over to MTV Networks. Seagram doesn't have anything resembling that formidable an operation, but Biondi still thinks the cable networks' rates can catch up.

"It's not the ratings. My quarrel has always been with how effective they are at selling those ratings," Biondi says. "We've got to close that distance."

Viacom's agreement to sell its USA Networks stake for \$1.7 billion will conclude Seagram's 18-month campaign to wrest control of the programmer in court.

Seagram sued Viacom last year, successfully arguing that by taking over Paramount and its half of USA, Viacom's existing portfolio of cable networks violated a noncompete clause in the USA partnership agreement.

While forcing Viacom to exit wasn't the only avenue of relief Seagram sought, it was clear that owning 100% of the network was the most desirable outcome. Universal has no other domestic cable holdings and was

constrained by the noncompete clause from starting or buying another network.

Although the clause was drawn up years before Viacom or Seagram bought the respective studios that owned USA Networks, Delaware Chancellor William Allen ruled in July that

Viacom had violated the noncompete clause and ordered that the partnership be broken up.

But Allen didn't decide precisely how to dissolve it, letting each company propose a plan but strongly suggesting they work out a settlement.

Viacom had tried to goose the price up to \$1.9 billion by offering to buy Seagram's half, then disclosing its rejected bid in court papers. But company executives say they are pleased with the deal. With about \$1 billion left after taxes, Viacom plans to pay down some debt. ■

Cable says movie playing field is level

Executives respond to suggestion that cable movies should get separate Emmy category

By Lynette Rice

HBO's Chris Albrecht says he "doubts seriously" that the Academy of Television Arts & Sciences will create an Emmy category to accommodate original movies on basic and premium cable—a sore point among broadcast networks tired of competing with the likes of HBO and TNT.

At a panel discussion in California

that preceded Tuesday's announcement of the CableACE nominations (see box, this page), HBO's president of original programming also said that if the broadcast networks "want to spend the money, they'll spend the money"—countering claims by the Big Three that basic and premium cable enjoy hefty budgets for their originals.

His comments were echoed by Showtime's Jerry Offsay, who said the broad-

If the broadcast networks "want to spend the money, they'll spend the money."

—HBO's Chris Albrecht

HBO dominates ACE nominations



'The Larry Sanders Show,' which got the most Emmy nominations, although no Emmys, also topped the ACE list.

Not surprisingly, Home Box Office led the pack in nominations for the CableACE Awards, with 106 nods—almost triple the number for second-ranked Showtime.

While HBO's homegrown production slate is best known for its movies, three series accounted for more than a quarter of its nominations: *The Larry Sanders Show*, *Oz* and *Arli\$\$*.

HBO far outpaced the 40 other cable networks that garnered nominations, but Showtime gave a much stronger showing (36 nominations) than in past years. The pay network was fourth last year, behind ESPN and The Disney Channel, but its second-place finish reflects its push for original programs and movies as it has lost output deals

with Hollywood studios to HBO and Starz!

Other top nominees were TNT (29), ESPN (22), Discovery Channel (19), Nickelodeon (16), The Learning Channel (16), A&E (12), CNN (12) and Lifetime (10).

Larry Sanders was the most heavily nominated program, with 15 nods—including three for best actor in a comedy series. TNT movie *George Wallace* snagged nine nominations, HBO series *Arli\$\$* and *Oz* fetched seven and HBO movie *In the Gloaming* got seven. Showtime's top program was the movie *12 Angry Men* (4).

Winners in the top categories will be awarded Nov. 15 at the annual awards ceremony at Los Angeles' Wilshire Theater. The ceremony will be televised by TNT. Other awards will be handed out a day earlier at Wilshire Ebell Theatre, while international and craft categories will simply be announced on Oct. 22.

—JMH

cast networks should produce better movies if they want more nominations come Emmy time. Showtime had one nod in the made-for-television movie category this year; the rest went to HBO, which ultimately won for *Miss Evers' Boys*.

"They won't make something good if they think it's not going to get good ratings," said Offsay, the president of programming. Broadcast network executives have suggested creating a separate movie category for cable networks—especially the premium ones, which enjoy more content freedom and bigger operating budgets for their originals.

"The movie-of-the-week category is produced by a lot of smaller independent companies that can't spend the money. It's not fair. Disproportionately smaller producers are up against [big-budget movies]," said Leslie Moonves, president of CBS Television. "[Cable movies] just should be treated differently."

Offsay said big budgets don't always apply to premium cable movies. He said the Showtime movie *Hidden in America*—which garnered Beau Bridges a nomination for outstanding lead actor in a miniseries—was made with a modest amount of money.

Albrecht scoffed at the idea that the premium networks enjoy a freedom with content the broadcast networks don't, saying that touchy topics can negatively impact HBO as much as any network. Quality, rather than edgy topics, should always prevail, he said. ■

Lawyer goes after TCI late fees

Fresh from wins in Washington and Baltimore, Philip Friedman heads for Denver

By Price Colman

After losing a costly battle in a Baltimore court over its \$5 late fees, Tele-Communications Inc. will face the next such skirmish on its home court—Denver.

Denver lawyers Steven Zapiler and Ed Hollub of Zapiler & Associates have joined forces with Washington lawyer Philip Friedman to attack TCI's late-fee policies in court.

With an estimated 25% of some 400,000 customers in TCI's Denver-area cable systems paying monthly late fees, "it's a conservative estimate to say we're talking over \$10 million," says Zapiler. "To the people paying these bills and from our vantage point, we think it's significant. It's hard to tell whether TCI considers it significant."

Zapiler filed for class action certification for the Denver suit Sept. 19 and expects a ruling by late October or early November.

What may be most surprising about the Denver suit is that cable regulators in the metro area say they receive few complaints about late fees.

Joni Inman, president of the Greater Metro Telecommunications Consortium, which encompasses 24 franchising authorities in and around Denver, says a lawyer recently asked the group whether it would be willing to turn over late-fee complaint records.

The decision was left up to the different members. But when Lakewood, Colo., where Inman oversees cable regulation, complied with the request, it came up with only 14 complaints over a two-to-three-year period from the 37,500 TCI subscribers.

"I would think there are definitely larger issues," says Inman.

Dean Smits, the top cable regulator for the city and county of Denver, which has 108,000 TCI subscribers, had no complaints to show.

"Going back for the entire year of 1997, we haven't gotten one official complaint from a citizen cable subscriber," says Smits. "I think that is surprising."

Zapiler and Hollub will be acting as local co-counsels for Friedman, who, after winning late-fee cases against

Philip Friedman estimates that TCI collects as much as \$15 million a month from the 25%-30% of its roughly 12 million subscribers who are charged late fees.



"I'm going to pursue it until their predatory late fees are eradicated," vows Friedman. "It's a problem not unique to TCI. The only difference that separates them is they have a tendency to charge much earlier in the cycle. As a result, the amount of late fees they're collecting are more than other companies'."

"It's just a revenue-generating scheme for them."

Friedman estimates that TCI collects as much as \$15 million a month from the 25%-30% of its roughly 12 million subscribers who are charged late fees. Over five years, the time frame in the Baltimore case, "you're talking about roughly \$1 billion" nationally, says Friedman.

In addition to the Denver case, which is set for a two-week trial beginning June 1, Friedman has cases pending in Illinois, Indiana and

TCI majority-owned cable systems in Washington and Baltimore, has emerged as the point man for consumer interests on late fees.

HOME MATTERS TRAVELERS A WEDDING STORY ON THE INSIDE

Thank You
Discovery Networks
for five years of confidence and support!



Louisiana. He's also preparing to file "a slew" of others in coming weeks, he says.

In the recently concluded Baltimore class action case, Circuit Court Judge Gary Strausberg ruled that United Cable of Baltimore, of which TCI is a 78% owner, must repay \$5.4 million to an estimated 30,000 subscribers who were charged late fees. (Friedman says that because of a mathematical error in the order, the total is actually closer to \$7 million.) The judge also ordered United Cable to reduce its late fee from \$5 to 50 cents, the company's cost of collecting late fees. According to United, however, it costs the operator \$16.14 per subscriber for late-fee collection.

While Strausberg ruled that United Cable hadn't violated the Maryland Consumer Protection Act with its late-

fee policy, he lambasted the operator for its practice.

"With its \$5 late fee, the cable company has taken undue advantage of the customer," Strausberg said. "The result...is that the cable company has been able to swell its coffers of profitability, at the expense of the public."

TCI disputes that. "It's not a money-maker for us," says spokeswoman LaRae Marsik.

TCI has successfully defended late-fee cases in Washington state, Wyoming and Alabama, although the Washington case is being appealed.

Denver lawyer Robert Youle, who represented TCI in the Baltimore and Washington cases, says the company hasn't yet made a decision about appealing the Baltimore case. "My current expectation is that we will," he says. An appeal of the Washington

case, in which a jury levied a \$6.7 million judgment against TCI, will come soon, Youle said.

"There's no dispute that customer late payment causes huge costs to any cable company, including TCI," says Youle. "Can we try to recover some of those costs through a late fee? We think we can. The argument is over how much we can recover. We're trying to recover about a third, and people are saying we can't do that. We respectfully disagree."

Youle acknowledges being surprised by Strausberg's decision. "If this judge in Baltimore's opinion is right, there are a whole lot of people who will be concerned about this other than people who operate cable TV companies," he says. "It would turn the world of consumer commercial transactions on its ear."

DIRECTV complains to FCC about Comcast

Says company is using loophole to to bypass DIRECTV

By Price Colman

In what might be called "the 1992 Cable Act, Act III," DIRECTV has complained to federal regulators that Comcast Corp. is refusing to make its Comcast SportsNet regional sports network available to DIRECTV.

DIRECTV contends that Comcast is attempting to exploit a loophole in the '92 Cable Act by distributing Comcast SportsNet through terrestrial networks instead of satellites. The act doesn't specifically regulate access to programming distributed through landlines.

Cablevision Systems used a similar maneuver in an effort to gain lucrative exclusive contracts for its SportsChannel New York regional network. The FCC shot down that trial balloon in July, ordering the MSO to sell access to the sports network's programming to Bell Atlantic Video Services.

Comcast SportsNet is a joint venture of Comcast-Spectator, which is 66% owned by Comcast, and the Philadelphia Phillies. Comcast SportsNet, which replaces SportsChannel Philadelphia Oct. 1, will offer home and away games for the Phillies, 76ers and Flyers (professional baseball, basketball and football, respectively), as well as various regional college events and other



sports programming.

DIRECTV contends that if Comcast is permitted to slip through the apparent crack in the law, roughly 43,000 Philadelphia-area subscribers and "hundreds of thousands of additional DIRECTV subscribers purchasing out-of-market sports packages will no longer have access to Philadelphia market regional sports programming..."

The TV's complaint to the FCC was predictable in the light of recent discussions about program access. DIRECTV, Baby Bell cable competitor Ameritech and RCN Telecom, a division of C-TEC Corp., all complained about the apparent loophole in video competition hearings this past summer, asking the FCC to extend program access rules to terrestrial networks. Their contention is that vertically integrated cable companies

are using terrestrial networks to avoid having to offer regional sports and news programming to noncable competitors.

DIRECTV notes in its complaint that the Oct. 1 launch of Comcast SportsNet coincides with the expiration of a consent decree between Primestar Partners and attorneys general from 40 states. The agreement required Primestar's cable partners to offer programming to other multichannel video program distributors.

"The decree's expiration is unfortunate, since Comcast's conduct would likely be actionable under the State AG decree, and it is clear that Comcast remains undeterred in its efforts to impede...competition," DIRECTV says.

Jack Williams, president of Comcast SportsNet, calls DIRECTV's position "totally without merit," adding that the regional sports net "has been offered to a wide range of local multichannel video providers—not only wireline cable companies but also wireless cable, and apartment house and condominium vendors—throughout its market."

In an attempt to blunt DIRECTV's complaint, Williams also notes that Comcast SportsNet and its partners are "ensuring that games of all three [professional] teams are also available on broadcast television..."

DIRECTV wins piracy judgment against Long Island bar

DIRECTV has been relatively quiet until recently about its signal-piracy efforts, but that could be changing.

DIRECTV last week won a \$120,000 judgment against a Long Island sports bar that had purchased the DBS service as a residential customer but was displaying it commercially.

A federal court judge in New York ordered R&R Bar and Grill Inc. (doing business as the Alley Way in Massapequa, N.Y.) to pay \$110,000 in damages, \$5,695.89 in interest, \$891.92 in costs and \$3,250 in attorney fees for the "commercial misuse" violation of the Federal Communications Act.

Larry Rissler, special counsel for DIRECTV's Office of Signal Integrity, said the DBS provider generally has been successful in getting bars and clubs displaying unauthorized signals to convert to commercial subscribers, with more than 700 such establishments taking DIRECTV's warnings to heart.

At the same time, the company has at least 10

lawsuits pending, mostly in New York and Chicago, against establishments that have ignored its warnings.

DIRECTV has also won what Rissler called "six-figure" judgments against individuals who have sold counterfeit access cards that allow DIRECTV signals to be received free. Those judgments are part of a larger case filed in Seattle against at least 30 defendants from five countries. In that case, DIRECTV has also invoked RICO statutes, claiming the efforts are part of an organized effort to steal signals.

The company also has multiple suits pending in Los Angeles for similar alleged violations.

DBS signal theft has become a more pressing issue as the DBS industry has grown. Some analysts warn that such theft could have significant impact on revenue.

"We view it as a very serious problem," says Rissler. "We have five people who do nothing but look into allegations."

—PC

CNNI expands worldwide

CNN intends to broadcast four separate international feeds of CNN International starting today. (Sept. 29). An investment in programming, and a new master control center in Atlanta will allow CNNI to broadcast four tailored services to Europe, Africa, the Middle East, Asia, Latin America and the U.S.

Veba seeks telco-savvy partner

German industrial conglomerate Veba plans a New York Stock Exchange listing Oct. 8 and is seeking to forge an alliance with a U.S. group for its fledgling telecom business. Potential partners are Bell South, SBC Communications and GT.

A&E buys Mundo Olé stake

U.S. broadcaster A&E Television Networks will acquire a 32.5% interest in Latin American channels Mundo Olé and Mundo Brasil. A&E TV will acquire half of Olé Communication Group's equity interest in the Mundo partnership, which includes Time Warner and Sony Pictures Entertainment.

Antena 3 to supply U.S. channel

U.S. cable channel Telemiami will broadcast six hours of programming during prime time to the Hispanic market in South Florida, with programming to be provided by Spanish broadcaster Antena 3.



Fore, eh?

The Golf Channel will launch in Canada Oct. 17. It has signed an affiliate agreement with its Canadian sponsor, Canadian Cable Systems Alliance. Rogers Cablesystems and Shaw Cable have agreed to carry the channel and will launch it with free previews on both systems.

Travel launches on Viasat in Scandinavia

Cable and satellite channel Travel, a subsidiary of Landmark Communications, has launched in Scandinavia as part of a DTH package of distributor Viasat. Travel will be included in the Gold and Silver packages and will broadcast from 1 p.m. to 4 p.m. local time.

HBO to launch in Romania

HBO plans to start a local-language cable channel in Romania in late 1997 or early 1998, further broadening its reach in Central and Eastern Europe. Negotiations are under way concerning carriage deals in the country.

CBS TeleNoticias goes Brazilian

CBS TeleNoticias, a 24-hour Spanish-language news network, will launch its Portuguese-language service in Brazil Oct. 12. The network will offer 14 hours of Portuguese-language news, including three hours of CBS's premier news programs, subtitled in Portuguese.

—Michael Katz

Columbine bought by Big Flower

New owner says software company will remain an autonomous business

By Glen Dickson

Television traffic and billing software supplier Columbine JDS has been acquired by Big Flower Press Holdings, an advertising and information services company specializing in advertising inserts and direct mail campaigns.

Golden, Colo.-based Columbine, which announced its acquisition of UK-based Broadcast Software Systems at the recent IBC convention in Amsterdam, had 1996 revenue of \$60

million, while New York-based Big Flower reported a 1996 loss of \$5.4 million on sales of \$1.2 billion. Though the purchase price of privately owned Columbine wasn't disclosed, Big Flower says it expects to take a \$55 million noncash charge to write off R&D costs in connection with the purchase.

The deal should close in the next few weeks, says Big Flower President Ed Reilly, former president of McGraw-Hill Broadcasting. In acquiring Columbine, Big Flower will act as "a

kind of integrated holding company," says Reilly, with Columbine remaining an autonomous business that will report to him.

"Buying a large player that's central to the media business is a terrific business in its own right, and it will offer us advantages with some of our other businesses," Reilly says. "We're dealing with the same ad agencies."

Some of Big Flower's software-based businesses include providing commercial image management systems to ad agencies and performing data mining for direct mail clients. While Reilly doesn't see any immediate application of Columbine technology for Big Flower's other businesses, he says the companies' software developers will share resources: "The companies have complementary skills with Columbine's [Clip Vault] video server technology and our still image technology. Video servers are becoming a serious issue in the broadcast business, and we have good skill sets in archiving and accessing digital images. We've built a good-size commercial business around asset management."

Columbine JDS President Wayne Ruting agrees that there are good synergies between the companies. "The strategy they deploy in ad insertion on the print side parallels what we do," he says.

Ruting says the financial backing of Big Flower will enable Columbine JDS to maintain its aggressive growth and acquisition strategy: "The BSS buy is just one of a number of acquisitions we're interested in." He adds that Big Flower's large capacity of broadband bandwidth, which it uses to distribute digital print products, will come in handy for Columbine video management in the future.

Columbine has been aggressively marketing its next-generation Paradigm software system, which integrates and automates information

Fox signs with Comark for DTV

Non-exclusive deal runs for five years, offers discounts to O&Os, affiliates

Fox Television Stations has signed a non-exclusive agreement with Comark Communications under which Comark will provide digital transmitters to Fox's 22 television stations.

Under the deal Comark will offer "extremely favorable discounts" on both analog and DTV transmitters through 2002 to Fox O&Os as well as Fox affiliates, says Mark Aitken, Comark director of marketing. The deal also extends Fox negotiated discounts on other DTV equipment and services from Comark Digital Services, Comark's digital TV systems integration division, including turnkey DTV solutions that encompass studio systems as well as transmission needs.

Fox Television Stations had a five-year deal with Harris Corp. that expired at this year's NAB convention. A Fox source says that most Fox O&Os have Harris NTSC transmitters and emphasized that the Comark deal was not an exclusive arrangement. Dick Slenker, Fox Television Stations engineering and operations head, didn't return a call for comment on the deal.

Comark is offering Fox big discounts on its line of Advantage digital transmitters.

Comark already has an exclusive deal to provide NBC stations with its transmitters, while rival Harris has snagged groupwide contracts with ABC and CBS.

—GD



management and day-to-day operations for multichannel broadcast and cable facilities. The system is used by Star TV in Hong Kong, MNet in South Africa, Foxtel in Australia and Univision in the U.S.

Reilly says that with Paradigm, Columbine is "remarkably well positioned" to handle U.S. broadcasters' traffic and billing needs when they begin multichannel digital broadcasting. "When terrestrial broadcasters switch

over to digital, this company will be there with a solution that will eliminate one of those problems right from the get-go," he says. "Paradigm will let the sales managers sell the different channels and maximize revenues."

By Glen Dickson

Young Broadcasting has selected **Sony Betacam SX** gear to upgrade facilities at its 12 TV stations and has already purchased gear for five of them: KCAL Los Angeles; WLNS-TV Lansing, Mich.; WTNH Albany, N.Y.; WKRN-TV Nashville, and WATE-TV Knoxville, Tenn. The initial order includes 10 DNW-A45 hybrid recorders, five DNW-A50 hybrid recorders, three DNW-7 camcorders and a DNE-1000 nonlinear news editor. "Our recent purchase of Betacam SX equipment represents a fraction of our total expected SX invest-



Young Broadcasting is purchasing Betacam SX gear for its 12 TV stations.

ment for all our stations," says Robert Harrison, Young's vice president/director of engineering.

Mexican broadcaster Televisa has purchased a full-blown Larus live-to-air virtual-set system from Israeli supplier **RT-SET**. The order includes a Silicon Graphics Onyx2 InfiniteReality supercomputer, three cameras, a crane, preview capabilities and supporting hardware and

Cutting Edge

software. Installation will be completed in the next 90 days. Televisa, which used a rental system from RT-SET for its coverage of the Mexican elections in July, will employ the Larus system for news, sports, weather and children's programming.

Server supplier **SeaChange International** says its SPOT System for digital ad insertion can now connect directly to Avid Technology's Media Composer nonlinear editor,

a popular tool for editing promos and commercials, eliminating the time and quality loss incurred with videotape transfer. By using the serial digital interface between the SeaChange and Avid systems, a TV production facility can transfer ads directly from its M-JPEG-based Media Composer to the

MPEG-2 SeaChange Video Server 100, allowing multichannel operators to easily tailor spots to targeted geographic zones.

TV/COM International, San Diego, has won a \$91 million contract from Aurora Investments, S.A. (AISA) to supply MPEG-2/DVB-compliant gear for a new digital television system in Luxembourg. TV/COM, a Hyundai Electronics subsidiary, will pro-

vide digital cable set-tops, digital compression and conditional access for AISA's Aurora Television System, a 100-channel service due to launch in 1998. Delivery of the TV/COM equipment, which will include set-tops, encoders, an NVOD system and network control systems hardware and software, will begin by the end of the year.

GlobeCast North America (formerly Keystone Communications) has signed an exclusive agreement with the National Hockey League/ESPN International joint venture to handle satellite transmission of NHL games to the NHL's European broadcast partners for the 1997-98 season. GlobeCast will provide transmission services to European rightsholders for four NHL games per week, NHL PowerWeek, the NHL All-Star Game, the NHL Playoffs and the Stanley Cup. GlobeCast's Staten Island International Teleport will uplink the games to Intel-sat K space segment using Scientific-Atlanta's PowerVu digital compression system.

Hewlett-Packard has released HP MediaStream AirDirect, a low-cost system that uses HP MediaStream disk recorders and is designed to provide broadcasters with basic spot insertion and program

playback capabilities. AirDirect runs via a simple PC interface and offers VTR-source dubbing, accurate playback, playlist editing, AsRun logs, remote playout control via GPI, database management and trimming. The price for a single-PC system with a two-channel, five-hour disk recorder is



A look at the user interface of HP's new MediaStream AirDirect playback system.

\$79,000; a two-PC AirDirect system with a four-channel, 18-hour disk recorder is \$147,000.

Philips BTS has developed a simple frame-accurate editing application, called BayEdit, for its Media Pool video server, designed to provide basic editing capability to Media Pool users who don't need Philips' complete NewsWave newsroom solution. BayEdit will be marketed as a direct replacement for tape-to-tape editing. BayEdit, which runs on a Windows NT or Windows 95 PC and comes with a CMX keypad and 17-inch monitor, provides three ports for machine control and can support direct tape-to-disk editing. The system should be available by the end of the year for less than \$9,000.

Broadcasting & Cable's **Telemedia**

THE CONVERGENCE OF TELEVISION, RADIO AND NEW MEDIA

Online Music Programming

TCI Music may create new Paradigm online

Deal could sound a new era in online music programming

By Richard Tedesco and
Price Coleman

TCI Music's proposed \$24 million takeover of Paradigm Music will likely create new music programming models online and a SonicNet TV service for Internet/TV.

Paradigm is developing a SonicNet TV entity—based on the popular Web music service—that would marry Internet and TV technology. The service is intended for Microsoft's WebTV and Net-Channel, according to Paradigm President Thomas McPartland, who says he has discussed the subject with both companies.

McPartland also envisions SonicNet programming music content for @Home, in what could be the first online pay-per-concert events. "It's a possibility," says McPartland, who will be president of TCI Music when the merger is consummated. "We're very bullish on @Home-type distribution platforms."

Higher bandwidth opens new vistas for SonicNet, which drew more than 30,000 takers for the SuperCast series of concerts, including the Lilith Fair and Horde events it streamed in RealVideo this summer.

TCI Music's \$24 million



SonicNet could provide online pay-per-concert programming.

stock deal for Paradigm clearly indicates its willingness to invest in new media music. The deal, expected to close in late October, includes the assumption of \$6.5 million in Paradigm debt.

The hefty investment gives TCI a company that carried a working capital deficit of \$4.9 million as of June 30. The parent company of SonicNet and Addicted to Noise, a music news site, has recorded negative cash flow since its inception in November 1995; its net losses leapt to \$3.6 million in the first half of 1997, compared with roughly \$900,000 for the same period last year.

"What we would hope is that if I'm successful in terms of leading TCI Music into the next phase of development, people will perceive TCI

Music as well-branded and distributed through multiple channels," says McPartland.

TCI Music saw a natural fit between the Paradigm properties and The Box and DMX, its digital cable music service, according to David Koff, vice president of corporate development for Liberty Media. Koff foresees SonicNet music content migrating to The Box's pay-per-view music video format, along with news flashes from Addicted to Noise, which could be translated into audio news pieces for DMX.

But the @Home connection was uppermost in the minds of TCI executives in considering the acquisition, according to Koff, who sees that relationship as a priority. Currently acting president of TCI Music, Koff will remain on the post-merger board.

@Home executives were unavailable last week to comment on a potential relationship between the two companies.

Along with its Internet presence, Paradigm also brings content from its independent-label operations. The Paradigm merger is a less-expensive proposition than the \$37.8 million merger in the works with The Box Worldwide. **TM**

Islip introducing media library technology

Islip Media is looking to transform digital video archiving with a new system to be tested by three networks later this year.

Islip's MediaKey Digital Library System enables users to digitize, segment and index video and audio content, virtually in real time, according to Mark Juliano, Islip Media president. The system analyzes all content via speech recognition and automatically divides it into captioned video "paragraphs," making it easy to locate content segments according to topic or speaker.



ABC and CNN intend to test the system later this year, according to Juliano, who says ESPN also is interested in it. The Lawrence Livermore Laboratory is using the technology for interviews of scientists involved in the original research on the atomic bomb, in order to preserve an oral record of specific aspects.

MediaKey is the result of the \$8 million Informedia project at Carnegie Mellon University, funded by the Defense Advanced Research Projects Agency, NASA, the National Science Foundation, Microsoft, Bell Atlantic, Boeing, CNM, Digital Equipment, Motorola, Telecom Italia and others.

The resulting technology was licensed to Islip, which expects to sell its software for \$1 million to large network news operations. —RT

Online Services

Prodigy tries three-part approach

By Richard Tedesco

In a move to revive flagging fortunes, Prodigy Inc. is splitting into three operating divisions to exploit niches in the international arena, software development and its core domestic online service.

Prodigy seeks to budge itself from a standstill, 1 million-subscriber position among online services, a distant third behind America Online and Microsoft Network. Market leader AOL will boast nearly 13 million subscribers when it completes its merger with CompuServe next year.

So Prodigy will continue to stake out new territory in the developing international Internet market. The online producer has a presence in six African countries, including Kenya, Nigeria, Ghana and Ivory Coast, and has launched services in two languages in China. Its next move is into Mexico, and it is planning moves into other markets overseas. "Obviously, the international arena is wide open, and even capturing a small segment of the market can be a hugely successful business," says Barry Kluger, Prodigy senior vice president of communications.

The lesser-known arena for potential Prodigy growth lies in cranking out software: It's working with Lotus Development, subsidiary of former Prodigy co-owner IBM, to create e-mail and chat technologies. It would ostensibly sell these services along with games in development and other software.

"They think it's an opportunity. Whether they can succeed is another question," says Kate Delhagen, analyst with Cambridge, Mass.-based Forrester Research. Delhagen figures Prodigy's tactic of skirting Europe and other tapped international markets makes sense: "It's a risky strategy, but no one else is doing it right now."

Meanwhile, Prodigy's third division must struggle to maintain its domestic service to fuel interest abroad. The company will be hard-pressed to do so, despite the 750,000 subscribers apparently devoted to the Prodigy Classic service. It has sought to migrate that sub base into Prodigy Internet, the flashier, technologically stronger version launched last October. Both services offer unlimited monthly Internet access for \$19.95.



In an increasingly competitive market, where AOL and MSN are threatening to introduce more multimedia to move their subscriber numbers, Prodigy will be hard-pressed to keep its corner of the market. "They're in a very precarious spot in the U.S.," says Delha-

gen, who likens Prodigy's present status to that of a midsize ISP.

The imminent move into Mexico is a natural one for Prodigy; one of its major shareholders, Grupo Carso, is based there. Prodigy Chairman Greg Carr owns the big stake.

Sears and IBM, which with CBS founded Prodigy in 1984, bailed out of their joint ownership of the service after losing an estimated \$1.2 billion. Last year's sale price was \$200 million. **TM**

MediaOne, VDOnet to launch VOD trial online

MediaOne will employ the latest version of VDOnet's video streaming technology in a video-on-demand test online in the Boston area next month.

The test will be the third such trial that VDOnet says it's conducting with a major cable operator. It is also conducting trials with five telcos, according to Steve Chambers, VDOnet vice president of marketing.

The trials run VDOlive 3.0, which streams video content at 512 Kb/s. They also are pilot programs for the VDOMaster video applications management system, which will enable video conferencing along with streaming of news and entertainment content. The system costs approximately \$250,000 in a version customized for large cable systems.

In the Boston trial, 180 MediaOne Express users will be able to access video clips from CBS News's *is Up to the Minute* overnight news Website, as well as CBS SportsLine, MovieLink, The Weather Channel, Court TV and Preview Travel. MediaOne plans to expand the test base as the trial proceeds.

VDOnet has improved the streaming rate of VDOlive from 256 Kb/s to more than 500 Kb/s. The product has been coded to enhance the quality of the video. High-fidelity audio modes also have been added to enhance the sound quality.

MSNBC attributes layoffs to costly redesign

MSNBC sought to downplay staff reductions last week, blaming them on an expensive redesign of its site.

The staff cutbacks—layoffs of three full-time producers and termination of relationships with three dozen free-lancers—were planned months ago, said Merrill Brown, MSNBC editor in chief. Some of them were

expected when the redesign was completed. But the technological expense was higher than anticipated, according to Brown, who said the redesign also was more expensive in terms of man-hours spent on the project.

"Executing the redesign proved to be more labor-intensive than we anticipated," said Brown, who added that unrealized

revenue was another reason for the staff retrenchment. The overall MSNBC staff size will fall to about 200 employees.

"If revenue was going through the roof, we probably would have found some way to retain these people," he said.

While it may be generating less revenue than expected, MSNBC is exceeding usage projections. The news site, product of a partnership of Microsoft Corp. and NBC, is now being visited by 90 million–100 million users monthly, according to Brown.

That number will be considerably higher for September, based on the 67 million users who visited the site in the week after Princess Diana's death.—RT



MSNBC has cut back on full-time and free-lance workers.

Classifieds

See last page of classifieds for rates and other information

RADIO

HELP WANTED SALES

Radio Account Executive. Experienced leader needed for expanding radio sales department. Salary and commission. Benefits and 401k. Mail or fax resume to G. Stenback fax 330-448-5055. WICT/WWSY. 6874 Strimbu Drive. SE. Brookfield. OH 44403. EOE.

SITUATIONS WANTED MANAGEMENT

Wants return to radio to GM or sales management. Many years sales experience with profitable small market stations. Some previous management. Out of radio since (I believe) unfair departure. Have much to offer right situation. No drugs. No alcohol problems. 316-343-9896.

Sales Oriented General Manager and Sales Manager. 40 years experienced. I can turn around any station. Seeks position in market of 25,000 up. Available immediately. Call or write. Ken Niles. 4125 W. Mineral King #309. Visalia. CA 93277. Phone 209-635-7400.

Key player presently employed by major broadcast group seeks take charge GM position. Looking to do turn around or startup. 813-920-1556.

General Manager. 15 year + veteran with sales programming and technical expertise including ownership and multi-unit operations. Will relocate. Reply to Box 01246. EOE.

SITUATIONS WANTED ANNOUNCER

Exciting Play-by-Play Sports Announcer. Hockey, basketball, football, baseball. Member of the American Sportscasters Association. Mark 810-469-4019.

SITUATIONS WANTED NEWS

On-air journalist with almost 20 years experience at local, regional and national levels eagerly seeking new full-time opportunity in broadcasting. Reply to Broadcaster. 30025 Alicia Pkwy. #111. Laguna Niguel. CA 92677.

TELEVISION

HELP WANTED MANAGEMENT

Your Next Job Could Be Just A Click Away! Visit "The Marketplace" at www.talentedynamics.com for free broadcast openings.

CEO of wireless cable tv company in New Mexico. Start-up company serves 17,000 customers in Albuquerque and six other of largest cities in New Mexico. Qualifications: Management experience, especially marketing, in cable tv or related telecommunications industries. Education: college degree. MBA preferred. Multimedia Development Corp., attn: Bill Mickelson. 9500 Montgomery NE. Suite 121. Albuquerque. NM 87111. Phone 505-237-0525. Fax 505-237-0575.

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

HELP WANTED SALES

ACCOUNT EXECUTIVE

ABC7 Los Angeles has an excellent opportunity available for an experienced and self-motivated Account Executive with at least three to five years' experience in major market television sales.

To qualify, you must have excellent communication, presentation and organizational skills. Marketing/Developmental experience is essential, and promotional experience is a plus. Windows-based PC skills are preferred.

Please send your resume and salary history to: ABC7 Los Angeles, Attn: M. Collieran, General Sales Manager, Dept. AE/BC, 4151 Prospect Avenue, Los Angeles, CA 90027. EOE. No phone calls, please.



Vice President, Sales. NBC O&O looking for VP. Sales. to manage entire sales organization, including Local sales force. National sales and Traffic Sales administration. Oversee pricing, sales planning, marketing and revenue forecasting functions. Implement developmental plans to insure that sales personnel meet revenue targets. Analyze local ratings and demographics and determine strategies to exploit revenue opportunities. Work with News, Promotion, Public Relations, Operations and other departments in creating boundaryless work environment. Oversee staffing and training of Sales, Marketing and Traffic personnel. Minimum 5 years of direct sales experience (rep sales, local TV and or radio sales). Prior managerial experience in television sales. Excellent leadership and business skills. Demonstrated record of overachieving audience shares. Strong knowledge of pricing strategies and inventory control. Send resume to WCMH. William Katsafanas. PO Box 4. Columbus. Ohio 43216. No phone calls. Drug screening. EOE.

WVTV-TV Milwaukee seeks a National Sales Manager. We are looking for an individual with good organizational skills who can work with and motivate our national rep. This individual should have strong negotiation and presentation skills. Previous success in station sales or national rep is required. Send resumes to Rigby Wilson, General Sales Manager. WVTV-TV. 4041 N. 35th St., Milwaukee. WI 53216. WVTV-TV is an equal opportunity employer.

Traffic Manager. WEAU-TV, the NBC affiliate in Eau Claire, WI, has an opening for a Traffic Manager. Responsibilities include supervising a staff of 2, inputting program data and inventory maintenance. Must have a minimum of two years related experience. Prior experience on a Columbia traffic system preferred. Position reports directly to General Manager. Send resume by October 15 to Executive Secretary. PO Box 47. Eau Claire, WI 54702. Equal Opportunity Employer.

National Sales Manager. WKBN-TV, the dominant station in the Youngstown, OH market needs a great National Sales Manager. Proven ability to get high rates and shares is essential. Working both the local and national side of the client base is the plan. Show us you're the best person and enjoy a great compensation package and the benefits of being part of one of the industry's fastest growing groups in GOCOM. Send resume to or call David Coy, General Sales Manager, WKBN-TV, 3930 Sunset Blvd., Youngstown, OH 44512. EOE.

Local TV Sales Manager, KSAT-TV (ABC), a Post-Newsweek Station in San Antonio seeking a Local Sales Manager. Candidate should be self-motivated and dynamic; someone who is visionary and committed to excellence in highest standards of broadcast sales management. Requirements: min. 1 yr. TV sales management exp., 2-4 yrs broadcast sales exp. Comprehensive knowledge & application of various broadcast sales components, including qualitative research, retail sales and sales instruction. Mail resume to Randy Schmidt, GSM, KSAT-TV, 1408 N. St. Mary's, San Antonio, TX 78215. No Phone Calls Please. Any job offer contingent upon successful completion of pre-employment physical including drug screen; verification of references and education. EOE M-F DV ADA.

Local Sales Manager. Challenging opportunity for a highly motivated team player to join one of America's fastest growing broadcast groups. The winning candidate will possess excellent people skills and a strong disciplined work ethic. Our LSM will be organized and lead by example. Candidate must have successful track record in broadcast sales and or management. An outstanding career move for an individual committed to excellence. Send resume to Stephen Mann, GM, WB-17, 5455 Jug Factory Road, Tuscaloosa, AL 35403. EOE. M/F.

General Sales Manager. NBC affiliate in desirable 100+ NW market. It's all here: programming, promotion, sales tools and staff. Put your knowledge of local sales development, inventory management maximization and sales training/motivation to work. Resume, references, compensation history desires and your "sales philosophy" to GM, KMTR, 3825 International Court, Springfield, OR 97477. EOE.

WUPL TV - UPN 54*

NEW ORLEANS

***MANAGED BY PARAMOUNT STATIONS GROUP**

IMMEDIATE OPENINGS IN THE SALES AREA FOR:

LOCAL SALES MANAGER:

Seeking a creative, ambitious leader capable of building a strong local sales team. The preferred candidate will have a proven sales and sales management track record. If you have great communication, motivation and organizational skills and want to become part of a top-notch team, send in your resume/letter today! College degree preferred.

ACCOUNT EXECUTIVE:

Seeking experienced salespeople. Candidates will be responsible for handling and maintaining existing accounts along with generating new business. If you have a winning attitude and the drive to be #1, you're our top candidate. College degree preferred.

TRAFFIC MANAGER:

Seeking experienced Traffic Manager. Highly organized and detail oriented. Must work well under pressure and to be able to work closely with other departments. Knowledge of Marketron and Bias systems a plus.

WUPL is an Equal Opportunity Employer offering competitive salaries, a comprehensive benefit package and an excellent working environment.

MAIL OR FAX RESUMES AND COVER LETTER TO:

GENERAL SALES MANAGER

WUPL, UPN 54

3850 N. CAUSEWAY BLVD, #454

METAIRIE, LA. 70002

FAX: (504) 830-7958

Help Wanted - Sales Management. Sales manager wanted for KTRR-FM serving Ft. Collins, Greeley, Colorado. We want someone to drive revenues. Station has experienced significant growth in it's first full year under new format and is ripe to be taken to the next level. You'll work with Brill Media Company a small private company that values it's employees, not a cold-hearted mega-giant. Live in one of America's most beautiful areas. Deiver results and earn great compensation. This market is ready to explode and you could be a part of it. Send resume to Dan Conway, General Manager, KTRR-FM, 600 Main Street, Windsor, CO 80550. Fax: 970-686-7491. EEO.

Entry Level Sales position. Charlotte, NC based position with leading sports syndication is seeking a qualified candidate for the position of Account Executive in the Program Distribution department. Some travel is involved and some knowledge of media sales is a plus. Please fax resumes to the attention of Tanja Buchanan (704)378-4465.

General Sales Manager - KMVT. the CBS affiliate and dominant station in Twin Falls, Idaho, is seeking an experienced professional in local and national sales. Strong leadership and motivational skills a must. This position oversees all sales while handling national and regional sales directly. Applicant must have a proven track record for creating television marketing plans, developing new advertising revenue, and inventory management. Please forward cover letter and resume to Lee Wagner, General Manager - KMVT Broadcasting Inc., 1100 Blue Lakes Blvd. North, Twin Falls, Idaho 83301. EOE.

Local Account Executive. Minimum 2 years media sales. Strong in developing local accounts. Self starter, team player. Computer literate. College degree preferred. Resume to Judy Baker, WCYB-TV, 101 Lee Street, Bristol, VA 24201. No phone calls. EOE/M/F/H/V.

General Sales Manager. WEAU-TV, the NBC affiliate in Eau Claire, WI is seeking an individual to lead, train and motivate a dynamic local sales staff and national sales manager. Qualified applicants should possess prior sales management experience and a desire to be part of a team. Send cover letter and resume by October 15, 1997 to Executive Secretary, WEAU-TV, PO Box 47, Eau Claire, WI 54702. EOE.

HELP WANTED MARKETING

Affiliated Relations Director (Job #67-400): ONN seeks an Affiliated Relations Manager. Primary responsibility of the position is to create and maintain positive relationship between ONN and Ohio's cable companies. Prior affiliate experience preferred. 5 years sales/marketing management experience required. Must be willing to travel. College degree required. Equivalent combinations of education and experience will be considered. Qualified candidates should send resume to ONN, Human Resources Job #67-400, 770 Twin Rivers Drive, Columbus, Ohio 43215. Qualified minorities and women are encouraged to apply. EEO. We are a smoke and drug free workplace.

HELP WANTED TECHNICAL



If you are interested in developing state of the art software, want to work in an environment that is fast paced, technically challenging, and with a company that is growing, consider our openings in the following areas:

- Software Project Manager
- Software Technical Leads
- Software Application Engineers
- Traffic Specialists

Please mail or fax your resume to:

Human Resources SunUp Design Systems Inc.
 2001 Gateway Place Suite #255 East
 San Jose, California 95110
 Fax: (408) 437-9435

For details about our job openings visit our Web Site at www.sunup.com

**WE PLACE ENGINEERS
 USA & WORLDWIDE**



KEYSTONE INT'L, INC.
 16 Laflin Road, Suite 900
 Pittston, PA 18640, USA
 Phone (717) 655-7143
 Resume/Fax (717) 654-5765

7/97

TV Chief Engineer. KOED-TV, Tulsa, is seeking a hands on chief engineer with a strong transmitter and studio maintenance background. Supervisory and organizational skills will be essential. 3 years broadcast experience required. Send resume and salary history to Personnel, Oklahoma Educational Television Authority, PO Box 14190, Oklahoma City, OK 73113. AA/EOE.

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

Broadcast Technician to set-up equipment, switch on-air programming and operate and maintain a variety of television equipment for KVCR-TV. Some broadcast engineering experience necessary. Must possess an FCC General Class Radio Telephone Operator's license. Salary Range \$24,942 to \$29,592, with excellent fringe benefits. Applicants must be postmarked no later than October 7, 1997. Contact Personnel Department, KVCR-TV/San Bernardino Community College District, 441 West Eighth Street, San Bernardino, CA 92401-1007. 909/884-2533. An equal opportunity employer.

Broadcast Maintenance Tech (Com. Tech. Senior). Experienced repairing broadcast color cameras, 3/4" U-MATIC, HI-8 and SP-BETA VTRS, and camcorders and other studio and field equipment. DOS/Windows and Macintosh PC experience. Proven ability trouble-shooting analog, digital and RF circuits a must. Verbal and written proficiency in English required. 2 years technical school and 2 years work experience after graduation. Salary \$30k. Excellent benefits including tuition remission for self and dependents. Send resume to: Victor Jugenheimer, Director of Operations, University of Miami, Center for Advancement of Modern Media, P.O. Box 248021, Coral Gables, FL 33124-1810. Fax: (305)284-5666. Equal Opportunity/Affirmative Action Employer.

HELP WANTED NEWS

**SEGMENT
 PRODUCER**

KTLA Television, known for its award-winning news coverage, the Rose Parade, the Dodgers, and a dynamic mix of entertainment, has an excellent opportunity for a well-organized self-starter who has a working knowledge of electronic and satellite news gathering operations.

You will produce live remotes, in-studio segments, taped packages, travel related series and shows on location. Will also book in-studio guests for award winning morning news show. Must be able to make independent decisions, interact well with others and work flexible schedules as well as handle pressure situations. Requires excellent writing skills. Minimum 5 years experience in television news production in medium to major market preferred. Extensive Hollywood contacts a plus.

We offer an excellent benefits package. Please forward your resume and salary history to: KTLA, Attn: SP/BC/929,

P.O. Box 2307, Los Angeles, CA 90078.

Equal Opportunity Employer.



WKBN Television has an immediate opening for a full time producer for a number one rated morning show. Applicants must have prior producing experience. We set trends in the market! You must be creative, have a high energy level and the ability to lead. If you have what it takes - and have the tape to back it up - you're the person we want to talk to. Send your tape, cover letter, references and resume to Mike Seachman, Operations Manager, WKBN-TV, 3930 Sunset Boulevard, Youngstown, Ohio 44512. EOE.

GENERAL ASSIGNMENT REPORTER

KGO-TV is seeking an experienced General Assignment Reporter with proven on-air skills. Must have a minimum of 5 years television reporting experience preferably in a major market. Application deadline is October 10, 1997. Please send resume, cover letter, and videotape to:

KGO-TV Personnel Department
 900 Front Street
 San Francisco, CA 94111

Assistant News Director NBC 6/Miami. NBC 6, the NBC O&O in Miami, is seeking a highly-motivated Assistant News Director to execute the strategic mission of NBC 6, while ensuring the highest level of journalistic standards are maintained. You must manage day-to-day coverage, big stories and breaking news, as well as strategic sweeps planning for rating periods, overseeing news promotional strategy, script writing and identifying/maintaining future promotional standards. You will also be responsible for news staff and ongoing staff recruitment in all news areas. Requires prior news management experience in a highly competitive and culturally diverse television market. Strong editorial writing, producing, interpersonal and financial management skills also required. Send resume to Employee Relations, WTVJ/NBC Inc., 316 N. Miami Avenue, Miami, FL 33128. We are an Equal Opportunity Employer. M/F/V/H.

Team Video Services, L.L.C., has immediate openings for talented and enthusiastic professionals that thrive in the fast-paced world of news and news gathering. We are seeking qualified candidates for Engineering Services Manager, Field Operations Manager, Studio Operations Manager, Scheduling Services Coordinators and Accountant/Office Manager. A variety of field technician positions are also available and include videographers, studio camera operators, video journalists, studio and field audio operators, technical directors, quality control technicians, maintenance engineers and couriers. All candidates must have the ability to execute aggressive news coverage and work under pressure. We are an equal opportunity employer who offers benefits and flexible shifts. Please respond by mailing or faxing resumes to: Larry D'Anna, President, Team Video Services, L.L.C., 3299 K Street NW, Suite 101, Washington, DC 20007. Fax: 202-388-5628.

Tribune Broadcasting Washington Bureau has an immediate opening for talented team player. Applicant must be able to shoot and edit reporter packages. Vo/Sot's and features for the Tribune Station Group. Must have the necessary skills to set-up and shoot live shots from various locations. Must have experience with the following: Betacam, audio, lighting, machine to machine cuts, IFB theory, simple field troubleshooting. Computer skills and non-linear editing skills a plus. Send tapes and resumes to: Cissy Baker, Bureau Chief, Tribune Broadcasting, 1345 G St. NW, Suite 200, Washington DC, 20005

Wanted - Reporter. Live, local and late breaking. Back-up weekend anchoring possible. Send tape, resume ASAP. News Director, Steve Schwaib, WTOG, 365 - 105th Terrace NE, St. Petersburg, FL 33716 EOE/M/F

Your Next Job Could Be Just A Click Away! Visit "The Marketplace" at www.talentedynamics.com for free broadcast openings.

Top north Texas NBC affiliate is seeking a Photojournalist. Must be able to shoot and edit, be responsible for photo essays and have a good eye and understanding of news. Some experience preferred, but beginner with serious commitment will be considered. Send cover letter, non-returnable VHS tape and resume to Scott Coppenbarger, News Director, KFDX-TV, 4500 Seymour Highway, Wichita Falls, TX 76309. No phone calls. KFDX-TV is an Equal Opportunity Employer.

TV Director - NBC12 in Richmond is seeking an experienced full time Director. Primary responsibility will be directing and switching fast paced, single-anchor half-hour newscast on Saturday and Sunday evenings with three other days of other production work. Send resume and non-returnable demo tape to: Doug Kiracofe, Production Manager, NBC12, P.O. Box 12, Richmond, VA 23218. No phone calls. EOE MFD

Sports Anchor/Reporter - Looking for week night Sports Anchor who loves to tell stories. Minimum 3 years experience. Non-returnable demo tapes and resumes to Harvey Powers, NBC12, P.O. Box 12, Richmond, VA 23218. No phone calls. EOE MFD

Southeast television station seeking one General Assignment Reporter and one Action Reporter. At least two years experience. College degree preferred. We are an Equal Opportunity Employer. Send resume and non-returnable tape to Box 01243.

Producer: KJRH 2 NEWS NBC seeking producer with excellent writing skills, news judgement, and a good attitude a must. No phone calls, please. Send resume to KJRH 2 NBC, Lori Doudican, 3701 S. Peoria, Tulsa, OK 74105. EOE.

News Videotape Editor: Edit videotape for playback in daily newscasts, record network, satellite truck and microwave truck feeds, retrieve archived video and maintain archive file, operate tape playback machines for newscasts. One year editing for commercial broadcast news operation, college degree preferred. Resume, cover letter and non-returnable tape: Michael Kinney, KOAT-TV, 3801 Carlisle Blvd., NE, Albuquerque, NM 87107. Drug free workplace. KOAT-TV is an Equal Opportunity Employer.

News Production Manager: This individual is responsible for all studio production for the station's 40+ hours of local news each week. Will supervise directors and other technical staff and will oversee all aspects of our on-air look. Must have minimum of five years directing experience. Supervisory experience highly desirable. Send a non-returnable tape, resume, references and salary requirements to Mike Cavender, VP News, WUSA, 4100 Wisconsin Avenue, NW, Washington, DC 20016. Absolutely no phone calls please. Gannett Broadcasting is an Equal Opportunity Employer.

News Videographer: Immediate opening for a News Videographer. Will be responsible for shooting news and sporting events. Knowledge of ENG operations a plus. Send non-returnable tapes, resume, and references to Ron Harmeyer, Chief Photographer, WANE-TV, 2915 W. State Blvd., Fort Wayne, IN. 46808. No calls please. (EOE-M/F)

News Producer. WGNX, CBS in Atlanta seeks News Producer. Candidates should possess excellent writing skills, news judgement, creativity and ability to visualize top-notch graphic packaging. Three to five year's line producing experience as well as an undergraduate degree in journalism or communications is required. Send resume and non-returnable tape to Nicole Thibault, Executive Producer, WGNX, 1810 Briarcliff Road, NE, Atlanta, GA 30329. Phone: 404-327-3212. EOE. A Tribune Station.

Meteorologist: A meteorologist is needed in Tornado Alley. Looking to complete a four-member weather staff at KJRH in Tulsa. Three years on-air experience preferred. No phone calls please. Send resume to KJRH 2 NBC, Lori Doudican, 3701 S. Peoria, Tulsa, OK 74105. EOE.

Meteorologist/Weather Anchor. Immediate opening for a meteorologist/weather anchor for NBC affiliate in 79th DMA. Requires proficiency in state-of-the-art computer weather preparation. Significant on-air experience at a commercial television station a must. Degree required. AMS Seal preferred. No phone calls, please. Send tapes/resumes to Dan Steele, Operations and Program Manager, WPSD-TV, PO Box 1197, Paducah, KY 42002-1197. M/F. EOE, ADA.

Looking for your big break? We want an Associate Producer to knock our socks off! You must be creative, energetic, and work well with people. Hopefully, you're producing in a smaller market. You'll write for our daily newscasts, fill-in produce, and may also assist with special projects. Send resume to Mark Pipitone, Executive Producer, News 4 San Antonio/KMOL-TV4, PO Box 2641, San Antonio, Texas 78299.

KTUU-TV has a rare opening for a general assignment reporter. Join Alaska's #1 news team. NPPA award winning photographers, travel and one-of-a-kind stories. No glitz, no fluff. We need storytellers, not cookie cutters. At least two years of reporting experience. Send non-returnable tape and resume to John Tracy, News Director, 701 E. Tudor Road, Suite 220, Anchorage, AK 99503. Phone 907-762-9202. EOE.

Increase your exposure with Mediacasting's audio/video classifieds. Your tape will be heard/seen by thousands of broadcast professionals via the Internet. Affordably priced! Call 920-926-9620 or www.mediacasting.com.

Executive Producers: WABC-TV seeks two innovative, passionate and competitive broadcast journalists to join the management team of New York's News Leader. Candidates must have a proven track record of newsroom leadership and editorial excellence. Must be knowledgeable in all aspects of contemporary news gathering and production. Major market management and/or producing experience required. Send resume to Bart Feder, News Director, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls please. We are an Equal Opportunity Employer.

General Assignment Reporter: KJRH 2 News NBC in Tulsa seeking energetic reporter with strong writing and presentation skills. Experience is a must. No phone calls please. Send resume to KJRH 2 NBC, Lori Doudican, 3701 S. Peoria, Tulsa, OK 74105. EOE.

Contact 16 Producer. WNDU-TV has a full-time opening for an experienced news producer for the award winning NewsCenter 16 investigative unit. "Contact 16." This producer will write, organize, research and coordinate all aspects of "Contact 16," including field interviews, supervising editing and graphics, selecting stories, and responding to viewers. College degree in Journalism necessary. One to two years experience preferred. Send resume to The WNDU Stations, Position #00188, Attention: Human Resources, PO Box 1616, South Bend, IN 46634. EOE. Or use a Word Perfect format and email your resume (as an attachment) to Resumes@wndu.com

Co-Anchor/Reporter. A small market, CBS affiliate seeks a Co-Anchor/Reporter for its 10:00 p.m. weekday newscast. Degree and on-air experience required. Send resume and tape to Personnel Director, KLST-TV, 2800 Armstrong, San Angelo, TX 76903. EOE

Assistant News Director: We are looking for a hard working, broadcast journalist to manage our day to day coverage operations. We are Tampa Bay's news leader and intend to build on our strong market position. If you have at least 10 years experience in television news with some management experience and are ready for an opportunity to lead a team of talented & creative professionals, we would like to hear from you. Please send a resume and letter that defines your news philosophy and management style to: Personnel, WFLA-TV, 905 E. Jackson St., Tampa, FL 33602 - EOE, M/F. Pre-Employment drug testing required.

Anchor: The FOX O&O in Kansas City has a rare opening for a morning news anchor/host. Our 7am-9am news program is #1 and climbing! This is an excellent opportunity for a solid journalist and exceptional communicator who shines when it comes to "live" television. Your audition tape must demonstrate superb interviewing skills and a pleasant witty personality. Experience with long form reporting is a plus. Rush T&R to Henry Chu, Assistant News Director, WDAF-TV, 3030 Summit, Kansas City, MO 64108. EOE.

Anchor/Reporter. Rare on-air opening at Houston's top rated station. Ideal candidate must be proficient both on the set and in the field. Good story telling and live remote skills essential. Send tapes to: Bill Bouyer, News Director, KTRK-TV, 3310 Bissonnet, Houston, TX 77005. No phone calls please. Equal Opportunity Employer. M/F/D/V.

Anchor/Reporter. Newschannel 27 is looking for a great communicator, an anchor who stands apart from the crowd. Your tape will show great skills, extraordinary story telling, the ability to break through the screen, and personality. Send me last night's newscast, not story of the decade. Rush your VHS tape and references to Doug Cray, News Director, Newschannel 27, 8927 Thomasville Road, Tallahassee, FL 32312. EOE. No beginners please.

HELP WANTED HOST

Host for new syndicated women's sports program. Ability to carry interviews with warmth, elegance, integrity. Writing and producing experience desirable. VHS. resumes to 9650 Santiago Road, #3, Columbia, MD 21045.

Host Wanted. Seeking female host for non-union, International, documentary, travel series. Experienced reporter, 25-45 years old, team player, energetic, and sharp with good improv skills. Demo tapes only. Steve Sabellico 12358 Ventura Blvd., Suite 395, Studio City, CA 91604

**HELP WANTED
FINANCIAL & ACCOUNTING**

Senior Accountant. WTTG, the FOX Television Station in Washington, DC, has an immediate opening for a Senior Accountant. The position is responsible for the station's external reporting function including highly detailed revenue reporting, monthly general ledger close, account analysis and reconciliations. Degree in accounting or related field required with at least 3 years of financial accounting experience, broadcasting industry preferred. Extreme proficiency in LOTUS 123 essential. For consideration, please send resume and salary requirements to: WTTG-FOX Television Stations, Inc., 5151 Wisconsin Avenue, NW, Washington, DC 20016, Attn: Human Resources. EOE/M/F/D/V.

HELP WANTED PROMOTION

Your Next Job Could Be Just A Click Away! Visit "The Marketplace" at www.talentedynamics.com for free broadcast openings.

Promotions Manager. Need creative individual with strong organizational skills to develop and coordinate station promotions. Must be highly motivated, energetic and have successful experience at writing, producing, directing and editing eye-catching program and news promotions. Computer graphics skills a plus. Tape and resumes to Kathleen McLain, GM, Delmarva 47 News, PO Box 4009, Salisbury, MD 21803-4009. EOE.

American Documentary, which produces P.O.V., public television's award-winning independent film series, seeks Director of Communications. Experience in press relations and familiarity with independent film and public television important. Send cover letter and resume via fax to N. Kirch at 212-989-8230. No calls please.

HELP WANTED ADMINISTRATION

Executive Assistant: President and General Manager of WABC-TV is seeking bright individual with excellent steno and typing skills. Superior oral and written communication skills are essential. Must be able to interact effectively with all levels of management. Occasional overtime required. Please send resume to Richard Graham, WABC-TV, 7 Lincoln Square, New York 10023. No phone calls please. We are an Equal Opportunity Employer.

HELP WANTED MISCELLANEOUS

FLORIDA'S NEWS CHANNEL

NOW HIRING

All resumes must be received by October 10, 1997

**NEWS DIRECTOR
&
CHIEF ENGINEER**

Florida's News Channel (FNC), the State's largest news gathering operation, offers an exceptional opportunity for a qualified news director and chief engineer to showcase their talents with a technically sophisticated news facility. FNC delivers 24-hour local news tailored to each market throughout the state of Florida by using two (2) virtual reality studios, digital video servers, and a statewide fiber optic network.

Qualified applicants will receive a salary and benefits package commensurate with experience. Applicants must relocate to Tallahassee, Florida. Send resumes and information to:

Florida's News Channel

Attn: Human Resources

P.O. Box 14076

Tallahassee, Florida 32317

e-mail: brillante@nettally.com

BUS: (850) 906-9990 FAX: (850) 906-9991

An equal opportunity employer

ENGINEERS

The Maslow Media Group Inc., a leading recruiter in the broadcast industry, has several positions available for Maintenance Engineers and Satellite Transmission Specialists for companies in Florida and New England. Competitive salaries and benefits packages available. Please forward your resume to:



2030 Clarendon Blvd.

Arlington, Virginia 22201

ATTN: ENGINEERS

For details on the above and other positions
(Producers, Directors, Writers, Editors, etc.) call our

JDB HOTLINE: 301-570-9100.

Fax: 703-841-9355; Phone: 703-276-2700

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

HELP WANTED CREATIVE SERVICES



CREATIVE SERVICES WRITER/PRODUCER

WTAE-TV, the ABC affiliate in Pittsburgh, is looking for a highly motivated Creative Services Writer/Producer. If you have at least 2 years of hands-on experience producing on-air promotion and marketing, we want to see your best work. Responsibilities will include writing and producing aggressive on-air news topicals in a very competitive television market, as well as working on various station projects including station image advertising, programming, and community events. Successful candidates will also possess very strong writing, organizational, and leadership skills along with proven creativity. Demonstrated use of effective graphic and production techniques is a must (non-linear editing skills are a plus). For consideration, send tape, resume, and cover letter including source of referral to:

CSWP-0916

**400 ARDMORE BOULEVARD
PITTSBURGH PA 15221-3090**

NO PHONE CALLS PLEASE!

**Hearst-Argyle
TELEVISION**

EOE/M-F

GRAPHIC ARTIST

WLS-TV in Chicago is seeking a cutting-edge designer to join our creative team. Applicants should have 3-5 years experience, and demonstrate a strong sense of typography and proficiency with Quantel Paintbox, Picturebox and Macintosh computers. Experience with Quantel Hal is a plus. The position emphasizes news graphics and news promotion. Applicants must be willing to work weeknights. Send resumé and tape to:

**Crystal Androvett
Creative Service Director
WLS-TV
190 N. State Street
Chicago, IL 60601
WLS-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, Accorn 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.

HELP WANTED PRODUCTION

Production Manager for station in the southeast region. Market size 100+. Hands on manager will supervise and train news and commercial production staff. Must be knowledgeable in all areas of live and post production. Must have some supervisory experience. Great opportunity for upward mobility. Reply to Box 01245. 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.

Editor. We're looking for an experienced editor to come to work at an all Avid production company / post house. Great working environment in the heart of Washington, DC. Fax resumes to GVI at (202) 293-3293 or e-mail to andy@gvmail.com.

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.

ETV-Cinematographer Producer Director - Duties: Perform tasks for producing and directing location and studio productions. Entry salary: \$21,685.44 Req: Must have supervisory and experience in videography, location lighting, audio and editing in documentary style. A Bachelor's degree from an accredited four-year college or university in Radio Television/Film or a directly related field and three years of related experience; (or) Diploma or GED and 7yrs of related exp.; (or) above graduation from a standard four-year high school or equivalent (GED), related education and related experience may be substituted on an equal basis. Portfolio required when contacted for an interview. Submit: resume to Confidential-Personnel, ETV, 3825 Ridgewood Road, Jackson, MS 39211 by October 3, 1997. EOE M-F

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 no: an ad for permanent employment. An Equal Opportunity Employer.

Immediate Openings! Growing multimedia agency needs creative, experienced, shooters, and Flyer editors, audio knowledge a plus. If you are able to work under deadlines and in a team environment, send eye popping demo reel and resume to: THE FIRM Multimedia, Attn: Production Director, PO Box 770787, Ocala, FL 34477. Salary and benefits package. EOE.

HELP WANTED RESEARCH

DIRECTOR OF DAYTIME PRIMARY RESEARCH

**ABC Television Network
New York, NY**

ABC's Research Department is seeking a Director to supervise primary audience research for daytime programming and promotion. To qualify, you should have at least 5 years of experience in designing and analyzing a variety of research methods including surveys, pilot testing, program testing, and focus groups. You should also be computer literate and possess strong analytical, writing, and presentation skills. A college degree is required and an advanced degree is preferred. Knowledge of daytime television, particularly soap operas, is essential.

For confidential consideration, forward resume to: **Employee Relations Department, ABC, Inc., Dept. MW, 77 West 66th Street, New York, NY 10023.**



An equal opportunity employer m/f/d/v

SITUATIONS WANTED SALES

TV GSM or smaller market GM. 14 years GSM, 6 years LSM and rep manager (NBC, ABC, FOX). I need new challenges. Will send resume and actual performance figures. Reply to Box 01244. Currently in sales management in top 15 market.

SITUATIONS WANTED NEWS

Entertainment television reports of New York City Film Premieres, Book Signings and Press Junkets for sale. Young and enthusiastic reporter. Call (516)694-1576.

TV SALES TRAINING

LEARN TO SELL TV TIME

Call for FREE Info Packet
**ANTONELLI MEDIA
TRAINING CENTER
(212) 206-8063**

Over 25 years in the TV industry

PROGRAMMING SERVICES



National Weather Network

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

TV RESUME TAPES

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

HELP WANTED RESEARCH

Research Analyst. The Family Channel has an analyst position available in the ad sales research department. The position includes accessing and analyzing audience data. Candidates must have 1-2 years experience preferably at a cable network, broadcast network or research supplier. Knowledge of Nielsen software including data and terms, MRI or Simmons, Microsoft Word and Excel are a plus! This position reports directly to the Ad Sales Research Manager. Please send resume to: The Family Channel, Attn: Barbara Schiola, 1133 Avenue of the Americas, 37th Floor, New York, NY 10036. Equal Opportunity Employer. No Phone Calls. Please.

CABLE

HELP WANTED SALES

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

DIRECTOR, SALES RESEARCH

Responsibilities for providing research and marketing support for all sales development activities. This includes conception and creation of all generic and client specific sales support material. Will also have direct involvement in positioning ESPN networks to advertisers, agencies, and affiliates both on a national and local level. This will involve presenting to clients and prospects as well as educating sales personnel on network audience characteristics and consumer value.

Four year college degree in marketing, business, or related field and 7 years of media marketing/research experience. Thorough knowledge of media research tools and effective computer, presentation and communication skills required.

Qualified candidates should send resume and a non-returnable tape of your work to: ESPN, Ad# LC-143, ESPN Plaza, Bristol, CT 06010. Equal Opportunity Employer.



AVAILABLE PROGRAMMING

Unlimited Access Co. • SALES • SYNDICATION • DISTRIBUTION BROADCAST AND CABLE www.pacg.com/creative 800.564.4622	VARIETY OF PROGRAMMING AVAILABLE: Children's, Family, & Documentary. Scripts to Finished Episodic & Feature
--	---

ALLIED FIELDS

HELP WANTED INSTRUCTION

Broadcasting/New Media. The School of Mass communications at Virginia Commonwealth University invites applications for a tenure-track position in broadcasting/new media, at the level of assistant or associate professor, to begin August 15, 1998. Candidate should hold a bachelor's degree and possess outstanding professional experience. Master's degree preferred. Candidate's vita should show evidence of leadership in converging broadcast and other forms of mass communication into new media environments. A minimum of five years of professional experience in broadcast/new media and other venues of mass communication required. University teaching experience preferred. Duties to include teaching advanced courses in broadcasting/new media and team teaching computer-assisted reporting. Successful applicant also will advise approximately 70 students and will assist in designing a curriculum for the VCU News Center. Salary based on record and experience. The school, including the VCU Adcenter, is the only accredited state-supported mass communications program in Virginia, serving approximately 650 undergraduate and 100 graduate students. The school offers students a wealth of internship and job opportunities in regional and national markets. The school has a full-time faculty of 19 and adjunct faculty from the regional and national professional communities. Evaluation of applications will begin December 15, 1997 and will continue until a successful candidate is hired. Applicants should send a letter of application, a detailed vita and five non-returnable copies of self-produced broadcast/new media work to: J. David Benson, Operations Manager, Virginia Commonwealth University, School of Mass Communications, P.O. Box 842034, Richmond, Virginia 23284-2034. Virginia Commonwealth University is an equal opportunity/affirmative action institution and does not discriminate on the basis of race, gender, age, religion, ethnic origin, or disability. Women, minorities and persons with disabilities are encouraged to apply.

HELP WANTED PROMOTION

THE WEATHER CHANNEL

We're looking for talented, energetic producers to join our team. Great group of people. Excellent salary.

Writer / Producers - produce topicals for daily weather stories, P.O.P.s etc. Must be strong copywriter, able to motivate viewers to stay tuned. Ability to keep it fresh day-to-day, as well as to crank into overdrive during major weather events. Minimum 1 year experience in daily news promotion.

Send tape and resume to:

Creative Services Manager
The Weather Channel
 300 Interstate North Parkway
 Atlanta, GA 30339
 Fax: (770) 226-2922
 EO/EM/V/D

Coordinator, On-Air Promotions Scheduling. Fox Latin American Channel is seeking an experienced individual to work with promotion production department, programming, research and broadcast traffic, analyzing, planning, recommending and implementing promotional strategies to maximize campaign effectiveness. The successful candidate will be multi-task oriented, able to work well in the fast pace of an international cable channel and work well independently. Must have 3-4 years' experience in scheduling network television promotions with emphasis on cross promotions between three channels. Experience should include working for international multicable channels or DTH service. Computer literacy a must, specifically with PC and Word/Excel software. Perfect fluency in Spanish a MUST, additional fluency in Portuguese a plus. We offer a competitive salary and a great benefits package. For consideration, please mail or fax resume with salary requirements and references to: Fox Latin American Channel, 11833 Mississippi Avenue, 2nd Floor, Los Angeles, CA 90025. Attn: Human Resources Manager; fax (310) 447-7346. Only resumes with references and salary requirements will be considered. Equal Opportunity Employer.

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

Roy H. Park School of Communications. Ithaca College. The Television-Radio Department in the Roy H. Park School of Communications at Ithaca College has three openings for assistant/associate professor to teach a combination of courses in the areas of beginning through advanced field and studio production, including digital non-linear post production, directing audio for media, lighting, set design and production management. Secondary areas include video journalism, multi-media and emerging technologies, scriptwriting, directing performers for the camera, and other core courses depending on the expertise of the candidates. The successful candidate will also advise students and may serve on department, school and college committees. Ph.D., M.F.A. or Master's in video/film or related discipline is required. Significant video production work, including national and/or international, digital professional experience required. Successful teaching experience also required. Commitment to a liberal arts education within a professional program is expected. Applicants must send a current vita, statement of interest, including professional specialization with areas of teaching, and the names, addresses and phone/fax numbers of at least three references to Dr. Barbara Morgenstern, Chair, Search Committee, Department of Television-Radio, 328 Roy H. Park Hall, Ithaca College, Ithaca, New York 14850-7253. Phone: 607-274-3260. Fax: 607-274-1664. Screening begins October 15, 1997, however, applications will be accepted until the positions are filled. Ithaca College is an Equal Opportunity/Affirmative Action Employer.

EMPLOYMENT SERVICES

**PROFESSIONAL JOBS
WITH ENTERTAINMENT COMPANIES**

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

Entry to senior level jobs nationwide in ALL fields (news, sales, production, management, etc.). Published biweekly. For subscription information:

(800) 335-4335

In CA, (818) 901-6330.

EntertainmentEmploymentJournal™

**MediaLine
OnLine**

MediaLine.

Now your best source of
job leads at your fingertips.
Either online or voice mail.

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

Your Next Job Could Be Just A Click Away! Visit "The Marketplace" at www.talentedynamics.com for free broadcast openings.

TV Reporters, Anchors and Producers!!! You deserve the best chance to achieve your career goals. Contact Tony Windsor at **NEWSDirections** (423)843-0547, toll-free voice mail at (800)639-7347 or on the Internet at www.news-directions.com.

Just For Starters: Entry-level jobs and "hands-on" internships in TV and radio news. National listings. For a sample lead sheet call: 800-680-7513.

FINANCIAL SERVICES

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

WANTED TO BUY EQUIPMENT

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

FOR SALE EQUIPMENT

**STOCK
ANSWERS.**

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

(800)238-4300 CARPEL

VIDEO

**General
Instrument
IRD's**

575 DSR-1500's

& 80 DSR-2200's

Almost new, available for
sale at a very low price!
Call now to place your order!
(714) 263-9900 x217

ATTENTION C-BAND SHOPPERS!

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

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

Call Today (714) 263-9900 x217

Video Switchers, 3M model 101 vertical switches Ten in, one out. Audio follow video. \$185 Call Nigel Macrae at 702-386-2844

Must se'l Panasonic digital VTR's: Excellent condition AJ-D580's, three machines loaded with options. \$39,500 each, or best offer! AJ-D350 \$21,500. OBO! 423-855-2101.

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

Broadcast Equipment (Used): FM/AM transmitters, RPU's, STL's, FM antennas. Consoles. Processing, etc. Continental Communications. 3300 Chippewa. St. Louis, MO 63118. 1-800-664-4497. Fax: 314-664-9427.

AM and FM transmitters, used, excellent condition, tuned and tested your frequency. Guaranteed. Financing available. Transcom. 800-441-8454. 215-884-0888. Fax 215-884-0738.

FOR SALE STATIONS

NEW FM RADIO STATION IN SW GEORGIA WITH
500 FT TOWER AND 15 ACRES OF LAND.
REASONABLY PRICED. IF YOU WOULD LIKE TO
HEAR THE STATION, WE HAVE A LISTEN LINE
1-912-436-2581. STATE OF THE ART EQUIPMENT
WENT INTO THE BUILD OUT OF THIS FACILITY.
FOR FURTHER INFO PLEASE FAX YOUR INQUIRY
TO 404-210-0078.

FOR LEASE

**L.A. MT. WILSON SCA
CHANNEL FOR LEASE.
CALL 310-478-5540, Ext. 239**

SATELLITE CAPACITY



Ku-Band Satellite Capacity
GE-3
Full-Time
Analog / Digital
Preferential Rates for
Educational Programmers
Call:

**Gwen Wood
PBS
VP, Distribution Services
703-739-5024**

CAPTIONING SERVICES

Closed Captioning For Less!

**Digital Captioning
and Subtitling
800-822-3566**

CAPTIONMAX

TOWER SPACE RENTAL

Tower Space Rental: 400 ft. tower located near Batesville (site is 800 ft. AMSL at ground level). Rental space available. Building for equipment. Competitive prices. Call 870-793-4196, ext.15.

For the Record

<http://www.broadcastingcable.com>

"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 *italics*.

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

Venice, Fla. (BALCT-970418IM)—DeSoto Broadcasting Inc. for WBSV-TV: voluntary AOL from DeSoto Broadcasting Inc. to Global Broadcasting Systems Inc. *Sept. 12*

Canton, Ohio (BALCT-970429IC)—Whitehead Media of Ohio Inc. for WOAC-TV: voluntary AOL from Whitehead Media of Ohio Inc. to Global Broadcasting Systems License Corp. *Sept. 12*

Jellico, Tenn. (BALCT-970414IB)—Pine Mountain Christian Broadcasting Inc. for WPMC-TV: voluntary AOL from Pine Mountain Christian Broadcasting Inc. to Global Broadcasting Systems Inc. *Sept. 12*

Katy, Tex. (BALCT-970414IA)—Johnson Broadcasting Inc. for KNWS-TV: voluntary AOL from Johnson Broadcasting Inc. to Global Broadcasting Systems Inc. *Sept. 12*

NEW STATIONS

Filed

Monroeville, Ala. (970915MC)—American Family Assn. (P.O. Drawer 2440, Tupelo, Miss. 38803) for noncommercial FM at 88.9 mhz. 250 kw. ant. 72 m.. 2 mi. E of Monroeville on Rose Dr. *Sept. 19*

Phoenix (970915MF)—Christian Fellowship

Ministries for noncommercial FM at 90.7 mhz. *Sept. 22*

Greenwood, Ark. (970912MF)—Jem Broadcasting Co. Inc. for FM at 101.5 mhz. *Sept. 23*

Greenwood, Ark. (970911MW)—Ramsey Leasing Inc. for FM at 101.5 mhz. *Sept. 23*

Wasco, Calif. (BPED-970915ME)—American Family Assn. (P.O. Drawer 2440, Tupelo, Miss. 38803) for noncommercial FM at 91.7 mhz. 100 kw. ant. 48 m.. 600 Broadway, Wasco. *Sept. 19*

Steamboat Springs, Colo. (970911ML)—Boat of Steam Broadcasting for FM at 98.9 mhz. *Sept. 23*

Steamboat Springs, Colo. (970911MJ)—Colorado Alpine Broadcasting Co. for FM at 98.9 mhz. *Sept. 23*

Steamboat Springs, Colo. (970910MK)—EB Needles LLC for FM at 98.9 mhz. *Sept. 23*

Steamboat Springs, Colo. (970910MF)—George S. Flinn Jr. for FM at 98.9 mhz. *Sept. 23*

Steamboat Springs, Colo. (970911MC)—Harry Media for FM at 98.9 mhz. *Sept. 22*

Steamboat Springs, Colo. (970911MV)—Ramsey Leasing Inc. for FM at 98.9 mhz. *Sept. 23*

Steamboat Springs, Colo. (970911MN)—Rocky Mountain Radio Co. LLC for FM at 98.9 mhz. *Sept. 23*

Steamboat Springs, Colo. (970909MG)—Yampa Valley Broadcasting Inc. for FM at 98.9 mhz. *Sept. 19*

Harrington, Del. (970915MB)—American Family Assn. for noncommercial FM at 88.7 mhz. *Sept. 19*

Earlville, Ill. (BPH-970905MD)—Woodrow D. Nelson (414 Holiday Dr., Somonauk, Ill. 60552) for FM at 102.9 mhz. 6 kw. ant. 100

m.. LaSalle County, Mendota Township. 1/2 mile N of 47th Rd. on E 4th St. *Sept. 5*

Earlville, Ill. (BPH-970908ML)—Cole C. Studstill (1607 Stroble Ave., Mendota, Ill. 61342) for FM at 102.9 mhz. 6 kw. ant. 100 m.. .5 km ENE of the intersection of 47th and 4th roads. *Sept. 8*

Lexington, Ill. (970911MM)—Atlantis Broadcasting Co. LLC for FM at 99.5 mhz. *Sept. 23*

Lexington, Ill. (970911M3)—Big Mac Radio Inc. for FM at 99.5 mhz. *Sept. 23*

Lexington, Ill. (970911MF)—George S. Flinn Jr. for FM at 99.5 mhz. *Sept. 23*

Lexington, Ill. (BPH-970909ME)—John P. Jenkins (P.O. Box 245, Towanda, Ill. 61776) for FM at 99.5 mhz. 6 kw. ant. 100 m.. E of Lincoln St. .3 km NNE of Towanda. Jenkins owns WSAL(AM)-WLHM(FM) Logansport, Ind., and 48% of KWMT(AM)-KKEZ(FM) Fort Dodge, Iowa. *Sept. 9*

Lexington, Ill. (970911M2)—Kentucky Broadcasting for FM at 99.5 mhz. *Sept. 23*

Lexington, Ill. (970911MJ)—Liberty Radio II Inc. for FM at 99.5 mhz. *Sept. 23*

Lexington, Ill. (970911MK)—Livingston City Broadcasters Inc. for FM at 99.5 mhz. *Sept. 23*

Lexington, Ill. (970911M1)—Outlook Communications Inc. for FM at 99.5 mhz. *Sept. 23*

Snow Hill, Md. (970911MB)—Harry Media for FM at 101.1 mhz. *Sept. 22*

Snow Hill, Md. (970911M4)—Mountain of Snow Broadcasting for FM at 101.1 mhz. *Sept. 22*

Snow Hill, Md. (BPH-970909MI)—Nevada Star Broadcasting LP (Jack Gillen, general partner/33% owner, 125 Chester Ave., Annapolis, Md. 21403) for FM at 101.1 mhz. 6 kw. ant. 100 m.. NW of junction of McCabes Corner and Pawpaw Creek roads. Snow Hill. *Sept. 9*

Snow Hill, Md. (BPH-970909MH)—Michael J. Powell (P.O. Box 69, Crisfield, Md. 21817) for FM at 101.1 mhz. 2.4 kw. ant. 106 m.. intersection of US 113 and SR 365. Snow Hill. owns WBey(FM) Crisfield, Md. *Sept. 9*

Deer River, Minn. (950417MI)—Harbor Broadcasting Inc. for FM at 105.5 mhz. 100 kw. ant 155 m. *Sept. 22*

Manhomen, Minn. (970911MG)—Christopher A. Bernier for FM at 101.5 mhz. *Sept. 23*

Manhomen, Minn. (970910MI)—R & J Broadcasting for FM at 101.5 mhz. *Sept. 23*

Missoula, Mont. (BPED-970915MD)—American Family Assn. (P.O. Drawer 2440, Tupelo, Miss. 38803) for noncommercial FM at 88.1 mhz. 1 kw. ant. 506 m.. Stone Mountain. *Sept. 19*

Scotts Hill, N.C. (970917MA)—Family Radio Network Inc. for noncommercial FM at 88.3 mhz. *Sept. 23*

—Compiled by Sara 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

PROFESSIONAL CARDS

du Trail, Lundin & Rackley, Inc.

A subsidiary of A D King, PA

240 North Washington Blvd.
Suite 700
Sarasota, Florida 34236
(941) 366-2611

MEMBER AFCEE

CARL T. JONES CORPORATION

CONSULTING ENGINEERS
7901 YARNWOOD COURT
SPRINGFIELD, VIRGINIA 22153
(703) 569-7704

MEMBER AFCEE

LOHNES AND CULVER CONSULTING RADIO ENGINEERS

8309 Cherry Lane
Laurel, MO 20707-4830
(301) 776-4488



Since 1944

Member AFCEE

COHEN, DIPPELL AND EVERIST, P.C.

CONSULTING ENGINEERS

1300 "L" STREET, N.W. SUITE 1100
WASHINGTON, D.C. 20005
(202) 698-0111

Member AFCEE

Technical Broadcast Consultants, Inc.

Transmission Specialists

TV (NTSC & DTV) / STL Microwave / FM
P.O. Box 97262 - Raleigh, NC 27624
Tel / Fax (919) 846-2976
e-mail: tbc@vnet.net

HAMMETT & EDISON, INC.

CONSULTING ENGINEERS

Box 280068
San Francisco, California 94128
707/996-5200
202/396-5200

e-mail: engr@h-e.com

CARL E. SMITH CONSULTING ENGINEERS

AM FM TV Engineering Consultants
Complete Tower and Rigging Services
"Serving the broadcast industry for
over 60 years"

Box 807 Bath, Ohio 44210
(330) 659-4440



Denny & Associates, PC
Consulting Engineers

PH 202 452 5630
FX 202 452 5620

Member AFCEE EM info@denny.com

E. Harold Munn, Jr., & Associates, Inc.

Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

Mullaney Engineering, Inc.

Consulting Telecommunications Engineers

9049 Shady Grove Court
Gaithersburg, MD 20877
301-921-0115

Member AFCEE

HATFIELD & DAWSON

CONSULTING ENGINEERS

9500 GREENWOOD AVE., N.
SEATTLE, WASHINGTON 98103
(206) 783-9151 FACSIMILE (206) 789-9834

MEMBER AFCEE

F.W. HANDEL & ASSOCIATES

Registered Professional Engineers

911 Edward Street
Henry, Illinois 61537
(309) 364-3903
Fax (309) 364-3775



Clarence M. Beverage
Laura M. Mizrahi

P.O. Box #1130, Marlton, NJ 08053
(609) 985-0877 • FAX: (609) 985-8124

JOHN F. BROWNE & ASSOCIATES CONSULTING ENGINEERS

Bloomfield Hills Broadcast • Cable
810-642-6226 • Wireless •
WASHINGTON Member AFCEE
202-293-2020

NEW!!
6 Week Rate
\$115.00/week

Cavell, Mertz & Perryman, Inc.

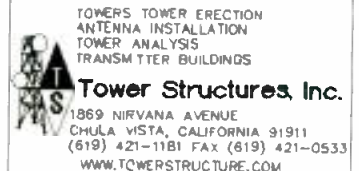
Engineering, Technology
& Management Solutions

10300 Eaton Place, Suite 200
Fairfax, VA 22030
(703) 591-0110 (202) 332-0110
FAX (703) 591-0115

RATES

13 weeks – \$100/week
26 weeks – \$85/week
52 weeks – \$70/week

AND SERVICES



TOWER STRUCTURES, INC.

1869 NIRVANA AVENUE
CHULA VISTA, CALIFORNIA 91911
(619) 421-1181 FAX (619) 421-0533
WWW.TOWERSTRUCTURE.COM

Shoolbred Engineers, Inc.

Structural Consultants

Towers and Antenna Structures
Robert A. Shoolbred, PE

1048 Morrison Drive
Charleston, SC 29403 • (803) 577-4881

dataworld

800-368-5754
info@dataworld.com
WWW: http://dataworld.com

DataXpert™

- Audience Data
- Programming Data
- Contact Information
- Technical Station Data
- Contour Maps

East Coast Video Systems

consultants • engineers • systems integrators

3 Mars Court
Boonton, NJ 07005
201.402.0104
Fax: 201.402.0208

www.ecvs.com on line in time

WALLACE ASSOCIATES

Dennis Wallace

SPECIALIZING
IN DTV TRANSMISSION SYSTEMS

5023 W 120th Ave.
Suite 154
Broomfield, CO
80020
(303) 460-9717
wallacedtv@aol.com

LDL COMMUNICATIONS, Inc.

RF DESIGN & INSTALLATION SPECIALISTS
LARCAN / LARCAN - TTC TRANSMITTERS
RFS ANTENNAS COMBINERS XMISSION LINES
LEBLANC TOWER SYSTEMS
650 South Taylor Avenue, Louisville, CO 80027
TEL:303-665-8000 FAX:303-673-9900

JAMPRO ANTENNAS / RF SYSTEMS

Antennas UHF/VHF/FM Rigid line
Combiners FM & UHF Waveguide
COMPLETE SYSTEM SOLUTIONS
e-mail jampro@ns.net http://www.jampro.com

YOUR CARD HERE

Call:

(202) 659-2340

YOUR CARD HERE
Call:
(202) 659-2340

NATIONWIDE TOWER COMPANY

ERRECTIONS • DISMANTLES • ANTENNA • RELAMP
ULTRASOUND • STRUCTURAL ANALYSIS • PAINT
INSPECTIONS • REGUY • ENGINEERING

P.O. BOX 130 POOLE, KY 40364-0130
PHONE (502) 533-0888 FAX (502) 533-0844
24 HOUR EMERGENCY SERVICE AVAILABLE

DSI

RF Systems, Inc.
• Remote Camera Systems
• Transmitter and Studio Installation
• Microwave and Satellite
Engineering and Installation

908-561-1144

24A World's Fair Drive
Somerset, NJ 08873

Datebook

THIS WEEK

Through Sept. 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.

Through Sept. 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.

Oct. 3-5—*Society of Professional Journalists* national convention. Marriott City Center, Denver. Contact: (317) 653-3333.

OCTOBER

Oct. 5-9—*Electronic Industries Association* 73rd annual fall conference. The Fairmont Hotel, San Francisco. Contact: (703) 907-7674.

Oct. 8—*International Radio & Television Society* Foundation breakfast seminar featuring FCC Chief of Staff Blair Levin. New York Marriott East Side, New York City. Contact: John Kienker, (212) 867-6650.

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. 9—"Rethinking the Future: Voices on the Forefront of Change," *International Radio & Television Society* Foundation newsmaker luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

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. 15—*Federal Communications Bar Association* luncheon featuring SBCA President Charles Hewitt. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

Oct. 15—"Press Room with a View: The Television Landscape," *NATPE Educational Foundation* INSIGHTER Series workshop. Waldorf-Astoria Hotel, New York City. Contact: (310) 453-4440.

Oct. 15-18—*National Broadcast Association for Community Affairs* 1997 annual convention. Disney Coronado Springs Resort, Orlando, Fla. Contact: (202) 857-1155.

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. 17-18—*National Religious Broadcasters* Hispanic-Caribbean regional convention. San Juan, Puerto Rico. Contact: William Lebron, (787) 276-1630.

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. 18—*New York Press Club* conference on journalism in the '90s. Columbia School of Journalism, New York City. Contact: (212) 247-6900.

Oct. 19—1997 Radio Hall of Fame Awards, presented by *The Museum of Broadcast Communica-*

tions. Chicago Cultural Center, Chicago. Contact: (312) 629-6005.

Oct. 19-21—71st annual *Canadian Association of Broadcasters* convention and National Broadcasting and Media Expo. Metro Toronto Convention Centre, Toronto. Contact: (613) 233-4035.

Oct. 20-22—"LMDs: Business Strategies and Financial Models for Success in High-Bandwidth Wireless Communications," presented by *Shorecliff Communications International*. ANA Hotel, San Francisco. Contact: (714) 443-3735.

Oct. 21—"Howard Beale—Mad'r Than Hell," *Hollywood Radio & Television Society* newsmaker luncheon and panel discussion. Beverly Hilton Hotel, Beverly Hills, Calif. Contact: (818) 789-1182.

Oct. 23—*Federal Communications Bar Association* Midwest chapter luncheon featuring Roy Stewart. Hotel Intercontinental, Chicago. Contact: Paula Friedman, (202) 736-8640.

Oct. 23—7th annual International Press Freedom Awards Dinner, a benefit for the *Committee to Protect Journalists*. Waldorf-Astoria, New York City. Contact: (212) 465-9344.

Oct. 23-25—22nd annual *Friends of Old-time Radio Convention*. Holiday Inn—North, Newark, N.J. Contact: (203) 248-2887.

Oct. 24-26—"The Oceans and Life on Earth," conference for professional journalists presented by the *Foundation for American Communications*. Scripps Institute of Oceanography, La Jolla, Calif. Contact: Chris Gardner, (213) 851-7372.

Oct. 27—*Women in Cable & Telecommunications* 13th annual gala, honoring John Hendricks. Sheraton Washington, Washington. Contact: (703) 821-2030.

Oct. 27-Nov. 7—*The Museum of Television & Radio* Third Annual Radio Festival. MT&R, New York City. Contact: Chris Catanese, (212) 621-6735.

Oct. 29—12th annual John Bayliss Media Roast honoring Scott Ginsburg, presented by *The John Bayliss Broadcast Foundation*. Waldorf-Astoria Hotel, New York City. Contact: Kit Hunter Franke, (408) 624-1536.

Oct. 29—11th annual Achievement in Media Awards recognizing excellence in Washington-area radio, presented by *The March of Dimes*. Renaissance Mayflower Hotel, Washington. Contact: Cynthia Byers, (703) 824-0111.

Oct. 29-31—*Texas Association of Broadcasters/Society of Broadcast Engineers* 44th annual convention and trade show. Camino Real Hotel, El Paso. Contact: (512) 322-9944.

Oct. 30-Nov. 2—First annual *International Teleproduction Society* financial institute for executives and operational managers. Sheraton Crescent Hotel, Phoenix. Contact: (703) 641-8776.

NOVEMBER

Nov. 2-4—*North Carolina Association of Broadcasters* 50th anniversary annual convention. North Raleigh Hilton, Raleigh, N.C. Contact: (919) 821-7300.

Nov. 2-5—*National Educational Telecommunications Association* '97 conference. Austin Marriott at the Capitol, Austin, Tex. Contact: Norma Gay, (803) 799-5517.

Nov. 4-7—*Asia CommuniTech '97*, telecommunications, mobile communications and wireless technology show and conference. Hong Kong Convention & Exhibition Center, Hong Kong. Contact: Virginia Jensen, (210) 652-7070.

Nov. 5-7—*Strategic Research Institute* third annual forum on competition in local cable and telco markets. Georgetown University Conference Center and Guest House, Washington. Contact: (800) 599-4950.

Nov. 9-11—*Community Broadcasters Association* annual convention and LPTV trade show. Excalibur Hotel, Las Vegas. Contact: Mike Sullivan, (320) 656-5962.

Nov. 10—*BROADCASTING & CABLE* 1997 Hall of Fame Dinner. Marriott Marquis Hotel, New York City. Con-

tact: Circle Special Events, (212) 213-5266.

Nov. 12—*International Radio & Television Society* Foundation newsmaker luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

Nov. 12-16—*National Association of Farm Broadcasters* 53rd annual convention. Westin Hotel, Kansas City, Mo. Contact: Deanne Gearhart, (612) 224-0508.

Nov. 14—Non-televised CableACE Awards, presented by the *National Cable Television Association*. Wilshire Ebell Theatre, Los Angeles. Contact: (202) 775-3611.

Nov. 14—19th annual CableACE Awards telecast and gala, presented by the *National Cable Television Association*. Wilshire Theatre, Los Angeles. Contact: (202) 775-3611.

Nov. 19—*Federal Communications Bar Association* luncheon featuring America Online Chairman/CEO Steve Case. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

Nov. 19-20—"Consumer Demand: The Battle for the Entertainment Dollar," presented by *The Yankee Group*. Radisson Miyako Hotel, San Francisco. Contact: (617) 956-5000.

Nov. 20—*Federal Communications Bar Association* 8th Annual Charity Auction to benefit the D.C. Children's Advocacy Center. Grand Hyatt Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

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

Nov. 24—3rd Worldwide Television Summit Conference, presented by the *International Council of the National Academy of Television Arts and Sciences and Variety*. New York Hilton, New York City. Contact: Linda Alexander, (212) 489-6969.

Nov. 24—25th annual International Emmy Awards Gala, presented by the *International Council of the National Academy of Television Arts and Sciences*. New York Hilton, New York City. Contact: Linda Alexander, (212) 489-6969.

DECEMBER

Dec. 3-5—*NIMA International Asian Conference*. Four Seasons Hotel, Tokyo. Contact: Jennifer Harding, (202) 289-6462.

Dec. 4-6—MIP Asia '97, international film and program market for TV, video, cable and satellite, presented by the *Reed Midem Organization*. Hong Kong Convention and Exhibition Center, Hong Kong. Contact: Steve Orlick, (203) 840-5402.

Dec. 5-7—*Association for Education in Journalism & Mass Communication/Association of Schools of Journalism & Mass Communication* winter meeting. Hyatt Regency, New Orleans. Contact: (803) 777-2005.

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)

Throwing deep in Denver

Chuck Lillis is no stranger to tough decisions or the accompanying pressures.

During his three-year tenure as president of US West Media Group, he's engineered the creation of a tracking stock, overseen US West's roller-coaster partnership with Time Warner Entertainment and engineered one of the biggest cable deals in history—Media Group's \$11.5 billion purchase of Continental Cablevision.

Given that history, Lillis's decision to move headquarters for Continental successor MediaOne to Denver may rank as little better than a footnote. But it was a decision that continues to reverberate for Lillis, fueling widespread criticism and the resignation under protest of Amos Hostetter, founder of MediaOne predecessor Continental Cablevision.

Barely a year before, when Media Group announced the planned acquisition of Continental, the apparent camaraderie between Lillis and Hostetter made it seem like a marriage made in heaven—not only of companies but also of personalities.

Despite appearances, sources familiar with Media Group say Lillis was unhappy with MediaOne's performance on revenue per subscriber, cash flow—per-subscriber growth and customer service.

Hostetter's resignation and Lillis's subsequent appointment of Jan Peters (who has no previous cable experience) as MediaOne CEO has prompted some analysts to suggest that perhaps Lillis moved too quickly to focus on the marketing side of cable.

"Our concern lies in the fact that this is a critical time for a cable company to be in transition," Janco Partners analyst Ted Henderson wrote in a recent report on Media Group. "To use a football analogy, a coach once said, 'If you throw the ball, three things can happen and two of them are bad.' We believe that Media Group is going deep here, and while the long-term implications for creating shareholder value may turn out to be positive, the potential for stifling MediaOne operations [in the] near term does exist."

From Lillis's perspective, the headquarters move was simply what had to be done.

"It was a difficult decision," he acknowledges. "It's not without costs and risks. But as I weighed the pros and cons, I thought at the time, and I'm more convinced every day, it's the right thing to do. The costs and risks have gotten disproportionate coverage in the press and the benefits have gotten disproportionate



"Sometimes I am not really patient, I have heard. I don't know whether it's a strength or weakness."

Charles Maurice Lillis

CEO/president, US West Media Group, Denver; b. Oct. 13, 1941; BS, business, University of Washington, 1968; MBA, University of Washington, 1969; PhD, marketing, business economics, University of Oregon, 1972; professor of business, Washington State University, Pullman, 1972-80; general manager, General Electric, Bridgeport, Conn., 1980-84; dean, University of Colorado Business School, 1984-85; US West Inc., Denver: VP, strategic marketing, 1985-87; executive VP, chief planning officer, 1987-91; president, US West Diversified Group, 1991-95; current position since April 1995; m. Gwen Helen Gortmaker, Aug. 5, 1988; children: sons Tim, 27; Mike, 24 (from previous marriage); stepdaughter, Jessica Baker, 15

attention from analysts. The truth probably lies somewhere in between."

Still, in an offhand comment about a recently read biography of famed American painter Andrew Wyeth, Lillis hints at the weight of the decision.

"There's a great sentence in one chapter that says: 'I feel underappreciated and reduced by life's experiences,'" Lillis recalls. "He's commenting on what he felt when he was trying to get a series of paintings together."

Similarly, Lillis since 1992 has focused on bringing together all the elements required to make Media Group a leading broadband company. Late in 1992, Lillis, then president of US West Diversified Group, sponsored the Cottage Team work group to define US West's strategic direction. That seminal brainstorming effort determined that US West needed to focus on developing or acquiring broadband interactive networks. US West's eventual investment in Time Warner Entertainment, in cable operations in Atlanta, in the creation of Media Group and in the acquisition of Continental were all direct consequences of those early strategy sessions.

Unlike many of the top executives at US West, Lillis doesn't have a decades-long history with the Baby Bell. Instead, he came from an academic background: He was dean of the University of Colorado Business School immediately before joining US West as vice president of strategic marketing in 1985.

Colleagues at Media Group describe Lillis as remarkably intelligent and thoughtful.

"Sometimes I am not really patient, I have heard. I don't know whether it's a strength or weakness, but I have enormous respect for processes.... I've also worked very hard at some cost to my family."

Any self-examination about the consequences of the MediaOne headquarters move and executive appointment hasn't diminished Lillis's conviction about the strategic direction for cable operations.

"Marketing, including establishment of a powerful brand name, will become more and more important," he says. "The closer I got to understanding what we needed to do in MediaOne, the more I saw Jan [Peters] as the perfect person. In MediaOne, we have enormous depth in understanding the cable business. I wanted to add someone who brought other qualities."

—PC

BROADCAST TV

Alan Parcell, bureau chief, CBS News, Moscow, joins Miami bureau in same capacity.

Eric Olson, news anchor/reporter, KARE(TV) Minneapolis, joins KDLH(TV) Duluth, Minn., as co-anchor.

Shela Thompson, regional sales manager, WGNO(TV) New Orleans, joins WNOI-TV there as national sales manager.

Appointments at Raycom Media stations, Montgomery, Ala.: **Mark Stover**, general sales manager, KSLA-TV Shreveport, La., named VP/GM, WUPW(TV) Toledo, Ohio; **John Llewellyn** joins Raycom Media as VP, television.

Spencer Tillman, sports anchor, KPRC-TV Houston, joins WABC-TV New York as sports anchor/reporter, *Eyewitness News*.

Appointments at ABC Inc.'s National Television Sales, New York: **Jonathan Smith**, account executive, KGO-TV San Francisco, named sales manager there; **Joseph Kreder**, sales manager, WLS-TV Chicago, named VP, National Television Sales, New York and Boston.

Vincent Manzi, local sales manager, WPIX(TV) New York, joins WLVI-TV Cambridge/Boston, Mass., as general sales manager.

Laura Newborn, executive producer, special projects, KOMO-TV Seattle, joins KING-TV there in same capacity.

Beth Roberts, director, business affairs and legal, United Paramount Network, joins NBC Entertainment, Burbank, Calif., as director, business affairs.

PROGRAMMING



Spevak

Albert Spevak, VP, marketing and production, business affairs, NBC Studios, joins MGM Worldwide Television Group, Santa Monica, Calif., as senior VP, business affairs.

Alan Locher, senior account supervisor, Rubinstein Public Relations, New York, joins Procter & Gamble Productions Inc. there as senior publicist.

Eileen O'Neill, station relations coordinator, *The Geraldo Rivera Show*, Tribune Entertainment Group, Los Angeles, named manager, marketing, Tribune Entertainment Co.



Kager

Chris Kager, VP, Columbia TriStar Television Advertiser Sales, Culver City, Calif., named executive VP.

Mary Ann Halford, consultant, Inter./comm Management, joins Canal Fox and

Fox Kids Latin America, Los Angeles, as senior VP/GM.



van de Bunt

Dirk van de Bunt, senior VP, business and legal affairs, The Carsey-Werner Co., Studio City, Calif., named executive VP, business and legal affairs.

DeDe Ferrell, senior VP, government relations, National Association of Broadcasters, Washington, joins Viacom as VP, government affairs.

RADIO

Lyn Andrews, senior VP, advertising sales and marketing, ABC Radio Networks, named president.

Andy West, production director, WWMX(FM) Baltimore, joins WPST(FM) Trenton, N.J., as music director.

Appointments at Chancellor Media Corp.'s stations: **Brian Purdy**, general sales manager, KLOL(FM) Houston, named VP/GM; **Darian O'Toole**, morning show host, KBGG(FM) San Francisco, joins WAXQ(FM) New York in same capacity.

Appointments at ABC Radio Networks, New York: **Madeline Lawrie-Goodrich**, Eastern manager, affiliate marketing, named director, affiliate marketing; **Sally Welsh**, regional manager, affiliate sales and marketing, Sega Channel, Denver, joins as director, affiliate marketing, Eastern region.

Arthur Cohen, VP, programming and operations, WNYC-AM-FM New York, joins WETA(FM) Washington as VP/GM, radio.

Appointments at SJS Entertainment, New York: **Bonnie Bordins** named executive director, creative services; **Mike Pollock**, writer/producer, named assistant creative director; **Mike Flannagan** joins as director, Internet services; **Bentley Clarke**, writer/producer, urban programs, and syndicated producer, *Ed & Dre Show*, named director, urban creative services; **Bob Bradley** joins as rock production director.

CABLE

Appointments at YTV, Toronto: **Susan Mandryk**, VP, marketing, Bell Canada, joins as VP, marketing; **Katherine Browne**, controller, named VP, finance.

Peter Levinsohn, VP, international pay television and pay per view, 20th Century Fox, named senior VP.

Appointments at The Golf Channel, Orlando, Fla.: **Mike Breen**, **Sherijo Damico** and **Jim Zeller** join as regional managers, Northeastern, Western and Central regions, respectively.

Jim Haviland, manager, Katz Radio Group Syndication Dimensions, Chicago, joins National Cable Communications there as marketing manager, Central region.

J. Larry Sims, national sales planning manager, General Food Corp., joins INSP-The Inspirational Network, Charlotte, N.C., as director, market development.

MULTIMEDIA

Kassie Canter, senior VP, Robinson Lerer & Montgomery, joins NBC corporate affairs and communications, New York, as VP.

Appointments at Metro Networks Inc.: **Howard Toole**, radio station owner/operator, Arkansas, joins as GM, Dallas; **John Tomlinson**, president/CEO, Michigan News, Sports and Farm Radio Networks, joins as senior VP, news, Houston; **Jennifer Washington**, assistant director, operations, named director, Austin, Tex.; **Kevin Sewell**, controller, Premisys Real Estate Service, joins as VP, financial operations, Houston.



Halacy

Appointments at Universal Studios, Universal City, Calif.: **Mark Halacy**, senior VP, worldwide human resources, Blockbuster Entertainment Group, joins as VP, human resources development; **Jeremy Eskenazi**, director, professional staffing, named director, workforce planning and strategic staffing.

ADVERTISING/MARKETING PUBLIC RELATIONS

Appointments at Bates USA, New York: **Camile McMennamin**, VP/associate creative director, McCann-Erickson, joins as senior VP/associate creative director; **Alexander Duckworth**, associate creative director, Shepardson, Stern & Kaminsky, joins as VP/creative director.

Paul Meegan, GM, TCI of New York, joins Media Partners, Buffalo, N.Y., in same capacity.

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

SATELLITE/WIRELESS

Tony Lyra Jr., VP, consumer products, Coteminas Textiles, Brazil, joins Galaxy Latin America, Fort Lauderdale, Fla., as VP, marketing, sales and distribution.



Buckley



Feldman

Appointments at GlobeCast North America, Dallas: **Valerie Larson**, director, business development, Dallas/Fort Worth Teleport, joins as Midwest region sales manager; **Keith Buckley**, executive VP, sales, named executive VP, broadcast services division; **Jonathan Feldman**, senior VP, customer

service and transponder management, named executive VP, multimedia division.

Jim Ramo, executive VP, DIRECTV, joins TVN Entertainment Corp., Burbank, Calif., as president/COO, Digital Cable Television digital programming and delivery system.

Appointments at United Video Satellite Group Inc., Tulsa, Okla.: **Toby DeWeese**, VP, business development and technology, Primestar by TCI, joins as VP, corporate development; **Michael McKee**, COO, Bama Companies Inc., joins as president/COO, Superstar Satellite Entertainment division and Superstar/Netlink Group.

ASSOCIATIONS/LAW FIRMS

Edward Korenman, manager, communications, the Consumer Electronics Manufacturers Assn., Arlington, Va., named staff director.

Gordon Manning, staff consultant, editorial projects, NBC News, elected president of The International Council of the National Academy of Television Arts & Sciences (NATAS) Foundation.

Appointments at the FCC, Washington: **Lawrence Strickling**, VP, public policy, Ameritech, joins as chairman, enforcement task force; **Regina Keeney**, chief, Common Carrier Bureau, joins the International Bureau in same capacity.

TELEMEDIA

Appointments at ABC.com, New York: **Patricia Vance**, VP, ABC Interactive, named senior VP/GM; **Sue Treiman**, director, programming, ABC Multimedia, named executive producer; **Norman Basch**, manager, business development, Electronic Arts, joins as director, business development.

James Ginsburg, VP, advanced information technologies, Tele-Communications Inc., joins Jones Internet Channel, Englewood, Colo., as chief technology officer and executive VP; **Steven Gamp** joins Jones Cyber Solutions Ltd., Englewood, as president.

Carol Head, director, marketing services, the Los Angeles Times, joins Holly-



Vance

wood Online (hollywood.com), Hollywood, as senior VP, sales and marketing.

Jake Winebaum, president, Disney Online, Burbank, Calif., adds president, Buena Vista Internet Services, Burbank, to his responsibilities.

ALLIED FIELDS

Faith Wall, senior licensing manager, Equity Management Inc., joins Leisure Concepts Inc., New York, as director, licensing.

Rick Plushner, VP, sales, Americas, Euphonix, joins Solid State Logic, New York, as president, SSL North America.

DEATHS

William Michael "Bill" Burns, broadcaster, died Sept. 16 of complications brought on by pneumonia at St. Francis Central Hospital, Pittsburgh. Burns's career began in 1948 at KQV(FM). In 1953 he moved to KDKA-TV (then WDTV) Pittsburgh as news director/anchor/reporter. In 1984 Burns and his daughter, Patti, became co-anchors of the noon newscast at KDKA-TV. He signed off the air in January 1989.

Newton Baer Jaslow, 81, died Sept. 4 of a self-inflicted gunshot wound at his home in Coconut Creek, Fla. Jaslow retired from his post as lawyer for the FCC in 1981. He had been with the commission for 20 years. Jaslow is survived by three children and four grandchildren.

Curtis B. Plummer, 85, engineer, died of pneumonia Sept. 8 at the Hospice of Washington. Plummer began working for the FCC in 1940 as an engineer. He retired in 1974 as chief of the field engineering bureau. He is survived by his wife, Helen; two children, and a sister.

Richie Ashburn, 70, Philadelphia Phillies baseball announcer, died of a heart attack Sept. 8 in New York hours after broadcasting Phillies-New York Mets Monday night game. Ashburn, who ended his 15-year career as a Major-league Baseball player in 1962, had been broadcasting games on radio and television for 35 years.

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

SBC Media Ventures is selling its Washington-area cable systems to Austin, Tex.-based Prime Cable and The Carlyle Group for \$637 million, hastening Baby Bell parent SBC Communications's exit from the video business. B&C reported last week that SBC was talking with Prime about the purchase. SBC also is selling an option to buy a 75% interest in Prime Cable of Chicago to Prime and the Carlyle Group in a deal valued at roughly \$180 million. Waller Capital represented Prime in the transaction. Sources say Prime is in discussions with TCI to sell it the Chicago-area systems, which encompass about 128,000 subscribers. The two systems, which are in Montgomery County, Md., and Arlington, Va., encompass about 270,000 subs. SBC is selling the systems for about \$13 million less than it paid for them.

King World says that it has cleared Roseanne's new talk show in 80% of the country, including 29 of the top 30 markets. The show is set for fall 1998 debut. KWP Chairman Roger King says half the clearances "are guaranteed for early fringe," a daypart the company defines as 2-6 p.m. "Virtually all the rest" of the clearances are for early fringe or daytime, King adds. In no case will the show compete with *Oprah*, also distributed by KWP, a spokesperson says. For the most part, *Oprah* is cleared at 4 p.m.

The debate over campaign finance reform started on the Senate floor Friday, with senators John McCain (R-Ariz.) and Russell Feingold (D-Wis.) reintroducing their bill

Dean of anchors retiring

David Brinkley will retire from television on Sept. 30, when his current ABC contract expires. He turned down an offer from the network to renew.

Television grew up with Brinkley, who, when teamed with the late Chet Huntley on NBC, became part of network TV's first high-profile nightly anchor team. Their *Huntley-Brinkley Report* aired from 1956 until Huntley's retirement in 1970. The show began as a 15-minute broadcast and, in 1963, was expanded to a half-hour. Their sign-off, "Good night, Chet; good night, David," became a popular culture catch-phrase for the Baby Boom generation.

Brinkley had joined NBC in 1943 as a White House radio correspondent and writer. He held several radio and TV news posts there before teaming with Huntley. After his partner's retirement, he anchored the nightly news, provided commentary and hosted his own news magazine.

He made the jump to ABC in 1981 to launch *This Week with David Brinkley*. The program was practically an overnight success and was a ratings leader among Sunday morning public affairs shows thereafter. —JE



minus provisions that would require broadcasters to give politicians free airtime. Senate Majority Leader Trent Lott (R-Miss.) will bring up his amendment this week, a spokesperson said. McCain will follow Lott with an amendment that would reinsert free and reduced-rate airtime into the bill, although McCain does not believe the issue has significant Senate support. "The broadcasters are powerful," McCain said last week when asked why free airtime was excised from his bill.

In an effort to boost distribution, **Comedy Central is taking its affiliate sales operation in-house**, moving it from 50%-owner MTV Networks. Brad Samuels, Comedy's affiliate sales vice president, says the network plans to open four

regional sales offices and add about 20 staffers to service cable systems. After MTV's Ha! and Home Box Office's Comedy Channel merged to create Comedy Central in 1991, MTVN hung on to affiliate sales to save money and take advantage of the distribution power of Nickelodeon and MTV. Samuels credits MTVN's sales force for its work for Comedy, but he adds that "it's just hard to balance all the priorities and information to sell several networks at once. We're where we can take it the rest of the way home."

Hamdon Entertainment has secured exclusive international distribution rights to all made-for-TV movies from Harpo Films, the film division of Oprah Winfrey's Harpo Entertainment

Group. The three-year deal includes such productions as *Before Women Had Wings* and ABC miniseries *The Wedding*, which will be offered at MIPCOM.

Litton Syndications will distribute a collection of four new hour specials based on the series *Jack Hanna's Animal Adventures*. The specials—in which Hanna leads viewers into animal sanctuaries around the world—will be available April-December 1998. *Animal Adventures*, which kicks off its fifth season next week, is cleared in more than 95% of the country.

CNN national correspondent John Holliman has been invited by Russian officials to spend a month on the troubled Mir space station. Holliman is CNN's resident space expert. He said he'd be "thrilled" at the opportunity to report from Mir, although CNN has not yet decided whether it will allow Holliman to make the journey. If he does go, Holliman would be the first Western journalist to visit MIR, which already has hosted one visit from a Japanese TV reporter.

The Internal Revenue Service approved Gaylord Entertainment Co.'s tax-free sale of The Nashville Network and Country Music Television to Westinghouse Corp.'s CBS Cable unit. The deal, expected to close this week, will pay Gaylord shareholders \$1.55 billion in Westinghouse stock, while all of Gaylord's other broadcasting and theme-park assets will be spun off into a newly created company that will be held by current Gaylord shareholders.

CBS correspondent Les-

Iey Stahl will anchor Eye on People's series I Remember.

The weekly show looks at events over the past three decades through personal reflections of CBS News reporters. It had been anchored by Charles Kuralt before his death in July.

Attendance at RTNDA's convention

in New Orleans Sept. 17-20 was up 33% over the year before, according to the final attendance figure released by the association: a record 3,165.

Congress and the FCC should consolidate the commission's mass media functions into one bureau, repeal the newspaper/ broadcast crossownership rule and turn back initiatives to establish quantitative public interest rules, according to a new paper from the Citizens for a Sound Economy Foundation. Written by Washington communications lawyer Robert Corn-Revere, the paper proposes a series of recommendations for creating a "smarter, slimmer commission."

Khandi Alexander—who plays radio anchor Catherine Duke on NBC's *NewsRadio*—will be written off the show by the eighth episode. She could return for cameos, however. Alexander, who is the only African-American in the cast, was unhappy with her character and asked to leave, a source on the show says. Alexander also plays Jackie, the sister of

NSS POCKETPIECE

Top ranked syndicated shows for the week ending Sept. 14, as reported by Nielsen Media Research. Numbers represent average audience/stations/% coverage.

1. Wheel of Fortune	10.2/231/98
2. Jeopardy!	8.6/221/98
3. NFL on TNT Regular Season	8.0/3/76
4. Home Improvement	7.8/232/99
5. Seinfeld	6.9/224/96
6. Oprah Winfrey Show	6.4/237/99
7. Simpsons	6.3/201/95
8. Entertainment Tonight	5.7/172/94
9. Hercules, Journeys of	4.8/225/98
9. Xena: Warrior Princess	4.8/210/97
11. Rosie O'Donnell Show	4.7/234/99
12. Extra	4.6/217/96
13. Inside Edition	4.1/146/90
13. Montel Williams	4.1/192/96
15. Live with Regis & Kathie Lee	3.9/241/99

Eriq La Salle's character, Dr. Peter Benton, on NBC's *ER*.

Tele-Communications Inc. plans to sell a majority interest in its education and training subsidiary, ETC w/tci Inc., to Los Angeles-

based start-up Knowledge Universe, which was created in 1996 by former junk-bond maven Michael Milken and Oracle CEO Larry Ellison. In creating the new venture, TCI plans to buy out ETC Chairman Tony Coelho's minority interest in ETC, with Coelho resigning his position and becoming a consultant to TCI. Elliot Gerson, ETC president, will become interim CEO of ETC. According to the letter of intent between TCI and Knowledge Universe, the latter will make a substantial investment in the new venture, and ETC will contribute a significant portion of its assets. Among the assets in ETC (which stands for education, training and communications)

are CareerTrack, a Boulder, Colo., business education and training business; the National School Conference Institute, and Ingenius, which distributes multimedia products and services for schools.

Consumer groups, EchoStar and DIRECTV told the FCC last week that allowing Primestar to assume ownership of MCI's full continental U.S. (CONUS)

satellite license would harm American consumers. "[T]he transactions the applications seek to consummate would not just be contrary to the public interest, but their approval would decimate the public interest," wrote Media Access Project.

Developing video streaming services for customers with PCs is a priority for Bell Atlantic, according to Raymond Smith, BA chairman. Smith tells BROADCASTING & CABLE that his company is one of

the telcos involved in video streaming of clips on demand in trials of VDO-net's VDOLive 3.0. BA is intently pursuing the technology as a way to combine delivery of video services with telephony, according to Smith, who sees cable companies offering no immediate threat to enter BA's core business. Finding some way of initiating video service is particularly important to BA in the wake of its ill-fated Tele-TV venture.

According to NATPE, several exhibitors planning for the January convention in New Orleans have increased their space reservations a lot over last year's conference. They include Web TV, which goes from a participant in NATPE's digital lounge to its own 2,500-square-foot booth, and Discovery, which has gone from a few hundred square feet in the cable pavilion to a 5,000-square-foot booth. To date, 320 companies have bought some 350,000 square feet of space for the Jan. 19-22 conference.



Drawn for BROADCASTING & CABLE by Jack Schmidt
"I'm always amazed that our sponsors keep beating our sales staff at this game...."

Printed in the U.S.A. Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate. *Broadcasting-Teletesting* introduced in 1945. *Television* acquired in 1961. *Cablecasting* introduced in 1972. *Broadcasting & Cable* introduced in 1989. *Broadcasting & Cable* introduced in 1993. *Broadcasting & Cable* is a registered trademark of Reed Publishing (Nederland) B.V. used under license. *Telemedia Week* is a registered trademark of Reed Elsevier Inc. Reg. U.S. Patent Office.

Cahners

Broadcasting & Cable (ISSN 0007-2028) (GST #123397457) is published weekly except at year's end when two issues are combined by Cahners Publishing Co., 245 West 17th St., New York, NY 10011. Cahners Publishing Co. is a division of Reed Elsevier Inc., 275 Washington St., Newton, MA 02458-1630. Bruce A. Barnet, President and Chief Executive Officer; Jackie A. Daya, Vice President and Chief Financial Officer; Mark Lieberman, Executive Vice President. *Broadcasting & Cable* copyright 1997 by Reed Elsevier Inc. All rights reserved. *Broadcasting & Cable* is a registered trademark of Reed Elsevier Properties Inc. used under license. Periodicals postage paid at New York, NY, and additional mailing offices. Canada Post International Publications Mail Product (Canada Distribution) Sales Agreement No. 0607533. Postmaster: please send address changes to *Broadcasting & Cable*, PO Box 6399, Torrance, CA 90504-0399. Rates for non-qualified subscriptions including all issues: USA \$129; Canada \$169 (includes GST); Foreign Air \$350; Foreign Surface \$199. A reasonable fee shall be assessed to cover handling costs in cancellation of a subscription. Back issues, except for special issues where price changes are indicated, single copies are \$7.95 US, \$10 foreign. Please address all subscription mail to *Broadcasting & Cable*, PO Box 6399, Torrance, CA 90504-0399. Microfilm of *Broadcasting & Cable* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, MI 48106 (1-800-521-0600). Cahners Publishing Co. does not assume and hereby disclaims any liability to any person for any loss or damage caused by errors or omissions in the material contained herein, regardless of whether such errors result from negligence, accident or any other cause whatsoever.

Incorporating TheFifthEstate TELEVISION Broadcasting

Digital's new clothes

Part I

When the long, long history of digital broadcasting and high-definition television is written, Preston Padden will deserve a citation for crystallizing the debate over what that medium is to become. That may not have been his goal when he first told the world how ABC might take advantage of the new medium's flexibility, but that's what happened.

To replay: Padden, the relatively new president of the ABC Television Network, made a speech last month indicating a preference for multicasting over HDTV. Capitol Hill and the broadcasting establishment reacted as though they had never heard of the idea. Hearings were held, statements were issued. Padden, who was scheduled to keynote BROADCASTING & CABLE'S 11th annual Interface seminar last week, elected to leave bad enough alone.

It is not necessary to abandon HDTV to support the Padden inquiry. Nor is it necessary to give him all the credit for multicasting, which was incorporated into the Grand Alliance strategy from the beginning. He merely told it the way it is as broadcasters contemplate how to get from here to there in the digital world. He said aloud what everyone knew.

Maybe it's time for Padden's critics to dust off that story about the emperor's new clothes, not to mention the one about not killing the messenger.

Part II

Padden's remarks and the controversy they triggered in Washington served at least one purpose. If there was any doubt, broadcasters now realize HDTV must feature prominently in their digital plans. Having talked it up for a decade as they wooed Congress for extra spectrum, they can't spurn it entirely now in favor of the equally uncertain business of multicasting and data broadcasting. Given that reality, both competitive and political, it would serve the

medium and the nation if leading broadcasters transformed their vague talk about airing some HDTV into firm commitments to do so. Then they must implement the service with all the enthusiasm and skill they can muster if they want to take the point on the digital future. Our cover subject this week, Jim Goodmon of WRAL-TV Raleigh, has another message worth heeding. Broadcasting cannot afford to risk allowing its cable and satellite competitors to take the lead on HDTV: "That would...[be] a disaster."

McCain mutiny

NBC's independent editorial decision not to follow what it considers an unwise programming course—namely, the addition of specific content labels to the ratings system already in place—has drawn the ire of Senate Commerce Committee Chairman John McCain. The senator wants all the networks to follow in lockstep, voluntarily, of course, whether it's HDTV (or else) or content ratings (or else). In Washington, there is always another wing tip ready to drop.

Two weeks ago, during the "HDTV or else" hearings, McCain asked FCC Chairman Reed Hundt whether the TV stations of someone who didn't adopt the content ratings might just get a longer, harder look come renewal time because, well, not adopting the ratings might make them something of a bad actor and not at all the type of public servant they ought to be, although, of course, they were under no obligation whatsoever to adopt those ratings, it being entirely voluntary. Translation: NBC, if you don't adopt the new content ratings, you might risk losing your licenses. Hundt's response was that to be more effective, the threat would have to be codified in FCC rules (that was the sound of the other shoe).

In case NBC missed his message, McCain says he will be following up with a letter to the network respectfully suggesting they get with the program. The "or else" goes without saying. Therein lies the danger.

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

Harry A. Jessell, editor
Mark K. Miller, managing editor
Kira Greene, assistant managing editor (special projects)
John S. Eggerton, assistant managing editor
Dan Trigoboff, senior editor
David R. Borucki, art director
Kim McAvoy, contributing editor
Elizabeth A. Rathbun, **Chris McConnell**, assistant editors
Paige Albinak, staff writer
Sara Brown, editorial assistant
Denise P. Smith, **Kenneth R. Ray**, graphic artists
Winslow Tuttle, proofreader

New York 245 West 17th Street, 10011; 212-645-0067; Fax 212-337-7028
Stephen McClellan, bureau chief
John M. Higgins, assistant managing editor (cable)
Richard Tedesco, associate editor (Telemedia)
Donna Petrozello (radio),
Glen Dickson (technology), staff writers

Los Angeles 5700 Wilshire Blvd., Suite 120, 90036;
213-549-4100; Fax 213-937-4240
Lynette Rice, bureau chief
Joe Schlosser, staff writer

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

Broadcasting & Cable

Peggy Conlon, vice president/group publisher
Donald V. West, editor at large

Cahners Publishing Co.

Bruce Barnet, president and chief executive officer
Mark Lieberman, executive vice president
Richard Vitale, vice president, operations and planning
Dan Hart, group controller
Robert W. DeAngelis, circulation director
Sharon Goodman, director of manufacturing and distribution
Louis Bradfield, distribution director
Rick Higgs, production manager, systems manager
202-463-3718; Fax 202-728-0695

Circulation Inquiries

Broadcasting & Cable: 800-554-5729
Broadcasting & Cable Yearbook: 800-521-8110

Sol Taishoff, Founder and Editor (1904-1982)
Lawrence B. Taishoff, Chairman Emeritus

Los Angeles 213-549-4113; Fax 213-937-5272

Gary Rubin, national advertising director
Craig Hitchcock, account executive
Chuck Bolcom, account executive, (technology/cable),
San Francisco, CA 317-815-0882; Fax 317-815-0883
Kathleen Shuken, administrative assistant
Barbara Wise, director of creative services

New York 212-337-6940; Fax 212-337-6947

Millie Chianelli, director of cable advertising
Robert Foody, director of technical advertising
Yvonne Pettus, **Julie DesRoches** account executives
Joan Miller, executive secretary
Estrella Diaz, executive assistant

Classified 212-337-7073; Fax 212-206-8327
Antoinette Pellegrino, manager, classified/telemarketing
Doris Kelly, **Sandra Frey**, **Francesca Mazzucca**,
advertising sales representatives
Sari Weiner, sales assistant

International Group

Broadcasting & Cable International □
Television Asia □ Television Europe
Randi T. Schatz, associate publisher
212-337-6944; Fax 212-337-6948

Lisa M. Murphy, international advertising coordinator

London, Broadcasting & Cable (Editorial)

Paramount House, 162-170 Wardour St., W1V3AT;
44-171-437-0493; Fax 44-171-437-0495
Meredith Amdur, **Lloyd Shepherd**, international editors

Broadcasting & Cable

presents



HONORING
(pictured left to right, top
to bottom row)

Tom Brokaw

Dan Burke

Mary Hart

Bob Johnson

Peter Lund

Lowry Mays

Akio Morita

Marlo Thomas

POSTHUMOUSLY
HONORING

John Chancellor

William Conrad

Sheldon Leonard

Brandon Tartikoff

Danny Thomas

The Seventh Annual Hall of Fame



Broadcasting & Cable welcomes thirteen media luminaries into its **Hall of Fame** in recognition of their substantial and lasting contributions to the medium.

The Seventh Annual Hall of Fame inductions will be celebrated with a black-tie dinner on November 10, at the Marriott Marquis in New York City. A special souvenir program will be distributed at the event and will also be included in the November 10 issue of

Broadcasting & Cable, reaching 38,000 readers across the country.



The Hall of Fame will also remember Brandon Tartikoff, whose enthusiasm for television knew no bounds. A special tribute in his honor is planned.

Take this opportunity to applaud these outstanding television and radio professionals with a message in this section. Call today to reserve your ad space. And, join us at the event!

ISSUE DATE: November 10 — AD CLOSE: October 31

For table reservations contact Circle Special Events.

(212) 213-5266

404 Park Avenue South, New York, NY 10016

**Broadcasting
& Cable**

ONE MARKETPLACE. ONE MAGAZINE.

Advertising Offices: New York 212.337.7053 Los Angeles 213.549.4113
Western Technology/Cable 317.815.0882 Washington D.C. 202.659.2340

C O N G R A T U L A T I O N S

NBC and Guy Pepper

on your *Emmy Award*

Election Night: Decision '96



And an outstanding team:

Ralph Famiglietta
Tony Franqueira
Cathy Krebs
Sam Mandragona
Nacho Sanz-Pastor
Luis Barcena
Neal Macklin
Philip Paully
Gary Telfer
Layne Dornstein

We continue to be inspired by your vision.



SiliconGraphics
Computer Systems