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Vol. 128 No. 1 67th Year 1998 A Cahners Publication

Dan's Back

Now It's a Three-way Race

NBC's Thursday will lose master of its domain

Sinclair to drop four more UPN's

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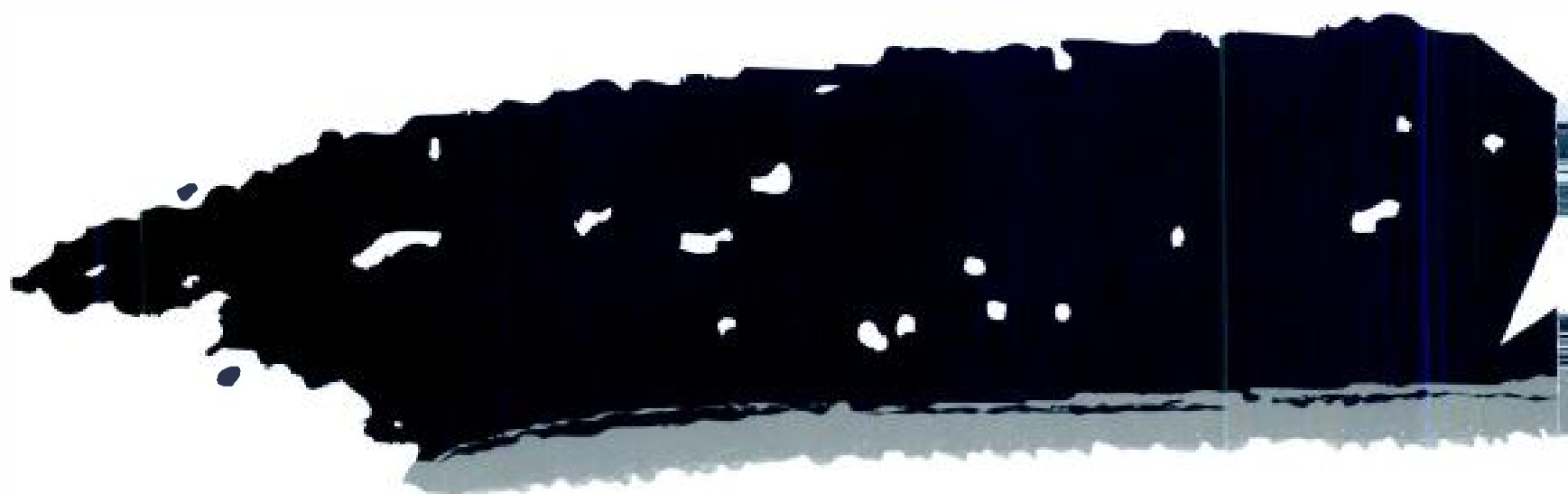
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NBC loses 'master of domain' Filling the Thursday night hole left by the departure of Jerry Seinfeld is just one of NBC's problems. The network faces negotiations for sports rights and for *ER* that threaten to suck up 80% of operating profit. / 6

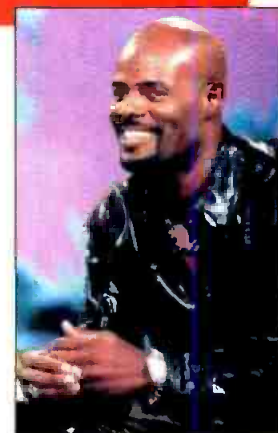
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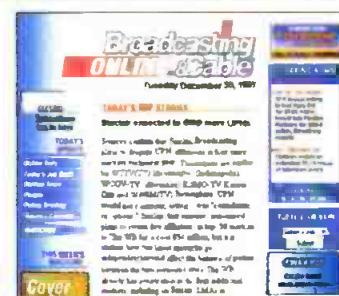
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Dan's back: now it's a three-way race

Dan Rather, a star at CBS for more than 30 years, talks with BROADCASTING & CABLE about news, ratings and his recent decision to stay with CBS despite CNN's overtures. / 26

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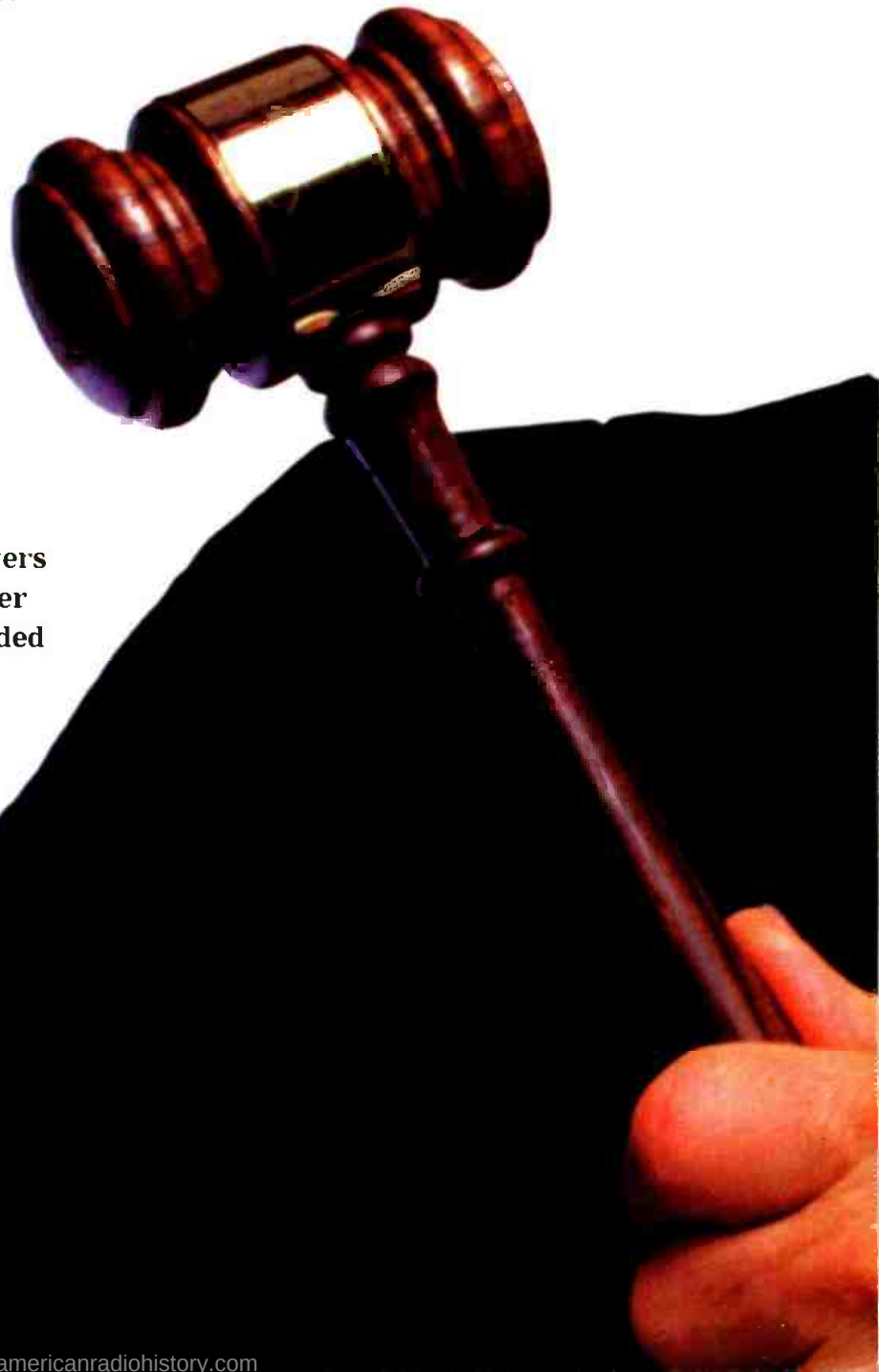
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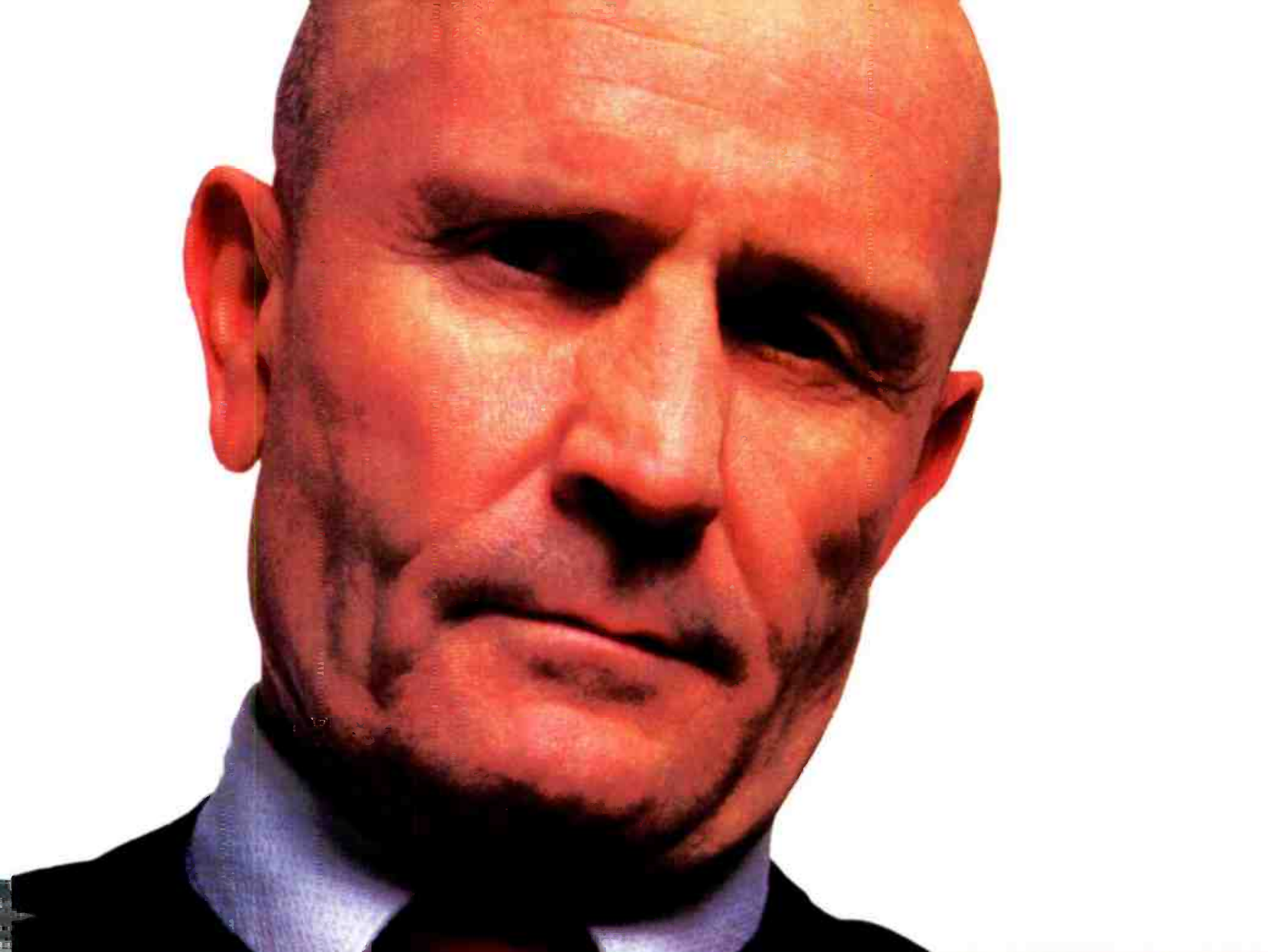
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Top of the Week

NBC: Must-see or must-pay?

Filling 'Seinfeld' slot is just one of the network's problems as it faces sports rights and 'ER' negotiations that could suck up 80% of its operating profit

By Steve McClellan

Jerry Seinfeld's decision to end his show after this season has left NBC with a big hole in its biggest night, and potentially an even bigger hole in its wallet.

Even without *Seinfeld*, ad executives say, NBC will still be in relatively good shape demographically—assuming it can renew *ER*. But the prospects for its bottom line are less optimistic.

The network reportedly has until March 1 to renew *ER* before Warner Bros. can put it up for auction. Analysts estimate that NBC's current license fee for the show is \$2.5 million per episode. Word is Warner wants to up that to \$9 million and secure additional commitments to future programs and pilots. If NBC accepts a deal close to that number, it will reduce the network's Thursday night profits by half, to about \$100 million, analysts say.

But the alternative—no *Seinfeld* and no *ER*—would be worse. Without those ratings drivers, neither *Veronica's Closet* nor *Union Square* appears strong enough to deliver big ratings or revenue.

On top of its prime time woes, NBC has the NFL negotiation coming up. If it is able to keep football, that will take a substantial bite out of the network's profits going forward. Wall Street analysts estimate the NBC Television Network's operating profit at about \$500 million in 1997. And they say that the new NBA deal and upcoming *ER* and NFL negotiations, if successful, could hack \$400 million off the network's annual bottom line.

"It's a big blow" to NBC to lose *Seinfeld*, says Steve Sternberg, senior partner, BJK&E Media, New York. "NBC was going to have problems staying in first place on a household basis next season, even with *Seinfeld*," he says.

But *Seinfeld* is just one of several problems NBC has to deal with in its



Losing 'Seinfeld' is just one of NBC's next-season problems.

schedule next season, according to Jon Mandel, senior vice president, director of national broadcast, Grey Advertising. "NBC's problem is sort of like 'bring in the clones,'" a reference to the many younger-skewing ensemble comedies in the network's prime time lineup. "Tell me the difference between any of those shows," he says. "*Cheers* and *Seinfeld* were both very different shows. They need to find the next very different show. If they just bring in the clones, they'll continue to have problems."

NBC loses 'nothing'

Christmas arrived right on schedule for CBS, ABC and Fox, with word that *Seinfeld* had decided to call it quits.

That lump of coal had barely hit NBC's stocking before industry chatter began on what would replace *Seinfeld* next season. Among current shows, three candidates stand out: Tuesday's *Frasier* or *Just Shoot Me* and Wednesday's *Third Rock from the Sun*. But the question is whether the network will risk weakening Tuesday or Wednesday in trying to bolster Thursday.

Although NBC wasn't talking, just

about everyone agreed last week that *Seinfeld*'s decision to bow out is a major blow to the network.

Over the course of its nine-season life, the show about "nothing" has been one of NBC's two most profitable shows (*ER* is the other). Media buyers estimate that *Seinfeld* sells for nearly \$550,000 per 30-second unit. *Seinfeld* has probably earned NBC \$350 million–\$400 million and another \$700 million or so for producers/distributors in domestic syndication and international sales, putting the show's lifetime profits at more than \$1 billion, analysts say.

Seinfeld is not as profitable as it once was for NBC. The license fee jumped to almost \$6 million per episode last year, making the show a

break-even proposition in the 1997-98 season. Before that, per-season profits for NBC on the program ranged from \$65 million to \$100 million.

Season to date, NBC's Thursday night lineup includes the top four-ranked shows among adults 18-49: *ER*, *Seinfeld*, *Veronica's Closet* and *Friends*, respectively. *Union Square*, NBC's other Thursday comedy, is sixth-ranked in the demo for the season. The top four 18-49 shows are also the top four shows in terms of total viewership, while *Union Square* falls to ninth place in that category.

With *Seinfeld*'s huge audience pull, the network has been able to sustain Thursday nights as a gold mine that delivers about \$200 million in profits each season on sales of about \$700 million. Newcomers *Veronica's Closet* and *Union Square* have relatively small per-episode license fees. And with the ratings halo provided by *Seinfeld* and *ER*, the shows are said to earn \$50 million–\$60 million each.

NBC was even prepared to lose money on *Seinfeld* next season to keep the show in production and help sustain

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NEWS & ENTERTAINMENT

BVT, 20th ironing out late-night wrinkles

By early this week, the late-night picture should be a little clearer, but not entirely so.

Buena Vista and Twentieth Television executives are scheduled to meet with Fox station head Mitch Stern to sort out where *The Magic Hour* and *The Keenen Ivory Wayans Show* will wind up on the all-important Fox O&Os.

One thing seems certain: *The Magic Hour*, which is produced by Fox syndication wing Twentieth Television, will be on the Fox stations starting June 8. When Twentieth announced the launch of Magic Johnson's late-night talk/variety show two weeks ago, the press release said that Johnson will likely wind up at 11 or 11:30 p.m. on many of the Fox stations.

Sources say that Johnson has not been assured of occupying any particular time periods and that his show may run after one or two off-net sitcoms in a number of markets. Sources also say that no official deal between Twentieth and the Fox stations has been finalized and that the two sides are working on a "handshake." Neither Twentieth nor the Fox stations would comment.

As for Buena Vista, Wayans' show occupies the time slots that *The Magic Hour* is said to be filling this summer on the Fox stations. Buena Vista has a contract with the Fox O&Os that takes *Wayans* into September and is preparing to sign an incentive-fee contract for another season.

Buena Vista's new contract will likely require *Wayans* to hit certain February sweeps ratings goals to stay in its current time slots. If *Wayans* doesn't meet or surpass such goals, sources say, the show probably will be moved behind Johnson this summer with the final summer tallies deciding what happens in the fall.

Wayans could also continue to air in the lucrative 11-11:30 p.m. spots on Fox stations, where the show lately has enjoyed a ratings climb. When all is said and done, sources say the Fox stations may return to reruns of *Frasier* and *The Simpsons* in late night. —Joe Schlosser

Thursday night as its cash cow. The network reportedly offered Jerry Seinfeld \$5 million an episode to keep the program going. But Seinfeld told the *New York Times*, which broke the story Christmas Day, that it wasn't about money but about going out on top. "I wasn't even looking for a raise," he told the *Times*. The comedian makes more than \$1 million per episode, while his co-stars earn \$600,000.

NBC's only comment last week was a statement respecting Seinfeld's decision to move on. But executives clearly are focused on ways to minimize the financial impact of the upcoming negotiations. Part of the solution may be a joint venture with affiliates, in which the network and stations would bear the costs of huge program investments—and, of course, share whatever returns are realized. ■

Magness combatants talking settlement

Deal would have Malone returning some shares to heirs

By John M. Higgins

The parties wrestling over the estate of late Tele-Communications Inc. chairman Bob Magness were getting ready to settle their feud last week, with TCI Chairman John Malone offering to restore half of the supervoting TCI shares he snared from the Magness heirs.

Sources familiar with the discussions say that attorneys for sons Kim and Gary Magness, wife

Sharon Magness, Malone and TCI spent much of the Christmas vacation hammering out a plan to settle the two main disputes surrounding the estate.

First, they would partly unwind Malone's clever maneuver to essentially extinguish the Magness estate's 30.5 million-share block of supervoting Class B shares that controlled just a sliver of TCI's equity but 20.8% of the company's shareholder votes.

Second, the talks would increase the estate's payout to Sharon Magness, who had gone to court protesting that her \$35 million share was too small. Sources would not specify her share under the settlement talks, but they say it is less than the \$100 million she has demanded.

TCI and an attorney for the sons would not comment, while lawyers for Sharon Magness and the executors of the estate did not return calls.

The fight broke out last summer,



The main disputes over the estate of Bob Magness, the TCI chairman who died in November 1996, may soon be resolved.

about eight months after Magness died of cancer. Although in life he was addicted to financial engineering and structured TCI to avoid paying taxes, any cleverness was absent from his will, and he left his estate facing \$273 million in estate taxes.

Last June, executors and Malone associates Donne Fisher, former TCI CFO, and Dan Ritchie, University of Denver president, agreed to pay the bill by exchanging Magness's 10-votes-per-share Class

B stock to TCI for low-power Class A stock and then selling the shares for \$530 million to investment bankers Merrill Lynch & Co. and Lehman Bros., which were eager to help Malone.

Malone didn't put out any cash, yet he managed to end up extinguishing the chunk of votes larger than his own then-16% block.

The Magness heirs didn't protest at the time (Kim sits on the TCI board that approved that deal). But the sons began complaining once TCI's stock started to zoom. Stock that was sold in June for \$16.52 per share is now trading about 70% higher.

Just as Malone used TCI to park the stock for him, TCI could be the big loser if the deal is unwound. TCI has a two-year option to repurchase the stock from the investment bankers, so Merrill, Lehman and Toronto Dominion Bank (which bought some shares from Lehman afterward) could never have

sold at a fat profit to begin with. But depending on how the stock deal is reversed, TCI's public shareholders could be out \$183 million in paper gains from the option.

A settlement isn't likely to dampen another bit of friction over the stock sale, an attempt by Comcast and partner Microsoft Corp. to buy the Magness shares. Last June, Comcast's main investment banker, Lazard Freres & Co., contacted the executors with a sketchy offer to buy the stock. Lazard kept its clients' identities secret, and

the offer went nowhere.

"It was on the table for like 10 minutes," says one source familiar with the offer.

Even Malone didn't know. But he found out six weeks ago, when the Magness sons' attorneys offered the Lazard fax to bolster their argument that Fisher and Ritchie had ignored outsider bids that would favor Malone. At a November meeting of CableLabs' executive committee in New York, Comcast Corp. President Brian Roberts approached Malone to inform him of

Comcast's brief move before he heard it elsewhere. "Malone wasn't happy," said one cable industry executive.

Two weeks ago, a *New York Post* article depicted the two companies in a fierce fight, partly over the stock move. At Comcast's urging, TCI and Comcast issued a joint statement denouncing the story as overblown.

However, Wall Street executives noted that TCI President Leo Hindery—not Malone—was quoted in the statement about TCI's "cherished" relationship with Comcast.

Sinclair pulling more UPN affiliations

UPN's Valentine cancels affiliate meeting at NATPE

ing out on top in a Maryland
Broad-

that gives Sinclair another three UPN affiliates: WNYS-TV Syracuse, N.Y.; WDKA (TV) Paducah, Ky.; Cape Girardeau, Mo. and WMMP-TV Charleston, S.C. It is

ter will strip those N ties if and when the deal. Sources on likely will come half of 1998.

ready tough times at head Dean Valentine station general man- am directors before e was canceling his ing.

ing with Tom Nunan, nment president, was affiliates at a break- uring the NATPE con- Orleans. Valentine said memo that the last- ation was due to "the ssociated with our pro-

process is exactly what were expecting to hear- (fast.

ng to announce, it is bet- nce nothing; and having battles, it's probably bet- e," says Bill Carroll, direc- tor of programming at Katz Media. "Is it convenient? Sure. But is there more to it than that? I don't think so."

A UPN spokesperson said last week that the network will have a strong presence at NATPE and that network executives will meet with station heads on a smaller scale during the conference. Valentine still is scheduled to attend NATPE meetings on Sunday, Jan. 18, and to sit on a network panel the following day. One UPN affiliate head said, "I'd much rather have Dean in Los Angeles working on the schedule and trying to get shows on the air than meeting with affiliates at some dumb breakfast."

—Joe Schlosser

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Sinclair executives
spokesperson for UPN said the network is "evaluating its options" for the lost markets.

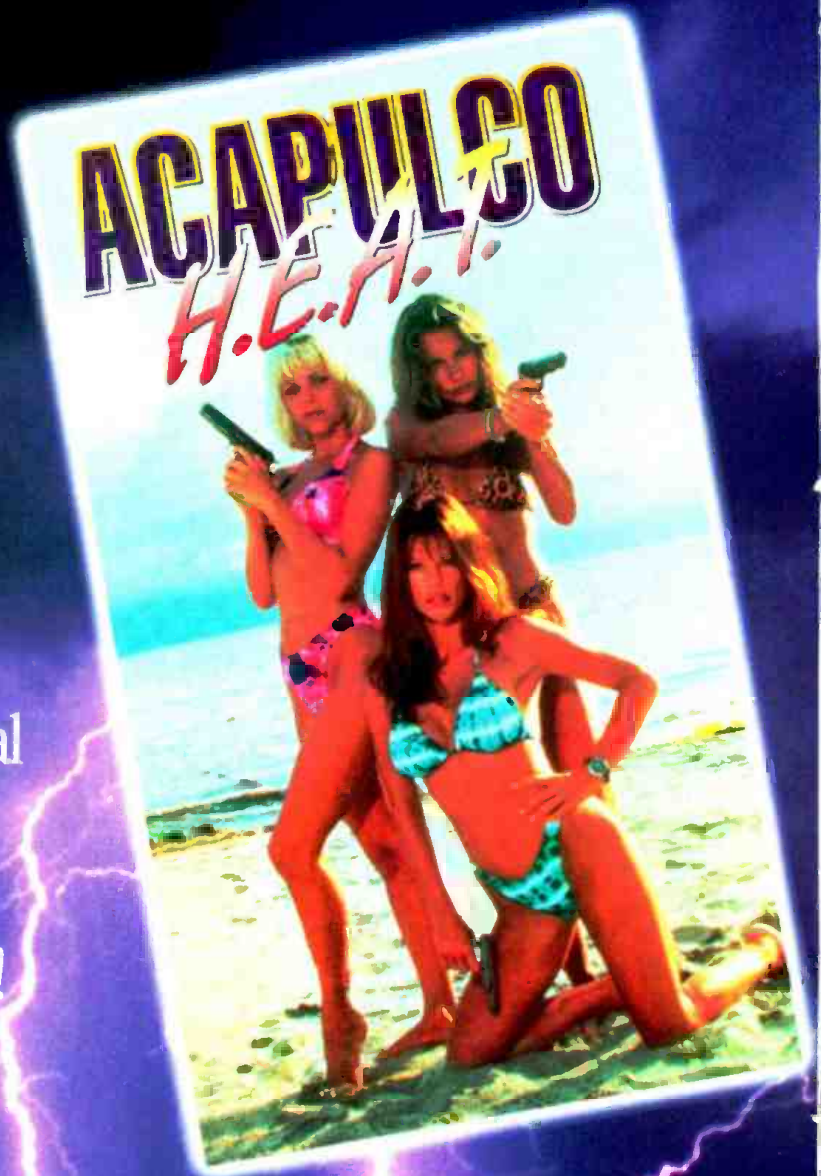
The move in Indianapolis came as no surprise, because the Paramount Stations Group—part owner of UPN—purchased the current WB affiliate there in October. In an effort to recoup some of its losses, the Paramount Stations Group just purchased Silver King's former outlet in Baltimore, WBSW-TV.

The loss of Milwaukee, Kansas City and Birmingham will cost UPN 2.1 million homes, added to the 4 million it lost with the earlier defections to The WB. Overall, UPN will lose more than 6% of its national reach.

Sinclair is awaiting FCC approval of its acquisition of Max Media Properties, a deal struck earlier this month

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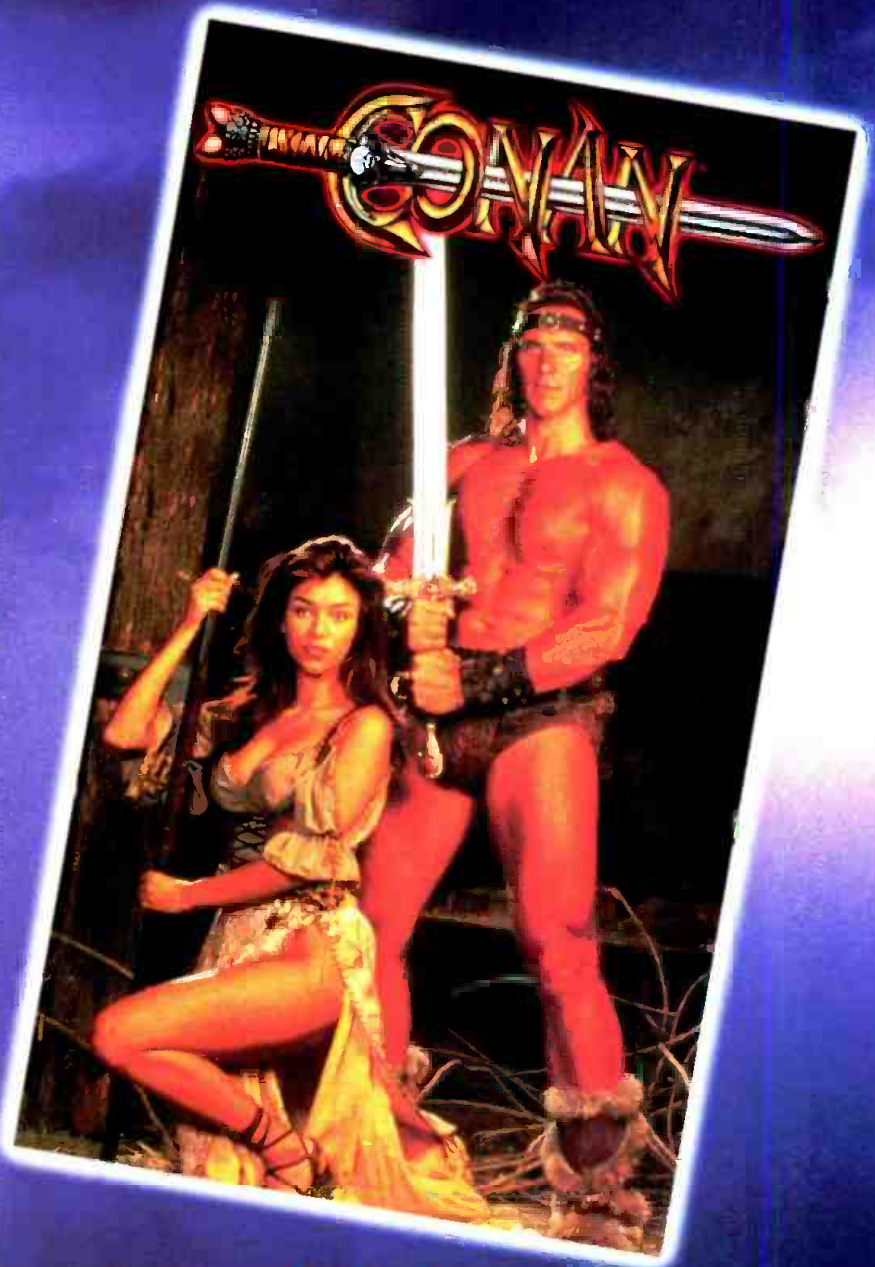
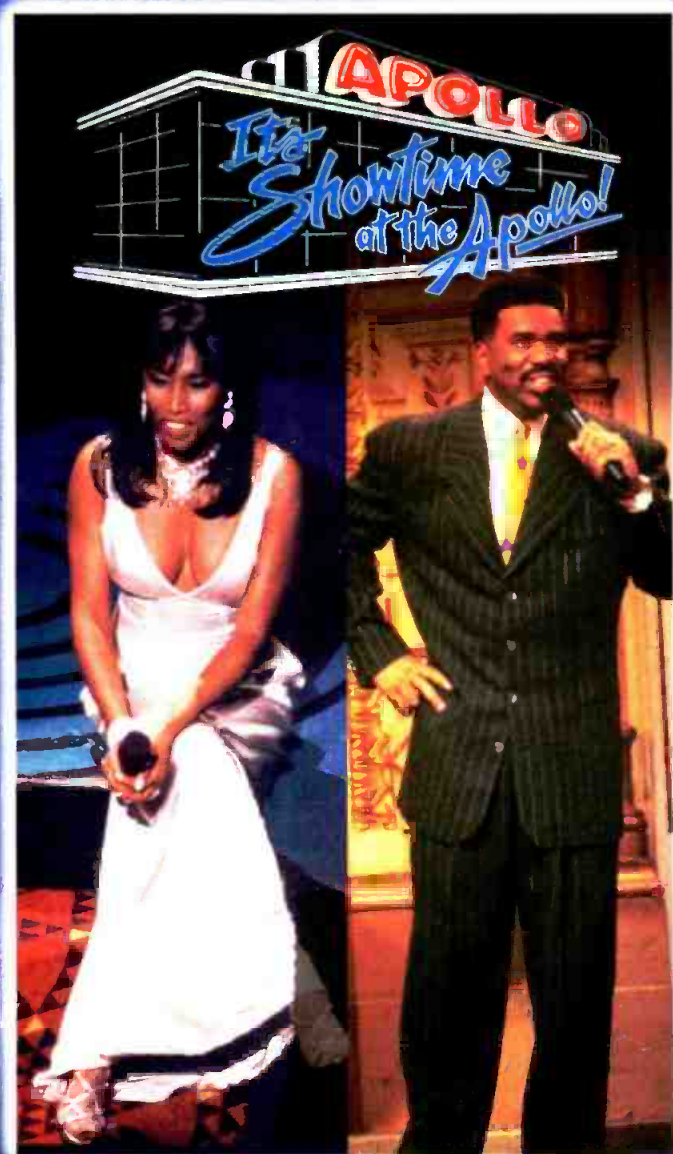
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NAB to support 'local into local'

Board expected to OK satellite delivery of local TV signals in their markets

By Paige Albiniak

The National Association of Broadcasters plans to adopt a position that would support satellite retransmission of local TV signals into their markets as long as satellite broadcasters carry all the signals in those markets, sources say.

The proposal will be presented to the board at the NAB's January meeting in Laguna Niguel, Calif.

"I think we want to support some form of local into local as long as the local stations have the protections they need," says Bill Sullivan, vice president of Cordillera Communications.

If NAB has its way, satellite carriers that choose to rebroadcast local signals will be subject to must-carry requirements in those markets as well as to other regulations that now apply to cable operators, sources say.

The NAB, although previously reluctant to state an official position,

long has quietly supported satellite carriers' so-called local-into-local plans. This support grew after fellow broadcaster Jim Goodmon of Capitol Broadcasting articulated plans for a national satellite service that would make all local stations available for all satellite carriers in all markets.

"We're delighted that broadcasters see the importance of allowing satellite broadcasters to compete with cable," says EchoStar Washington representative Karen Watson. EchoStar is the only direct broadcast satellite company that has publicly said it plans to offer local broadcast signals in local markets.

But EchoStar does not favor a must-carry requirement, Watson says. "We don't have the capacity to do must carry. But we are going to carry as many stations [in each market] as our capacity allows."

EchoStar plans to retransmit local signals into "white areas"—places where viewers do not clearly receive

off-air broadcast signals—starting this month. EchoStar does not plan to make all local signals available in white areas, because it will not have the satellite capacity to do so at first.

"When we have the penetration that cable has, then it will be economically feasible to do all the stations," Watson says.

Congress will begin considering a rewrite of the Satellite Home Viewer Act (SHVA)—including local-into-local and other satellite issues—when it returns to session at the end of next month.

Members of Congress want to allow satellite carriers to retransmit broadcast signals in their markets because they believe it will encourage competition to cable. The SHVA, which governs the satellite television industry and expires in December 1999, does not allow satellite transmission of local signals into their markets.

The House and Senate Judiciary and Commerce committees will be rewriting the SHVA in 1998, although

NAB predicts 8% revenue gain

Revenue jumps for the National Association of Broadcasters won't be as drastic this year as they were last year, but the association's income continues to climb.

Total revenue is expected to rise 8%, to \$46,916,628, from a projected \$43,440,251 in fiscal 1997-98.

NAB's annual convention remains the big money-maker. The association predicts that NAB '98 will rake in \$29,972,228 in fiscal 1998-99, up more than \$3 million from the previous year's \$26,922,608. Expenses for the show, however, will increase 12.7%, or \$1,039,000, to \$9,235,000. NAB attributes the increased expense to greater attendance and higher rental costs for space on the convention floor. The show is expected to bring in \$20,736,277 in net income, 10.7% higher than last year's \$18,725,952.

Revenue for the 1998 Radio Show, scheduled for Seattle, is expected to remain flat at around \$2,732,754. The Radio Show brought in almost \$400,000 more than budgeted last year, however. The show earned \$2,730,353, compared with the expected \$2,330,567. In fiscal 1996-97, the Radio Show earned \$3,587,035.

—Paige Albiniak

NAB's 1998-99 PROPOSED BUDGET

(April 1, 1998–March 31, 1999)

	Projected '97-'98	Proposed '98-'99	% ch.
REVENUE			
Dues, radio	\$3,655,055	\$3,598,063	(1.6)%
Dues, TV	5,366,153	5,572,408	3.8
Dues, assn. members	1,250,000	1,280,000	2.4
NAB convention	26,922,608	29,972,228	11.3
Radio convention	2,730,353	2,732,754	0.1
NAB services	1,215,397	1,265,000	4.1
Adv. & event marketing	302,925	349,500	15.4
Interest	1,400,000	1,600,000	14.3
Other	597,761	546,675	(8.5)
Total Revenue	\$43,440,252	\$46,916,628	8.0%
EXPENSES			
Government relations	\$3,276,030	\$3,243,610	(1.0)%
Legal	1,343,118	1,433,406	6.7
Human resource development	233,376	239,487	2.6
Corporate communications	1,034,222	1,105,144	6.9
NAB services	1,291,135	1,308,170	1.3
Adv. & event marketing	237,146	302,504	27.6
Science & technology	952,014	1,017,160	6.8
Research & information	1,411,704	1,564,404	10.8
Radio	1,097,959	1,154,881	5.2
Television	1,112,243	1,138,678	2.4
Meetings & conference services	715,136	784,557	9.7
Conventions & exhibitions	55,296	58,287	5.4
International	565,617	615,207	8.8
General & administrative	9,151,306	9,815,608	7.3
NAB convention	8,196,656	9,235,951	12.7
Radio convention	2,021,633	2,005,034	(0.8)
Board contingency	1,013,500	992,500	(2.1)
Total Expenses	\$33,708,091	\$36,014,588	6.8%
NET INCOME	\$9,732,160	\$10,902,040	12.0%

staffers do not expect the bill to be finished this year because of the legislation's complexity.

The board also will discuss other satellite issues at its meeting, including ongoing negotiations over "white areas"—places where consumers cannot receive a clear broadcast signal over the air. The broadcast and satellite industries have long disagreed about what constitutes a clear signal and who gets to decide whether a signal is clear.

Two satellite carriers owned by cable companies, PrimeStar and Netlink, are working out a white-area agreement with the NAB. Senate Judiciary Committee Chairman Orrin Hatch (R-Utah) and that committee's ranking Democratic member, Patrick Leahy (Vt.), this fall encouraged the industries to complete those negotiations by Christmas or face legislation. The negotiations were not completed.



The NAB Board has a full agenda set for its January meeting in Laguna Niguel, Calif. Among the topics: satellite delivery of local TV stations, "white area" negotiations and digital TV assignments.

Another satellite carrier, PrimeTime 24, is being sued by broadcasters in Texas and Florida over the issue.

The NAB board also plans to discuss the Association for Maximum Service Television's proposal to redo the digital television allotment table. Paxson Communications Chairman Lowell "Bud" Paxson complained in a public letter that this proposal, signed by the NAB, would cheat some of his stations out of lower channel assignments.

Fritts invited Paxson to attend the board meeting to make his position clear. A Paxson spokesperson did not return calls to confirm whether Paxson would accept the invitation.

Others, including Senate Commerce Committee Chairman John McCain (R-Ariz.), say that implementing the reallocation proposal would delay the transition to digital.

"A lot of people fear that with this kind of noise, the allocation process could be slowed down and that could

open the window for spectrum fees, which would be plug-ugly," says Phil Jones, immediate past chair of the NAB's joint board.

The board likely will discuss a similar proposal by the Association of Local Television Stations that would grant low-power UHF stations more power once the digital transition was made. The three major networks—ABC, CBS and NBC—are opposed to that idea. ■

Government to buy anti-drug time

White House launching \$195 million PSA campaign

By Paige Albiniak

The Clinton administration has come up with a new way to get public service announcements on the air—pay for them.

The White House last month announced a program to boost anti-drug advertising campaigns to the tune of \$195 million a year. It expects Congress to appropriate that amount each year for five years. The administration plans to place ads—already created by the Partnership for a Drug-Free America and The Ad Council—on all media, including television and radio, print, billboards, buses and the Internet.

The first phase of the national youth anti-drug media campaign will launch this month in Atlanta; Baltimore; Boise, Idaho; Denver; Hartford, Conn.; Houston; Milwaukee; Portland, Ore.; San Diego; Sioux City, Iowa; Tucson, Ariz., and Washington.

The White House's Office of National Drug Control Policy (ONDCP), which is running the pro-

gram, plans to place one set of high-profile spots during the Super Bowl in markets that still have space available.

"For the demographics we want and for the reach, the Super Bowl was recommended by the experts [we're using]," says Alan Levitt, senior adviser and chief of the ONDCP education branch.

ONDCP is specifically targeting 11-13-year-olds, but it also will aim its anti-drug message at 9-17-year-olds and their parents. ONDCP has hired strategic communications firm Porter Novelli to help it determine how best to reach those demographics, including which time periods and which television and radio shows will be most effective.

The administration plans to spend \$20 million in the five months of the campaign's first phase, with \$14.45 million of that going to broadcast advertising. The rest will be used for other media and to research the results.

Broadcasters in Atlanta and Tucson say that so far they have only filled out

the paperwork required to do business with the government; they haven't talked with anyone about booking advertising.

Once the campaign gets rolling, ONDCP plans to negotiate with broadcasters for some free—as well as paid—time during which to run the ads.

"When we negotiate for time and space, we will expect a commensurate public service contribution on the part of broadcast and cable companies," Levitt says, adding that he has met with NAB President Eddie Fritts and that Fritts agrees that local broadcasters should donate time to run the ads.

For its part, the NAB supports the program. But in response to ONDCP comments that broadcast time contributions for anti-drug public service announcements have dropped by some \$100 million since 1991, NAB said that issues addressed by PSAs tend to be cyclical and may include AIDS, breast cancer awareness and campaigns against drunk driving. ■

1997's Biggest Movers

TV and radio stock changes for the 12 months ended 12/29/97

Winners

CD Radio	313%
Cablevision Class A	200%
Adelphia Class A	200%
Heftel Class A	179%
Chancellor Media	178%
SFX Broadcasting Class A	169%
Avid Technology	160%
Cox Radio Class A	131%
Clear Channel	115%
TCI Group Class A	113%
HSN	112%
Westwood One	108%
TCI Group Class B	96%
American Radio Systems Class A	94%
Jacor Communications	92%

Losers

Heartland Wireless	-90%
Lancit Media	-79%
NTN	-74%
Digital Generation Systems	-70%
Wireless One	-64%
General Cable	-60%
Emcee Broadcast Productions	-57%
Chyron	-49%
Telewest	-43%
Ascent Entertainment	-42%
TCI Satellite Series B	-40%
Pico Products	-39%
TCI Satellite Series A	-39%
Cabletel	-39%
Valuevision	-35%
Rogers Communications	-33%
Comcast UK Class A	-30%

Other players from 214 stocks tracked

Liberty Media	88%
Univision Class A	83%
Comcast Class A Special	76%
Sinclair Broadcast	76%
Cox Communications Class A	70%
Time Warner Inc.	62%
Gannett	59%
Jones Intercable Class A	52%
Tribune Co.	52%
TCA Cable TV	51%
US West Media	51%
Washington Post	43%
Telemundo Group	42%
EW Scripps	37%
Pulitzer Publishing	34%
Young Broadcasting	32%
Viacom Class B	15%
Kushner Locke	10%
News Corp. ADR	5%
Spelling	-3%
Paxson Comm Class A	-5%
Granite Broadcasting	-15%
USSB	-21%
Telewest	-43%

Source: Telescan

TV, radio stocks take wild ride

Issues finish year well ahead of market performance

By John M. Higgins

Two men stand largely behind last year's best-performing TV and radio stocks: Bill Gates and Tom Hicks.

That's because cable and radio dominated the top ranks of media stocks during 1997. And it was the high prices that Hicks, Muse, Tate & Furst was willing to pay for radio stations and Microsoft Corp.'s sudden willingness to buy cable at all that helped fuel the doubling and tripling of some players in the two segments.

Trends aren't as clear in the list of big losers, although ailing wireless cable and U.S.-controlled cable operations in Britain are well-represented.

TV and radio stocks performed remarkably during the year, well outpacing the market. The overall TV and radio index of financial data service Bloomberg and BROADCASTING & CABLE jumped 56% over the year. The biggest rise came in radio stations, where the Bloomberg/B&C index jumped 107% in 12 months. Bloomberg/B&C's cable system index rose 59%.

Television stations were relative laggards, but even they were up a strong 41%. By comparison, the Dow Jones industrial average rose 23%, and Standard & Poor's 500 increased 31%.

PaineWebber media analyst Chris Dixon notes that media stocks ended the year on a particularly high note. After trouble in the Asian currency and stock markets triggered a near panic in the larger market in October, the broad indices were basically flat during the fourth quarter. But media stocks continued up another 9%, with radio jumping by 15% and cable by 12%.

"That tells you a lot of people who found themselves overinvested in technology when that got hit moved over to cable and broadcast," Dixon says.

Still, a strong 1997 can't erase TV's weak longer-term track record. The overall Bloomberg/B&C TV-radio

index has underperformed the S&P 500 since 1994: up 27% annually versus 31% for the S&P.

Radio stations turned in strong performances, up 56% annually—but largely because radio companies were rebounding from a near-death experience in the early 1990s.

TV stations averaged an annual increase of 24%, seven points short of the S&P, while cable systems came in at 23% annually, eight points short.

The trigger point for cable last year was clear. In June, Microsoft Chairman Gates tried to drive cable's roll-out of high-speed Internet services by putting \$1 billion into MSO Comcast Corp., suddenly rallying a segment that had largely lost favor on Wall Street.

At that time, Tele-Communications Inc. was trading at just \$15 per share and Cablevision Systems Corp. was around \$30. Both closed the year after breaking all-time highs, with TCI at \$28 or so and Cablevision in the vicinity of \$90.

Consolidation drives radio

Radio had already been rising when 1997 began. The industry has been riding a consolidation wave since Congress substantially relaxed limits on the number of stations a single owner can control in one market. That created significant economies of scale and prompted station owners to start gobbling up one another.

Hicks Muse demonstrated that the trend was far from out of steam. Last year, Hicks Muse-controlled units agreed to merge with Evergreen Broadcasting, bought Viacom Inc.'s 10 radio stations and a few smaller station groups, and capped it with a stunning \$2.1 billion deal to buy SFX Broadcasting at a huge 16 times cash flow. That valuation reinvigorated investors, some of whom had begun to get nervous about radio valuations.

Satellite radio firm flies high

Last year's biggest winner was CD



The men behind the bulls: Hicks and Gates

Radio Inc., a small start-up that is trying to deliver 50 channels of pay radio via tiny satellite dishes attached to homes and cars. Washington-based CD Radio's stock gained 310% for the year, jumping from \$4 to as high as \$25.25 before settling back to \$17.13 as the year closed.

The stock jumped from \$3 to \$14 in a single day last April after the FCC granted the company a license to launch the service. The rest of the gain came as the company began securing financing for launching satellites and commencing operations.

"This is literally a different company, post-license," says CD Radio Chairman David Margolese. Before CD Radio got a license at auction—not for free as it had hoped—the \$4 stock was appropriately priced "on a risk-adjusted basis," he says.

With the biggest risk gone, Margolese says that it's a different game as the service moves toward a 1999 rollout. But the company has zero revenue, has run up \$71 million in losses, expects to lose another \$169 million on operations through 1999 and plans to spend \$491 million building and launching satellites.

Big gainers

Runners-up in the stock market derby were Cablevision Systems Corp. and Adelphia Communications Corp. Both benefited from Microsoft fever. Thinly traded Adelphia also got a boost from speculation that the company would be taken over.

But Cablevision led the charge by agreeing to acquire a valuable addition to its metro New York City system cluster from TCI in exchange for stock. That \$2 billion deal valued Cablevision's shares at \$109 each at a time when the company's stock traded at just \$34.

That sent Cablevision's stock price rocketing through the remainder of the year, approaching the \$109 price.

Next comes a slug of radio companies: Heftel Broadcasting, up 179%; Hicks Muse-controlled Chancellor Media, up 178%; takeover target SFX, up 169%; Cox Radio, up 131%, and Clear Channel, up 115%.

TV equipment manufacturer Avid Technology jumped 160%. Two classes of TCI stock also hit the winners' list, with the most widely traded Class A shares up 113%.

The biggest loser was Heartland Wireless, off 90%, as its plan to launch wireless cable systems in rural markets fizzled. ■

Click on B&C's new look

Today, I invite you to check out our new Website at www.broadcastingcable.com. You'll find it has much more to offer than the first-generation site that had occupied that address. And some of the best features are free. When you visit BROADCASTING & CABLE ONLINE, your eye will be drawn to the Breaking News ticker box. We will continually update the box during business hours (Monday-Friday, 9 a.m.—9 p.m. EST) so that whenever you visit you'll be assured of getting the latest news affecting your business. The day's top stories get longer treatment in the center of the home page. For these reasons alone, you'll find (as I have during the beta testing) that the home page is a good place for your desktop to reside when it isn't laboring over some spreadsheet or surfing elsewhere on the 'Net. (Just make sure you click on "refresh" or "reload" occasionally to make sure you have the latest information.) As far as we know, this is the only site on the Web providing up-to-the-minute news aimed specifically at TV and radio executives.

There is a lot more to the site, but it will cost you. (We like cable's idea of a dual revenue stream—advertising and subscription). For \$39 a year, subscribers to the weekly BROADCASTING & CABLE magazine can read its content on the site two to three days before it hits the streets on Monday. They can also scroll through daily job classifieds and personnel announcements, daily reports on TV and radio sales and continually updated stock market data. Or they can search the past four issues of the magazine. Those of you who receive either of our daily fax newsletters, *TV Fax* and *Cableday*, may want to consider a subscription to the Online Daily section (\$279 a year), which contains all the content of both faxes and is available online the evening before (8 p.m. ET; 5 p.m. PT) the faxes are delivered to your desk. Such subscribers will also be able to search archives of the weekly magazine that now go back a year, but will eventually stretch to January 1994. (For more detailed information on our new site, see the story on page 51.)

Despite its extensive offerings, the site is a work in progress. Over time, we will add and modify features—all with the goal of making the site an indispensable part of your day. We are now looking at including some of the directories from the BROADCASTING & CABLE YEARBOOK. Instead of static listings, the online directories would be dynamic. When a TV station hired a new general manager, the searchable online TV station directory would immediately reflect that fact.

We expect to beat the Internet odds and make money with our site. But, more important, we want to establish ourselves as not only the best source of TV and radio news but also the quickest. And I hope the site brings us closer together. At the bottom of most of the site's pages is an e-mail address, editor@broadcastingcable.com. If you click on it, a window will pop up. Use it to send along your comments, complaints, suggestions and news tips. One of the great attributes of the Internet is its interactivity, its ability to create a virtual community of people with a common interest. Let's not waste that opportunity.


Harry A. Jessell



Kids crave cable

By Donna Petrozzello

Children are watching more kids shows on basic cable and fewer on the broadcast networks.

A survey by BJK&E Media of New York reports that children 2-11 watched an average of 211 hours of basic cable programming in the 1996-97 season, compared with 162 hours in the 1994-95 season—a 30% increase. Hours were based on total-day viewing.

Meanwhile, children watched an average of 48 hours of broadcast TV from fourth quarter '96 through third quarter '97, compared with 63 hours from fourth quarter '94 through third quarter '95, a 40% decrease.

BJK&E researchers attribute some of the audience shift to the amount of kids programming that cable offers. BJK&E estimates that there are 10 times as many hours on basic cable devoted to kids as there are on broadcast TV.

Once a haven for children's programming, Saturday morning on the networks is losing kids. Viewing levels have dropped an average of 12% since 1993, according to BJK&E. Over a four-month period in 1993-94, children watched an average of 23.5 hours of broadcast TV on Saturdays, compared with 20.7 hours in 1996-97.

ABC is the exception, with a 3.5 Nielsen rating among kids 2-11 from September through November 1997, compared with a 2.8 rating during the same time in 1995. Saturdays were especially poor for CBS, whose ratings with kids dropped from 2.8 in 1995 to 0.6 in 1997, says BJK&E. And ratings for Fox's kids fare on Saturdays dropped to 3.8 in 1997 from 5.1 in 1996 and 4.9 in 1995. (BJK&E did not include NBC in the Saturday morning comparisons.)

BJK&E reported that two of basic cable's veteran children's channels—Nickelodeon and Cartoon Network—have figured greatly in bringing young viewers to cable.

Saturday morning ratings for September-November for Nickelodeon rose from 3.2 to 4.2 from 1995 to 1997. Likewise, Cartoon's ratings in the same time slot improved from 0.5 to 1.1. ■

Closed Circuit

WASHINGTON

Redistributing channels 60-69

FCC commissioners last week wrapped up their effort to reallocate UHF spectrum in the channel 60-69 band. As the commission had proposed in July, channels 62, 63, 68 and 69 were allocated to public safety applications such as police and ambulance communications. The rest of the spectrum will be auctioned for commercial services. The band currently is home to 97 analog TV stations, which will be allowed to continue operating in the band until the industry completes its shift to digital TV. Commission officials also plan to place some digital TV channels in the band during the broadcast industry's transition to digital TV. In last week's action, commissioners kept a provision that could allow future bidders on the "commercial" spectrum to use the frequencies for broadcasting. A future rulemaking, however, will determine the power levels at which any auction winners in the band would be able to operate stations.

EchoStar wants affiliate signals

Direct broadcast satellite company EchoStar wants the U.S. Copyright Office to issue a rule that would allow satellite companies to retransmit local network affiliate signals into local markets. If the Copyright

Office adopts such a rule, it would override a provision in the Copyright Act that makes satellite transmission of local signals illegal. The Copyright Office supported "local into local," as the proposal is called, in a report delivered to the Senate Judiciary Committee last August. An arbitration panel determined last year that the Copyright Office has the authority to make such a ruling. Satellite broadcasters now can retransmit local signals in local markets if they do so only in "white areas"—places where viewers cannot receive a clear off-air signal. EchoStar plans to offer customers local signals in white areas starting this month.

NEW YORK

NFL dealing poised for kickoff

Sources say CBS is expected to tell the NFL this week or next what it is willing to pay for various TV packages, most likely the AFC package (now held by NBC) and the Monday night package (held by ABC). Once CBS reveals its offer, the league will return to the incumbents, and deals will get done "within a day or two," says one source. Adds another: "The league wants this done by mid-January, and it will likely get done by then." Some team owners have said that they expect the next rights cycle to generate at least 50% more than the current four-year \$4.38 billion cycle, now in its last season.

That's Professor Quello to you

Michigan State University is looking to raise an initial \$5 million for the new center the school is establishing in the name of former FCC commissioner James Quello.

"The Quello Center for Telecommunication Management and Law will become the focal point for world-class teaching, research and outreach in global telecommunication," a brochure on the new center states. The university's College of Communication Arts and Sciences says it hopes to raise the \$5 million "within a short time of Jim's retirement" and then continue fund-raising "until the center is fully endowed." Quello left the FCC two months ago, ending 23 years of service.

Plans call for Quello to become a distinguished lecturer in telecommunications at the university this year. Quello also will help shape and staff the new center, the university says.

—Chris McConnell



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Deborah Norville
Anchor



Kennard won't grant Tribune a reprieve

FCC chairman not swayed by 'biennial review' argument

By Chris McConnell

FCC Chairman William Kennard is not letting Tribune Broadcasting out of a requirement that it spin off one of its Miami media holdings by March 22.

"If the commission were to waive its ownership rules merely because a biennial review was ongoing or upcoming ... our ownership rules would never be enforced," Kennard wrote Senate Commerce Committee Chairman John McCain (R-Ariz.) last month. McCain had asked Kennard to explain the FCC's plan for dealing with its requirement that Tribune sell either WDZL(TV) Miami or the Fort Lauderdale *Sun-Sentinel* by March 22.

Tribune, which is challenging the FCC requirement in court, has been

pushing for a repeal of the crossownership restriction. The company also has said the restrictions soon will come under review at the FCC as part of a new requirement that the commission examine all its broadcast ownership restrictions every two years. FCC officials launched that review in November.

In his Dec. 16, 1997, letter to Kennard, McCain referred to the biennial review and voiced concern that commissioners would not have a chance to consider the rule before Tribune's divestiture date.

But Kennard responded that the crossownership ban "was in place at all times relevant to the transaction at issue, including when Tribune proposed to acquire WDZL(TV) Miami." Kennard also said that future reviews of the rule will always be on the hori-

zon because the 1996 Telecommunications Act requires the FCC to review its ownership rules every two years.

"The commission must ensure that the statutory requirement that it undertake a broad-ranging review of its ownership rules every two years not lead to a lack of enforcement through the temporary or conditional waiver process," Kennard said.

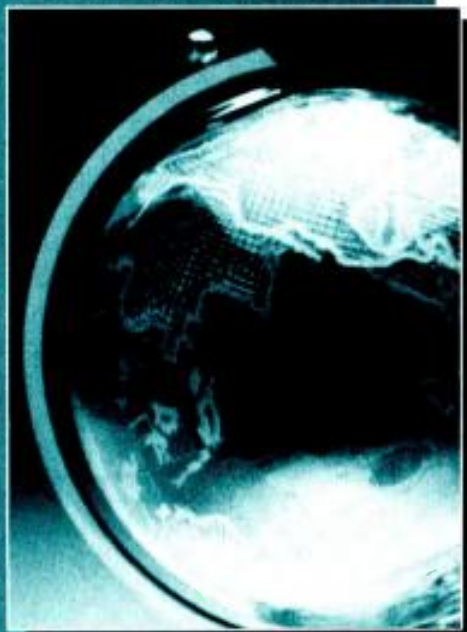
Kennard added that he expects the U.S. Court of Appeals in Washington to rule on Tribune's challenge before March 22. "To the extent the court takes a different view of the law or the public interest than the commission did, we will certainly move promptly to comply with any such court order," he said.

Tribune so far has no plans to ask the FCC for an extension of the March 22 deadline, according to R. Clark Wadlow, a lawyer representing the company. But he adds that the company might need to make such a request if the court does not issue a ruling on the case within the next few weeks.

"We don't have any definite plans," Wadlow says, voicing hope that the court will rule in favor of Tribune's challenge. ■

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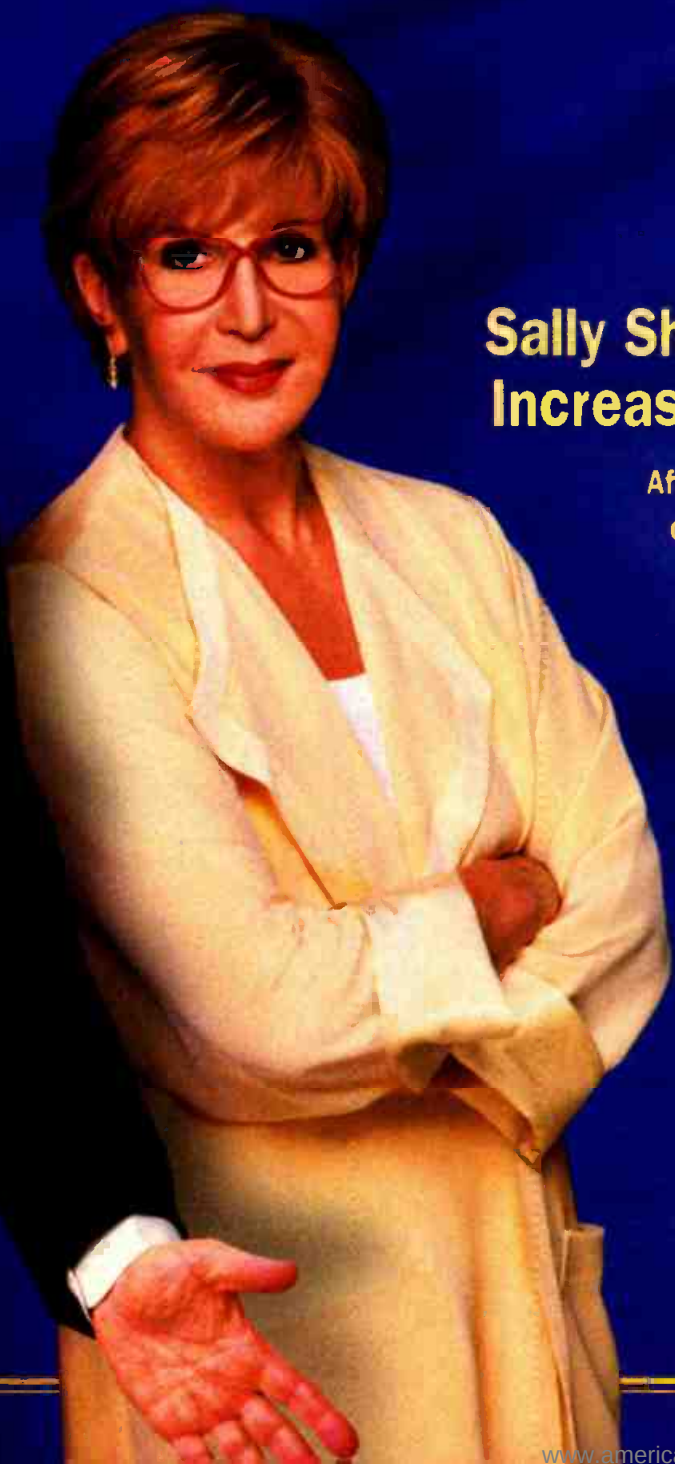
Jerry Springer's Ratings Are Phenomenal, Up an Incredible 73% vs. Last Year.

Beating *Rosie* and finishing second only to *Oprah*, Jerry was certainly this November's golden boy. Achieving unparalleled year-to-year increases, the *Jerry Springer Show* is the #1 growing talk show in syndication. Proving, when it comes to talk, Universal has the golden touch.

JERRY
Springer
show

Source: NSS; 9/15 - 12/14/97 vs. 9/9 - 12/15/96 (HH GAA%).
NSS: Ratings Weeks of 10/27 - 11/30/97 (HH GAA%).

ERSAL WAY.

A photograph of Sally Jessy Raphael, a woman with short reddish-brown hair and glasses, wearing a light-colored blazer over a white top. She is standing with her arms crossed, looking towards the camera with a slight smile. The background is a solid dark blue.

Sally Shows Impressive Growth, Increasing 13% Over Last Year.

After 15 years of solid growth, Sally continues to demonstrate substantial year-to-year increases.

In fact, Sally was last year's fastest growing, issue-oriented talk show. And, with even bigger numbers this season, she continues to prove she's worth her weight in gold.

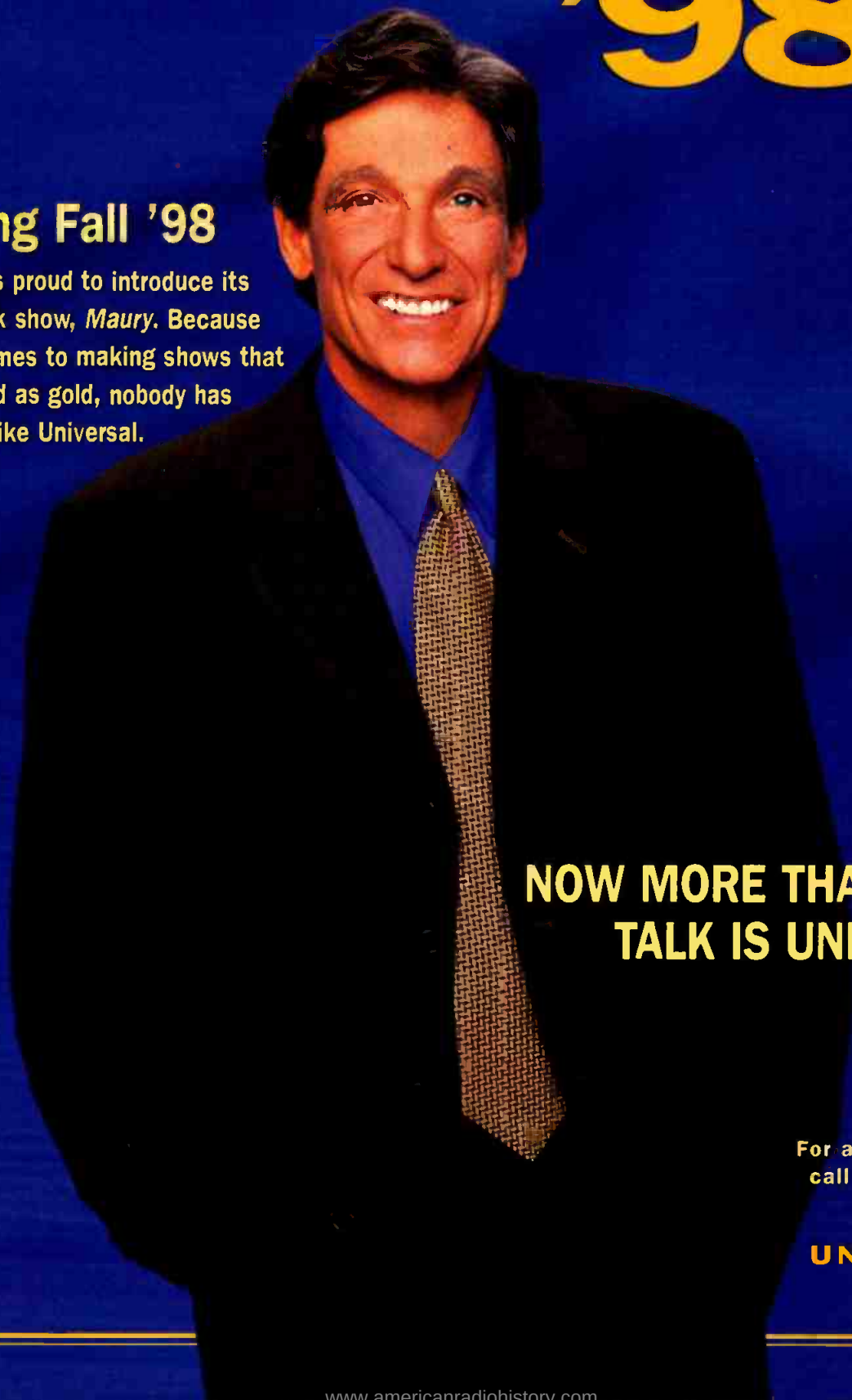
Sally

Source: NSS; 9/15 - 12/7/97 vs. 9/9 - 12/8/96 (HH GAA%)

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New Jersey gets waiver of FCC gaming ad ban; government gambles on appeal

The FCC isn't giving up on its restriction against broadcast gambling ads. In the wake of a New Jersey court ruling against the restriction, the commission last month said it will not enforce the rule there but did not extend the policy to the rest of the country. The decision disappointed broadcasters, who insisted that the case sought relief from the rule for stations outside New Jersey. "[New Jersey] was hardly the focus of the case," said National Association of Broadcasters Vice President Jack Goodman.

The FCC decision not to enforce the ban in New Jersey was similar to the policy that officials put in place earlier last year after a California court ruled against the gambling advertising restriction. That court decision applied to nine Western states. In both cases, FCC officials have cautioned broadcasters to ensure that state restrictions against the ads are not in place.

While staying enforcement of the rule in New Jersey, officials last month also asked the Supreme Court to throw out the California court's ruling and send the case back to the appeals court for further review. "The court of appeals invalidated an act of Congress based on a record that was not adequate to resolve the constitutional issues decided by the court," the FCC said in its petition.

Media group wants to expand public interest commission

The Media Institute wants to add a few more members to Vice President Gore's advisory committee on digital TV public interest obligations. In a letter last week to President Clinton, Media Institute President Patrick Maines said the current crew is lacking in four departments: First Amendment scholarship, economics, journalism and technology. The group asked that the White House add an expert in each of the four categories. "The committee stands a better chance of offering sound and well-reasoned recommendations ... if it has the benefit of a full range of viewpoints and expertise," Maines wrote.

The request follows a decision last month by the group to form its own Public Interest Council to study the public interest issue independently. In his letter, Maines said his group is not proposing that members of that group be added to the Gore commission.

Consumer groups seek revisions in inside wiring rules

The FCC's long-running effort to rewrite the rules on apartment-building cable lines continues. At least four groups have asked the commission to reconsider parts of the new "inside wiring" rules they adopted in October. Those rules, aimed at helping new video distributors gain access to the wires inside apartment buildings, require building owners to give incumbent video providers 90 days' notice of any plans to terminate access to the building. The incumbent operator then has 30 days to decide whether to remove or abandon the inside wires or sell them to the building owner

or the new video provider. The Media Access Project and the Consumer Federation of America say the new rules fail to provide competition or greater consumer choice. The groups have asked regulators to reconsider several aspects of the rules and also said the FCC should be willing to preempt state laws on inside wires. Conversely, Time Warner Cable and the NCTA said the commission should not apply its rules in states that have laws on access to buildings. NCTA and Time Warner asked the FCC to reconsider other aspects of the new rules as well.

'Net growth could threaten broadcaster share

National Telecommunications and Information Administration head Larry Irving predicted that television's viewing share will move steadily to the Internet. During a Washington luncheon last month, he said that when he was young, he watched channels 2, 4, 5, 7 and 9. His nieces and nephews turned to MTV and BET when they were growing up; now they turn on the computer when they come home, and Irving keeps his computer tuned to a 24-hour classical music station in Seattle. Irving

said the Clinton administration is promoting a regulatory-free environment to encourage Internet growth. On the heels of the FCC's en banc hearing on rising cable rates, Irving said that the administration "has no point of view right now,"

but is keeping an eye on rising rates. He also managed to sneak in a pitch for the Gore commission on the public interest obligations of digital broadcasters, which NTIA manages. "We need to ensure that one of the most important public properties in the country [continues to] serve the public interest." He also said policymakers should stop nitpicking about "picayune" aspects of the Telecommunications Act. "The rest of the world is watching us," he said. "If we don't do it right, then they won't do it right."

A man and his music

Senate Judiciary Committee Chairman Orrin Hatch (R-Utah) may be setting himself up for life after Capitol Hill. The Mormon senator is presenting two CDs on the Home Shopping Network full of songs with lyrics he wrote, sometimes during especially long committee meetings. "It's amazing to a lot of people that I have this softer side," Hatch says. "But this is really me. It's a lot more me than some of these [legislative] battles." Fellow Judiciary Committee member Patrick Leahy (D-Vt.) says that "if a liberal Democratic Grateful Dead fan" such as he enjoys the music, "then so will everyone else." Hatch collaborated with Mormon Tabernacle Choir member Janice Kapp Perry on the songs. A choir and a 22-member orchestra perform the selections.

FCC at NAB

FCC Chairman Bill Kennard will address the NAB Convention at the Chairman's Breakfast April 7 in Las Vegas. The breakfast is part of the seventh annual NAB Broadcasters' Law and Regulation conference, which will cover station ownership consolidation, the transition to digital television and program content regulation. FCC Commissioners Susan Ness, Harold Furchtgott-Roth, Gloria Trisani and Michael Powell also will appear at the convention on a separate panel.



Edited by Chris McConnell

DAN RATHER

CBS's Eye on the World

Dan Rather has been a star at CBS News for more than three decades and has anchored the *CBS Evening News* since Walter Cronkite's retirement in 1981. Rather recently signed a new contract that will keep him in the anchor chair at CBS through at least 2000, possibly longer. He's covered some of the greatest stories of our time, including the assassination of John F. Kennedy, Watergate and the fall of communism. During his reign, the *Evening News* has been on a ratings roller coaster. The program dominated during Rather's first five years as anchor before falling to NBC, as that network and its newscast rose to first place in the late 1980s. For most of the 1990s the *CBS Evening News* has struggled to hold on to second place or get out of third. But lately the show has been on the rise, climbing 7½ season to date, making the network newscasts a three-way race for the first time this decade. In the following interview with Steve McClellan, *BROADCASTING & CABLE's* New York bureau chief, Rather talks about ratings, his recent decision to stay with CBS and the state of his craft.

Your evening newscast was mired in third place in the ratings a year ago. Now you're challenging NBC for first. How do you account for the turnaround?

I don't have an explanation. The ratings, to me and for my entire career, are the great mystery. I believe in quality. I think our broadcast is a high-quality newscast. And insofar as the ratings say anything about the audience, I believe that what they say is there is an audience for hard news and an audience for a broadcast that does not take itself seriously, but takes the news seriously—a newscast that tries to present important, substantive reporting interestingly and at the same time at least touches on those things that are perhaps not important, but interesting in and of themselves.

Are you doing anything dramatically different from a year or two ago?

I think we're a harder news broadcast than we were two years ago. We've been trying. We set ourselves on a course about two years ago [about the time Jeff Fager came on board as executive producer]. We stopped, thought, assessed and asked what it was that we wanted to do better. And what we said to ourselves was: "You know, we think we're the best hard-news broadcast of the network Big Three, but we'd like to be a bit harder. And we would like to increase the broadcast's reputation of being the broadcast of record and a broadcast of quality." So we rededicated ourselves to that. But when you say did we do anything differently: we dug deeper, tried to work harder. For a long while, it seemed everybody was afraid of trying to be a "news broadcast of record." It became unfashionable to use the phrase—even to think it, much less try to be it.

Recent surveys [including the New York-based Tyndall Report] say the CBS Evening News now covers more international news than either NBC or ABC. Is your broadcast doing that intentionally?

Yes, it's by design. And I want to be accurate here. What the Tyndall Report and other observers who measure certain things have said is that when it comes to pieces—stories—filed from correspondents overseas, CBS does more. In one recent 12-month period, here's what happened: The *CBS Evening News* ran 400 pieces filed by our foreign bureaus and foreign correspondents. One of our main competitors had just over 300, and the other had 200. Now, those are rough figures, but they are accurate. The competitor who had 200 was, and still is, doing well in the ratings and well in the running, and they bragged about it. They said: Look, we've gone a different way; we have a different vision of an evening news broadcast, and that vision is that the American people are not all that interested in international reporting; and so, yes, we're proud of the fact that we do half as much as the others. They also cut their Washington reporting down quite a bit.

The direction they've taken does seem to appeal to a large segment of the audience.

It is a legitimate point of view. It is a reasonable strategy for the ratings. And, indeed, they've done pretty well with it. It was not our way, and it isn't going to be. You know, if you eliminate the national news, for example, or downgrade international news coverage, you may win the ratings. You may do better in the marketplace. But I don't think you're then a quality, responsible news broadcast anymore. That's my view. It's a view shared by Jeff Fager and [CBS News President] Andrew Heyward and others here. We recognize that's not everybody's view.

Is your broadcast-of-record approach essentially a counter-programming strategy that might be attracting viewers who can't seem to find it anywhere else?

I would certainly like to believe that our staying the course—being steady, consistent and constant—in such things as international reporting, Washington reporting, has had something to do with whatever good news we've had in the ratings. And I do believe it. I fully understand that there is little, if any, empirical evidence of that. But my experience and my intuition tell me that these have been factors.

What about outside factors, like prime time?

What [CBS Entertainment President] Les Moonves has done with our night-time schedule is certainly a factor. What [CBS Stations Chairman] Mel Karmazin has done, and is doing, with our owned-and-operated stations to improve our delivery system is a factor. Michael Jordan, who, as you know, is chairman of the board, has been a great supporter of news. Jordan has worked closely with Karmazin, trying to

improve our delivery system. CBS, as a whole, has the weakest delivery system of the three over-the-air networks. It was damaged badly in the wake of losing football, and in some very large major markets we simply don't have the delivery system others have.

It sounds as if you're pretty comfortable with the direction Jordan, Moonves and Karmazin are taking the company.

No, I'm not pretty comfortable—I'm very comfortable. I like this combination of vision—sometimes an overworked word in television—strategy and energy. There are a new vitality and vigor that have been instilled across the company as a whole.

Including the news division?

Look, it makes a difference when Michael Jordan says: "I'm interested in news. I want us to be the best in news." It makes a difference when Les Moonves says, "Listen, I watch the *Evening News*." He's a bit of a news junkie, as you know. It makes a difference when Mel Karmazin is able to talk about news. He watches the program; he knows the program. He knows what our weaknesses are in our delivery system, knows what our strengths

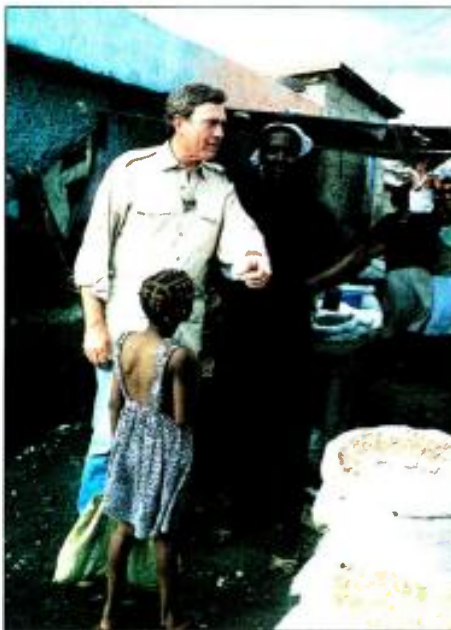


are as a program. He talks presciently about improving the performance of our owned-and-operated stations.

NBC News President Andrew Lack has taken some ribbing lately for his quote in the papers about being "America's news leader." Nevertheless, NBC does seem to be the most aggressive in exploiting new distribution technologies. Do you take issue with that perception? Should CBS be doing more in that area or not?

Well, first of all, Andy Lack is not only someone who's a friend of mine, he's also someone whom, professionally, I respect tremendously. Keep in mind that Andy Lack and I, when we were younger, walked into and out of Afghanistan at a time when it was a dangerous neighborhood. You don't do that together and forget it. That's number one. Number two, I don't have any argument with what he said. Among other things, he's the promotional leader at NBC, so he's entitled to say whatever he wants to say. That has to do with the quote that you mentioned.

About taking the lead in the new distribution technologies, I think you're probably right in that. Partly because General Electric is, what, a \$72 billion-a-year company? Tied to Microsoft, which is another huge entity. So those parent entities that have NBC as a part of their operations are deeply into these technologies, and that does give them an edge with new



distribution technologies. However—and please note that I say this with a smile—I'm a reporter, I'm a lifetime journalist. A lot of this I don't understand. My job is to report, write and broadcast stories. So when I talk to you about these things, it's important to me that everybody understand I'm not an expert on 'em. [Laughs]

After saying that, we've tried to keep our focus on our core business. The core business of CBS News is reporting, writing and broadcasting news. While I would certainly hope that we would get better experimenting with new distribution technologies, and there's some real effort being made to do that on the corporate side, it's easy to lose your way. It's easy to get wrapped up in the packaging of news and lose your focus on the gathering of news. There are times when

I look at several of our competitors and say: I think they've gotten themselves a little too far into the promotion and packaging and not quite far enough into the reporting and writing and broadcasting of news. And I find myself saying: Well, if that's true, let them keep on doing it because we're not going to lose that focus here. We want to be the best newsgathering operation in the world. We'd also like to be the best packagers. But first you want to be the best gatherers.

You recently re-signed with CBS after considering an aggressive bid from CNN. Why were you tempted? And why

CBS up most in rising news tide

Evening newscasts are in closest race of the decade

By Steve McClellan

Viewership levels for the Big Three network evening newscasts are bucking a 20-year downward trend, showing a slight uptick on a combined basis. This season the newscasts also are in the tightest three-way race of the 1990s so far, network executives say. Just seven-tenths of a rating point separates first-place NBC from third-place CBS; just two-tenths of a point separates CBS from second-place ABC.

And during a recent four-week period (through Dec. 12, 1997), the race narrowed to a mere three-tenths of a rating point, with NBC still in the lead with an 8.8 Nielsen rating/17 share, followed by CBS's 8.5/16 and ABC's 8.4/17.

Season to date, the programs' combined household rating is up about 2%, with the *CBS Evening News with Dan Rather* averaging a 7.8/16 and showing the largest gain, up 7%. *ABC World News Tonight with Peter Jennings*, clinging to second with an 8.0/17, is the only one of the three network evening newscasts to show a drop this season. It is down 7% so far.

Leader *NBC Nightly News with Tom Brokaw* is up 2%, with an 8.5/17. Share of audience is flat for NBC and ABC and up one share point for CBS. In the key sales demographic for news, adults 25-54, the numbers reflect the same sea-

son-to-date pattern as households, with NBC averaging a 4.0/16, up 5%; ABC with a 3.7/15, down 3%, and CBS up 10%, with an average 3.3/13.

While it's too soon to declare the recent ratings a trend reversal, the numbers are heartening for network news executives. They have faced a 20-year downward trend that has seen the combined share of the available audience for the evening newscasts drop from 71% to 50% through last season, according to data supplied to the networks by Nielsen Media Research.

No one knows precisely why the evening newscasts' audience erosion has halted, at least temporarily, but there are plenty of theories. Some believe a number of news stories grabbed viewers this year, first and foremost the death of Princess Diana. Also, aging baby boomers are beginning to expand the tail end of the demo (25-54) that watches news the most.

Asked why the ratings are up, CBS News anchor Dan Rather replies: "I don't have an explanation. The ratings, to me, for my entire career are the great mystery." But Rather knows that his newscast, by design, focuses more on hard news than it did two years ago and that perhaps viewers are responding.

Bill Wheatley, vice president, NBC News, says the evening news programs are "more competitive than ever,

did you decide to stay at CBS?

CNN is a very good hard-news outfit. I'm impressed with them—I have been for a very long time. Anyone who has the passion for news that I do naturally would respect CNN. Number two, I know a lot of people there. Tom Johnson, Ted Turner, Ed Turner, Bernie Shaw, Judy Woodruff, among others, are all people that I know well. And they have created and continue to create an environment that's a very good environment for people who care about serious journalism to work in. So when they say, "We'd like to have you," one listens very, very carefully. I did listen carefully. It's always nice to be wanted, and they made it clear that they did want me, and I made it clear to them that I was serious about the possibility of joining them. I did think about it very carefully and did consider it very strongly.

But you stayed put.

There were other factors. I won't take you through a long list of things, but there were other factors that came into deep consideration. But, in the end, Michael Jordan, Les Moonves, Mel Karmazin and Andrew Heyward convinced me—or they reminded me—that for most of my career, my best destiny has been at CBS News. And they convinced me that my best destiny for the future would be at CBS News. That's what happened. But it's important to me that the following be understood. One, this was not any game being played with anybody. There was some serious consideration of where I wanted to spend, if not the rest of my career, my career for the next four or five years. And that I came away with renewed respect for CNN. I said to them, and say to you, that I would be proud to work for CNN anytime, anywhere, doing anything. But I made my decision, and I'm very happy about it and very comfortable here.

You seem to thrive on being on assignment. Have you talked with Andrew Heyward about focusing more on assignments and less on the anchor chair and maybe getting out of that chair at some point?

We have talked a great deal about that. We have in the past, and we did during this most recent time of serious reflection, and we do now. The dilemma, of course, is that if you are the main anchor of a broadcast, there is a limit to how much and how often you can be away from the anchor chair. Nobody quite knows what that is. I've reminded Andrew Heyward—always with a smile—that I've stretched those limits far more than anybody else in the business. Which is to say that I've spent, in terms of anchor chair, more time traveling to more places on more occasions than anybody else. It's always a difficult call to measure. But we do talk about it, and it is true.

There doesn't seem to be an heir apparent if you did leave the anchor chair.

Well, I don't agree with that. In fact, here's one area in which I think we've not done as good a job as we could have and should have done—and that is to talk about our depth of talent. If I stepped off a curb today and a bus hit me—God forbid—Bob Schieffer, one of the most experienced journalists in the world, could step into this anchor chair in a second. And, frankly, I do not think the broadcast or the audience size would miss a beat.

Anybody else?

Ed Bradley—tremendous journalist, world-class, world-experienced. Let's not forget that Ed Bradley was among the last American journalists out of Saigon, one of the last American journalists after the fall of Cambodia. I mean, here's another been-there-done-that world-class journal-



The 'CBS Evening News With Dan Rather' has increased its ratings by 7% during the current TV season.

and their staffs have been working harder and harder to make their programs relevant to their audiences."

For many years, says Wheatley, the evening news shows were "entirely event-driven" by such major stories as Vietnam, the Cold War and the fall of communism. But now that fewer events have such an ongoing and far-reaching impact, a greater effort is being made to report important trends, he says.

At ABC, sources acknowledge that those responsible for the evening newscast have experimented aggressively with its story mix, trying to come up with the right combination of hard news and relevancy. Over recent months, *World News* editors and producers have concluded that the newscast had

gone too far in the direction of feature reporting at the expense of hard news. "The [ABC] broadcast is doing more news and less feature reporting because both Peter Jennings and [executive producer] Paul Friedman and others felt they had gone astray a bit," says the network source.

"I wouldn't disagree with that," says ABC News President David Westin. "I would add two points. The first is that we had more of a turnover in executive producers over a period time than one would like in a broadcast, so it took three or four different directions in just two or three years."

Westin also takes issue with the hard news-soft news distinction raised so often by critics. "It's a little oversimplified and much abused. What we at ABC News can bring to the audience is a depth of coverage. That can be depth to what some people think of as very hard stories, such as Iraq or stories out of Washington." But, says Westin, depth can apply to "human stories." The truth is with the end of the cold war and other global events, there is a greater interest on people's part in health and medicine and issues like that which I would resist calling soft stories."

Other factors may be contributing to the tightness of the ratings competition. CBS's household ratings gains may be helping its evening news performance, researchers say. The upcoming Olympics could help further. It was the Atlanta Olympics in 1996 that gave *NBC Nightly News* the audience boost it needed to capture first place from ABC. With the *Evening News* closing the gap of late, CBS executives hope the Nagano games in February will give Rather's broadcast the boost it needs to get the gold. ■



ist—and tremendous on-camera presence, as is the case with Schieffer. This is not an all-inclusive list, by the way, but it's worth reminding ourselves what we have here. Lesley Stahl, a first-class White House correspondent, *60 Minutes* correspondent, a very good broadcaster. And behind them John Roberts, Paula Zahn, Harry Smith. What have I named, six people? I'm afraid I may have left out somebody.

How serious a flaw was the network's slow reaction to the death of Diana?

Some, not many, of our affiliates were critical. We deserved it. We were not at our best, and we always want to be at our best. And, you know, their criticisms and questions were legitimate. We took them seriously and responded quickly. Now, anytime we don't meet our own standards—which are the highest in the business—we're disappointed, and we were disappointed that we were slow, slower than we should have been, out of the box on that story. Having said that, let he or she who has not been slow out of the box on some major story at some time cast the first stone. Two, we rallied, and in less than 24 hours we led on the story. By the time we got to 7 o'clock Sunday—the story broke about 8:30, 9 o'clock Eastern time Saturday night—by virtual acclamation of critics and writers in the business we were leading on the story.

Are you satisfied that the proper steps have been taken so that won't happen again?

Not only have steps been taken, major steps have been taken to reduce the chances that this will happen again. This is news. News is not a pure science—it's a crude art on its best days. No one can guarantee that we won't be a little slow jumping on some other story. But big major steps, including infusion of money and resources—including people—have been poured in to give us the best chance that this won't happen again.

The network schedulers have been treating *48 Hours* like a pingpong ball lately. Are you concerned?

I've made my peace with that. *48 Hours* has been on the air for 10 years. It is the third-longest-running continuously-on-the-air program in all of network television [prime time]—

exclamation point. And we've been up against the toughest. No one in television has been up against as tough competition on a regular basis as we have. We were born going into the time slot opposite *Cosby*, when *Cosby* owned prime time. We've been against *ER*—which is, you know, a juggernaut prime time program of the 1990s. And that's just to name two. But our role for the network has evolved over the years. We didn't plan it to be this way, but we've become Les Moonves' Marine Corps. If there's a tough, bad beach to hit, send *48 Hours*. And, yes, we'll go ashore, we'll do our best. And if he decides to hit some other beach, we march back, wade back onto the landing craft and take his orders to land on the next bad beach. We take some pride in that.

CBS and serious news were once synonymous. Is it realistic in today's fragmented media environment with many more competitors to expect to be able to reclaim that mantle?

It's certainly something we strive to do. And I happen to think it's not only possible, it may be imperative for the network. We're in what I call the "volcanic era" of television, which started in the early 1980s and has continued up through this day. In the volcanic era of television, the competitive pit has become much larger; it has become fiercer, even more than it was before. In that environment, and in this era, it's more important than ever that you have a strong brand name. And behind that brand name you keep thumping home to people what the brand name means, what it stands for.

Hence your rededication to hard news?

Yes. We think that gives us the best chance to do what I've just described to you. If you begin to blur the line—as so many do and have—between entertainment and news, I think there are some dangers corporately for that in terms of sending a signal to people about what it is you stand for.

So news you can use, consumer news—whatever you want to call it—there's no place for it on your newscast.

We're hard news. Now, others have used that against us. In fact, one of our competitors mocked us for a while for it. I don't find them mocking us anymore, by the way. But that helps us stand out in the marketplace. We're not perfect; I've made my mistakes. When I criticize the blurring of the line between entertainment and news, as I did several years ago at the Radio-Television News Directors Association, I included myself, specifically, and CBS News.

Any parting thoughts?

If you take away anything from this interview, take away this: At CBS, quality will always be more important than ratings. We care about ratings, about being competitive; we want to win. We're pleased when the ratings are up and moving our way, as they seem to be now. We're disappointed when they aren't. But, you know, we have a flag flying that says: Quality journalism lasts—the ratings don't. ■

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The screenshot shows a web browser window titled "Broadcasting & Cable Online". The address bar displays "http://www.broadcastingcable.com". The website layout includes a top navigation bar with icons for Back, Forward, Stop, Refresh, Home, Search, Mail, News, Favorites, Larger, Smaller, and Preferences. The main content area features the site's logo, "Broadcasting ONLINE & Cable", and the date "Tuesday December 23, 1997". A sidebar on the left contains links for "SEARCH", "Subscribers log in here", "TODAY'S UPDATE", "Online Daily", "Today's Job Bank", "Station Sales", "People", "Policy Briefing", "Industry Calendar", "SUBSCRIBE", "THIS WEEK'S MAGAZINE", and a "COVER STORY NAB" section. The main content area highlights "TODAY'S TOP STORIES" with a lead article about Hunter Tylo winning \$5 million in a lawsuit. Other articles include "Clinton Moves" and "Idei Makes Fortune". A right sidebar contains "BREAKING NEWS", "Click Here for all headlines", "TODAY'S JOB BANK", and "Stock Watch". A red "SUBSCRIBE" button is prominently displayed at the bottom of the main content area.

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TODAY'S TOP STORIES

Tylo wins \$5 million in 'Melrose' case

A Los Angeles jury awarded actress Hunter Tylo—who asked for \$2.5 million—nearly \$5 million Monday after her attorneys argued she was wrongly fired from Aaron Spelling's *Melrose Place* for getting pregnant. Tylo—who was recruited from a daytime drama to play the character of Taylor McBride—claimed her pregnancy could have been masked by specific wardrobe or camera angles. "We have a right to work," Tylo said after the verdict, as reported by UPI. Spelling Entertainment general counsel Sally Such-L said she would appeal. The jury awarded Tylo \$4 million for emotional distress and nearly \$900,000 for lost pay.

Holyfield, Lewis agree to fight

Boxing promoter Don King is reportedly taking a potential blockbuster to cable and other pay TV networks, after heavyweight champions Evander Holyfield and Lennox Lewis agreed yesterday on a title unification bout. Holyfield holds the WBA and IBF titles; Lewis has the WBC's. The winner of that bout could be part of an even bigger promotion, if Mike Tyson returns to boxing after being suspended for biting off a piece of Holyfield's ear in their June bout.

CLINTON MOVES
The Clinton camp will spend \$20 million (of its \$195 million anti-drug campaign) on TV, radio, and print ads in 12 cities as soon as January.

IDEI MAKES FORTUNE
"Fortune" magazine names Sony head Nobuyuki Idei its first "Asian Businessman of the Year."

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The Heat turns up the price

Team potentially could double its take from new deal with Silver King

By Steve McClellan

Looking to make a splash in the Miami market when it launches next spring, Silver King Broadcasting's WYHS-TV has acquired the rights to the National Basketball Association's Miami Heat, a 10-year-old franchise now considered one of the league's top contenders.

Financial terms of the new five-year deal weren't disclosed, but sources say that Silver King executives borrowed a page from the Fox deal to acquire the NFL. That is to say, the station will probably lose millions over the five-year deal, but station executives believe that the franchise will give them a huge promotional platform that will help the station gain a toehold in the market and will lead to success in the long term.

Sources say the station agreed to pay \$1.3 million a year (\$6.5 million over the five-year agreement) for rights to the preseason and regular season. The station will pay additional fees for



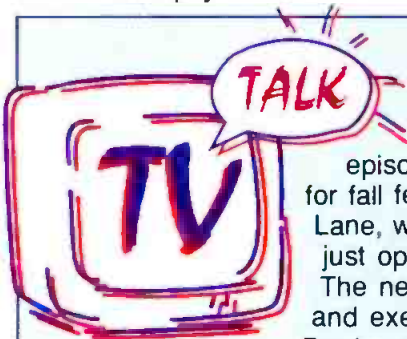
playoff games. In addition, the team will get 75% of the ad inventory to sell, with the station retaining the rest of the inventory.

The station will produce all the games it airs, at an additional estimated

cost of \$800,000 per season. "Look around the league; you will not see a rights deal with more favorable terms for an NBA franchise," says one TV executive.

Sources say The Heat believes it can double its revenue under the new deal compared with the current contract (expiring at the end of this season) with UPN affiliate WBFS-TV. But some caution that results will depend on the team's ability to generate ad revenue. That, in turn, will depend on the ratings the games generate on WYHS-TV. The Heat usually gets a 5 or 6 rating on WBFS-TV, with lead-ins that range from a 5 to an 8.

Silver King executives say they'd be happy to get a 5% share of the market's viewership on average. Competitors in the market say they'll be surprised if The Heat does as well on WYHS-TV, given the higher visibility of WBFS-TV as a UPN affiliate. WYHS-TV will relaunch next spring, shucking the Home Shopping Network for a locally produced news and entertain-



NBC nabs good old reliable Nathan

NBC has ordered 13 episodes of a comedy series for fall featuring film star Nathan Lane, who's movie "Mousehunt" just opened Friday in theaters. The new series will be created and executive produced by the *Frasier* production team of David

Angell, Peter Casey, David Lee, Chuck Ranberg and Anne Flett-Giordano and will likely land on Tuesday or Thursday. The series, from Paramount TV, will feature Lane as a former opera star who moves to California's Napa Valley to help run the family vineyard.

UPN Exposes Vampires

Is UPN following Fox's lead in going the way of specials to boost ratings? The emerging network—which recent-

ly aired the first U.S. broadcast featuring the Spice Girls—will run a one-hour special dubbed "Real Vampires. Exposed!" at 8-9 p.m. Tuesday, Jan. 20. The special goes behind the doors of several underground "vampire clubs," including one in Beverly Hills, to get a peak at rituals and role playing games. "Real Vampires. Exposed!" is produced by Bob Bain Productions.



From 'Badly' to 'Caroline'

Jenica Bergere of NBC's *Men Behaving Badly*—the sophomore sitcom that won't last out the season—will guest star on NBC's *Caroline in the City* on Monday, Jan. 12. She'll play a hip college radio disc jockey who meets her favorite cartoonist, Caroline Duffy (Lea Thompson) for the first time. Bergere plays Katie on *Men Behaving Badly*, the Carsey-Werner comedy that's struggled on Sunday evenings.

ment format.

The Heat also announced that the Sunshine Network has renewed its local cable rights package for another five years. Each rightsholder will air 30-40 regular-season telecasts, plus some pre- and postseason play (to the extent the postseason becomes available).

WYHS-TV says it will produce a show before and after each game it airs, including full coverage of Heat Coach Pat Riley's postgame analysis. Each day the station airs a game will be promoted as a "Heat Day," says Adam Ware, executive vice president, Silver King Broadcasting. Ware also says that the station will provide periodic live updates for all Heat games airing on the Sunshine Network, which is managed by Fox/Liberty Sports.

Tylo wins \$5 million

A Los Angeles jury awarded actress Hunter Tylo—who asked for \$2.5 million—nearly \$5 million Monday after her attorneys argued she was wrongly fired from Aaron Spelling's *Melrose Place* for getting pregnant. Tylo, who was recruited from a daytime drama to play the character of Taylor McBride, claimed her pregnancy could have been masked by clothing or camera angles. A host of actresses in prime time have had babies during a show's run, including Julia Louis-Dreyfus on *Seinfeld* and Jane Seymour on *Dr. Quinn, Medicine Woman*.

"We have a right to work," Tylo said after the verdict, as reported by UPI. Spelling Entertainment general counsel Sally Suchil issued this statement in response: "We completely disagree with the jury's verdict, which we believe is inconsistent with both the law and the evidence in this case. The award is not based on the evidence presented and is even more than the plaintiff asked. We will appeal the verdict and are confident that we will be vindicated at the Appellate Court level." Spelling had argued that Tylo's character on *Melrose Place* called for a specific body type, not that of a pregnant woman. The jury awarded the actress \$4 million for emotional distress and nearly \$900,000 for lost pay.

SYNDICATION MARKETPLACE

NBC at NATPE

NBC Enterprises has unveiled several new projects it will offer at NATPE next month, including a new miniseries, *The Mob*, based on former WNBC-TV crime reporter John Miller's coverage of New York crime families. The company is also producing, with Peter Engel Productions, a new comedy called, *Malibu, Ca.*, which is being sold to stations by Tribune Entertainment for fall 1998.

What, no rock and roll?

A new study by the Center for Media and Public Affairs revealed that stories about sex, drugs, crime and alcohol predominated the leading syndicated tabloid TV news programs. The center analyzed 333 reports that appeared during two weeks (Oct. 13-17 and Nov. 3-7) on *Inside Edition*, *Hard Copy*, *Extra*, *Entertainment Tonight*, *American Journal* and *Access Hollywood*. Of those, 24% of the stories deal with crime, 21% with sex, 17% with accidents and 10% with self-destructive behavior. Only 7% dealt with "uplifting" themes such as heroic acts.

Meshach out for now

There will be one less talk show at NATPE this season. MGM Domestic TV has pulled its proposed talk show with Meshach Taylor for the 1988-89 season. In a talk show field crowded

NSS POCKETPIECE

Top ranked syndicated shows for the week ending Dec. 14, as reported by Nielsen Media Research. Numbers represent average audience/stations/% coverage.

1. Wheel of Fortune	12.4/232/99
2. Jeopardy!	10.2/223/99
3. Home Improvement	9.2/232/99
4. Seinfeld	7.7/223/97
5. Buena Vista I	7.6/183/98
6. Oprah Winfrey Show	7.5/237/99
7. The X-Files	7.1/237/98
8. Buena Vista III	7.0/190/95
9. Entertainment Tonight	6.3/176/96
10. Simpsons	6.0/166/87
11. ESPN NFL Football	5.8/3/76
11. Jerry Springer	5.8/160/91
13. Xena: Warrior Princess	5.6/228/98
14. Frasier	5.4/182/92
15. Action Pack Feature	5.1/193/97
15. Hercules, Journeys of	5.1/231/99

with celebrities like Roseanne and Howie Mandel. MGM was unable to secure enough time slots for the show. Taylor has co-starred on a number of sitcoms including *Designing Women* and *Dave's World*. MGM Domestic TV President Sid Cohen says the station environment "just isn't right for this show right now."

Saban putting product into Fox kids, family

Haim Saban is going to keep everything for the Kids and in the Family. Saban Entertainment announced that it will put its library of children's programming and original productions into the Fox Kids Network and the Fox Family Channel. Its eight-year-

old syndication unit, Saban Domestic Distribution, will now develop movies and long-term projects for distribution outside the Fox and Saban stations.

"With the creation of the Fox Kids Worldwide and the acquisition of The Family Channel, we have restructured our energies to support the company's broadcast and cable business," says Mel Woods, president of Saban Entertainment. Peter Schmid, executive VP of Saban Domestic Distribution, will continue with the company and is adding cable sales to his responsibilities. Saban currently distributes four syndicated series, including *The All New Captain Kangaroo*, which will become a part of the Fox Family Channel lineup when it debuts this summer. A decision is pending on whether the other three—*X-Men*, *Marvel Superheroes* and *DragonballZ*—will move to the Fox stations or remain in national syndication.

'MATHmatazz'

Children's Television Workshop is launching *MATHmatazz*, a television series designed to help children enjoy mathematics, for the international TV marketplace at NATPE. The series has long been part of the United States public school system's core curriculum for grades K-2. The series features four puppets who educate with shapes, counting and riddles.—Joe Schlosser

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 13	abc	CBS	NBC	FOX	UPN	WB
	14.3/25	7.4/12	8.9/14	6.6/10	2.5/4	2.9/4
MONDAY	8:00 61. Polar Bears Arctic Terr 6.9/12	25. Cosby 9.7/16	54. Suddenly Susan 7.4/12	68. Melrose Place 6.6/10	108. In the House 2.3/4	94. 7th Heaven 3.2/5
	8:30	45. Gregory Hines 7.8/12	61. Jenny 6.9/11		100. Mal & Eddie 2.6/4	
	9:00 3. NFL Monday Night Football—Denver Broncos vs. San Francisco 49ers 18.0/31	41. Ev Loves Raymd 8.1/12	36. Caroline in/City 8.6/13	68. Ally McBeal 6.6/10	104. Good News 2.5/4	100. Buffy/Vampire Slayer 2.6/4
	9:30	41. George & Leo 8.1/12	58. Naked Truth 7.2/11		106. Sparks 2.4/4	
	10:00	78. Brooklyn South 5.3/9	15. Dateline NBC 11.5/19			
TUESDAY	10:30					
	8:00 55. Grace Under Fire 7.3/12	6.0/10	11.6/20	6.9/11	2.2/4	
	8:30 32. Soul Man 9.2/15	70. JAG 6.3/11	13. Mad About You 12.3/21	61. Fox Tuesday Night Movie—The Beverly Hillbillies 6.9/11	100. In the House 2.6/4	
	9:00 10. Home Imprvmt 12.6/20	71. Michael Hayes 6.2/10	28. Newsradio 9.3/15		106. Good News 2.4/4	
	9:30 48. Hiller and Diller 7.6/12		8. Frasier 13.0/21		110. Clueless 2.1/3	
WEDNESDAY	10:00 18. NYPD Blue 11.1/20	77. Dellaventura 5.6/10	15. Just Shoot Me 11.5/19		113. Sparks 1.8/3	
	10:30		14. Dateline NBC 11.8/21			
	8:00 10.2/17	7.7/13	8.2/14	7.0/12	3.5/6	3.2/5
	8:30 36. Spin City 8.6/15	61. Nanny 6.9/12	46. 3rd Rock fr/Sun 7.7/13	55. Beverly Hills, 90210 7.3/12	89. Star Trek: Voyager 3.9/6	98. Sister, Sistr 2.9/5
	9:00 19. Dharma & Greg 10.6/17	58. Murphy Brown 7.2/12	75. Men Behvg Badly 5.7/9		91. Smart Guy 3.4/6	
THURSDAY	9:30 11. Drew Carey 12.5/20	61. Public Eye with Bryant Gumbel 6.9/11	48. 3rd Rock fr/Sun 7.6/12	67. Greatest Christmas Moments 6.7/11	94. The Sentinel 3.2/5	94. Wayans Bros 3.2/5
	10:00 28. Ellen 9.3/15	33. Chicago Hope 9.1/16	39. Working 8.2/13		94. Steve Harvey 3.2/5	
	10:30 21. PrimeTime Live 10.2/18		22. Law & Order 10.0/18			
	8:00 5.2/9	8.1/14	18.2/30	4.4/7		
	8:30 85. Nothing Sacred 4.6/8	66. Promised Land 6.8/12	5. Friends 15.2/26	83. Living Single 4.8/8		
FRIDAY	9:00 93. Cracker 3.5/5	28. Diagnosis Murder 9.3/15	9. Union Square 12.8/22	86. Between Brothers 4.5/8		
	9:30 48. 20/20 7.6/13	39. 48 Hours 8.2/14	2. Seinfeld 20.2/33	87. 413 Hope Street 4.2/7		
	10:00		4. Veronica's Clst 16.8/28			
	10:30		1. ER 22.0/37			
	8:00 8.0/15	6.2/12	9.0/17	5.1/9		
SATURDAY	8:30 60. Sabrina/Witch 7.1/14	74. Mickey's Christmas Carol 5.8/11	23. Movie of the Week—Home Alone 9.8/18	83. The Visitor 4.8/9		
	9:00 48. Boy Meets Wrld 7.6/14	82. Family Matters 5.1/9		78. Millennium 5.3/10		
	9:30 46. Sabrina/Witch 7.7/14	80. Step by Step 5.2/10				
	10:00 71. Teen Angel 6.2/11	48. Nash Bridges 7.6/14	55. Christmas in Washington 7.3/14			
	10:30 25. 20/20 9.7/18					
SUNDAY	8:00 4.2/8	8.4/16	8.5/16	4.1/8		
	8:30 91. Disney's Beauty and the Beast: On Ice 3.9/7	41. Dr. Quinn, Medicine Woman 8.1/16		88. Skate International Finals 4.1/8		
	9:00 89. Disney's Christmas Fantasy 3.9/7	48. Early Edition 7.6/14	38. Movie of the Week—It's a Wonderful Life 8.5/16			
	9:30 80. The Practice 5.2/10	27. Walker, Texas Ranger 9.4/17				
	10:00					
SUNDAY	10:30					
	7:00 7.5/12	12.0/20	9.3/16	8.2/13	2.4/4	
	7:30 73. Wonderful World of Disney—Flash 5.9/10	12. 60 Minutes 12.4/22	(nr) NFL Game 2 19.2/35	75. World's Funniest 5.7/10	110. Nick Freno 2.1/4	
	8:00	6. Touched by an Angel 13.1/21	33. Dateline NBC 9.1/16	23. The Simpsons 9.8/16	108. Parent 'Hood 2.3/4	
	8:30			20. King of the Hill 10.3/16	99. Parent 'Hood 2.7/4	
SUNDAY	9:00 28. ABC Sunday Night Movie—Junior 9.3/16	17. CBS Sunday Movie—A Christmas Memory 11.2/18	44. NBC Sunday Night Movie—Little Women 7.9/13	35. The X-Files 8.9/14	104. Jamie Foxx 2.5/4	
	9:30				100. Unhap Ev Af 2.6/4	
	10:00				112. Alright Aldry 2.0/3	
	10:30					
WEEK AVG	8.4/14	8.1/14	10.5/18	6.2/10	2.7/4	2.8/4
STD AVG	8.9/15	9.6/16	10.6/18	7.3/12	3.1/5	3.0/5

Changing Hands

*The week's tabulation
of station sales*

Proposed station trades

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

THIS WEEK:

TVs ☐ \$0 ☐ 0

Combos ☐ \$101,075,000 ☐ 7

FMs ☐ \$21,440,000 ☐ 5

AMs ☐ \$150,000 ☐ 1

Total ☐ \$122,665,000 ☐ 13

SO FAR IN 1997:

TVs ☐ \$7,246,180,330 ☐ 110

Combos ☐ \$8,083,059,551 ☐ 325

FMs ☐ \$1,965,811,233 ☐ 399

AMs ☐ \$361,716,358 ☐ 236

Total ☐ \$17,631,757,472 ☐ 1,070

SAME PERIOD IN 1996:

TVs ☐ \$10,487,824,645 ☐ 99

Combos ☐ \$12,033,784,236 ☐ 345

FMs ☐ \$2,628,006,860 ☐ 417

AMs ☐ \$212,820,906 ☐ 254

Total ☐ \$25,362,436,647 ☐ 1,115

Source: BROADCASTING & CABLE

COMBOS

KASE(FM)/KVET-AM-FM Austin, Tex.

Price: \$90 million

Buyer: Capstar Broadcasting Partners (Steve Hicks, CEO); owns/is buying 316 radio stations

Seller: KVET Broadcasting Co. (Roy Butler, chairman); no other broadcast interests

Facilities: KASE: 100.7 mhz, 100 kw, ant. 1,100 ft.; KVET(AM): 1300 khz, 5 kw day, 1 kw night; KVET-FM: 98.1 mhz, 100 kw, ant. 686 ft.

Formats: KASE, KVET-FM: country; KVET(AM): news/talk/sports

KKIM(AM) Albuquerque, KYLZ(FM) (formerly KDNR) Los Lunas and KARS(AM)-KLVO(FM) Belen, all N.M.

Price: \$5.5 million

Buyer: American General Media Corp., Towson, Md. (Anthony S. Brandon, 67% owner); in various forms, Brandon owns/is buying 15 FMs and 11 AMs.

Seller: Guardian Communications Inc., Albuquerque (Mark McNeil, principal); no other broadcast interest

Facilities: KKIM: 1000 khz, 10 kw; KYLZ: 106.3 mhz, 100 kw, ant. 656 ft.; KARS: 860 khz, 1.3 kw day, 186 w night; KLVO: 97.7 mhz, 100 kw, ant. 859 ft.

Formats: KKIM: religion, country; KYLZ: religion, dance; KARS: C&W, Spanish, news; KLVO: C&W, Spanish, news

WKLI(AM)-WCOW-FM Sparta, Wis.

Price: \$3.5 million

Buyer: Family Radio Inc., La Crosse, Wis. (Dick Record, principal); owns WIZM-AM-FM and WKTY(AM)-WTRV-FM La Crosse

Seller: Sparta Tomah Broadcasting Co., Sparta (Zel S. Rice II, president); no other broadcast interests

Facilities: AM: 1290 khz, 5 kw; FM: 97.1 mhz, 100 kw, ant. 587 ft.

Formats: AM: news; FM: contemporary country

Broker: Broadcasting Asset Management Corp.

WCHN(AM)-WKXZ(FM) and WBKT(FM)

Norwich, N.Y.

Price: \$1.26 million

Buyer: BanJo Communications Groups Inc., Oneonta, N.Y. (James V. Johnson and James Baldo, principals); no other broadcast interests

Seller: Cooney Communications Corp., Norwich (Matthew T. Cooney Jr., president); no other broadcast interests

Facilities: WCHN: 970 khz, 1 kw day, 34 w night; WKXZ: 93.9 mhz, 26 kw, ant. 680 ft.; WBKT: 95.3 mhz, 3 kw, ant. 300 ft.

Formats: WCHN: adult standards;

WKXZ: AC; WBKT: modern country

Broker: Kozacko Media Services

KPCR-AM-FM Bowling Green, Mo.

Price: \$490,000

Buyer: Indacom Inc., Lousiana, Mo. (Cloyd E. Cox, president); no other broadcast interests

Seller: Pike County Broadcasting Co., Bowling Green (J. Paul Salois, president); no other broadcast interests

Facilities: AM: 1530 khz, 1 kw day, 250 w night; FM: 94.1 mhz, 25 kw, ant. 270 ft.

Formats: Both country

WRBE-AM-FM Lucedale, Miss.

Price: \$220,000

Buyer: JDL Corp., Quitman, Miss. (James Larry and Jackie Shirley, owners); no other broadcast interests

Seller: Allen Broadcasting Co. Inc., Lucedale (Herman Kelly, vice president); no other broadcast interests

Facilities: AM: 1440 khz, 5 kw; FM: 107.1 mhz, 12.5 kw, ant. 466 ft.

Formats: AM: country, gospel; FM: country

WOBT(AM)-WRHN(FM) Rhinelander and WHTD(FM) Three Lakes, Wis.

Price: \$105,000

Buyer: Marathon Media III LP, Chica-

Alex R. Seith, Chairman of LH&S Communications

has agreed to transfer the assets

of

Illinois Radio Network

(Closed November, 1997)

to

Edward K. Christian

President/CEO

of

Saga Communications, Inc.

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Broadcasting

go (Bruce Buzil, manager/96% owner); owns/is buying eight FMs and three AMs

Seller: Northwoods Broadcasting Inc., Rice Lake, Wis. (Thomas A. Koser, president/70% owner); principals also own in common WJMC-AM-FM Rice Lake and WRLS(FM) Hayward, Wis., and WCHT(AM)-WGLO(FM) Escanaba, Mich.

Facilities: WOBT: 1240 khz, 1 kw; WRHN: 100.3 mhz, 25 kw, ant. 385 ft.; WHTD: 93.7 mhz, 50 kw, ant. 305 ft.

Formats: WOBT: AC; WRHN: AC; WHTD: country

RADIO: FM

KZSF(FM) Alameda, Calif.

Price: \$16 million

Buyer: Radio One of San Francisco Inc., Lanham, Md. (Alfred C. Liggins III, president/owner); owns WOL(AM)-WKYS(FM) Washington/WMMJ(FM) Bethesda, Md.; WOLB(AM)-WERQ-FM and WWIN-AM-FM Baltimore, and WPHI-FM Jenkintown, Pa./Philadelphia

Seller: Z-Spanish Radio Network Inc., Sacramento, Calif. (Amador S. Bustos, president/72% owner); owns KHOT(AM)-KZFO(FM) Madera, KZWC-FM Walnut Creek, KJAZ(AM)-KZCO(FM) Oroville, Calif.; is buying KUET(AM) Black Canyon, Ariz.

Facilities: 92.7 mhz, 1.8 kw, ant. 370 ft.

Format: Spanish

KQMB(FM) Midvale, Utah

Price: \$3.425 million

Buyer: Simmons Family Inc., Salt Lake City (Roy W. and Elizabeth E. Simmons Charitable Unitrust, 63.8% owner; H.H. Simons, trustee); owns 10 FMs and five AMs

Facilities: 102.7 mhz, 44 kw, ant. 2,765 ft.

Format: Hot AC

WPKM-FM Scarborough, Me.

Price: \$1.025 million

Buyer: Mariner Broadcasting LP, Kennebunk, Me. (Louis Vitali, president/69% owner); owns WBQQ (FM) Kennebunk and WQEZ(FM) Kennebunkport, Me.

Seller: WPKM-FM Inc., Scarborough (Charles C. McCreery, president/79% owner); owns 76% of WMIZ(AM)-WVLT(FM) Vineland, N.J.

Facilities: 106.3 mhz, 3 kw, ant. 299 ft.

Format: Classical

KPQZ(FM) Amarillo, Tex.

Price: \$790,000

Buyer: Mandujano Y Asociados Inc., Amarillo (Socorro Mandujano de Medina, president); no other broadcast interests

Seller: Robert R. Sanders, Amarillo; no other broadcast interests

WDMT(FM) Eufaula, Ala.

Price: \$200,000

Buyer: Renegade Broadcasting LLC, Eufaula (Clyde H. Earnest, 70%

OpenMike

<http://www.broadcastingcable.com>

In praise of tax certificates

EDITOR: I want to take this opportunity to congratulate both you and Erwin Krasnow for taking a brave and unselfish stand in favor of reinstatement of the minority tax certificate program (B&C, Dec. 15, 1997). As you have pointed out, the unprecedented media consolidation that has taken place (particularly in radio) since passage of the Telecommunications Act combined with the disappearance of the tax certificate program has dealt a death blow to the few minority broadcasters still in existence.

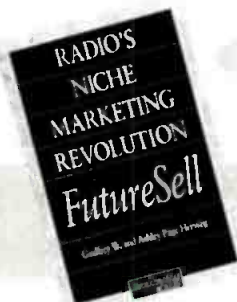
As president of Spanish Broad-

casting System, the largest Hispanic-owned broadcaster in the U.S. today, I can unequivocally vouch for the enormous benefit provided to the public as a result of the tax certificate policy. Over 3 million SBS listeners would not presently be enjoying a Spanish-language radio alternative had it not been for this policy.

Hopefully, Congress and the FCC will revisit the minority tax certificate program in time to reverse the alarmingly rapid pace of decreasing minority ownership of the media since the program was abolished in 1996.—*Raul Alarcon Jr., president, Spanish Broadcasting System, Coral Gables, Fla.*



The Focal Press Broadcasting and Cable Series



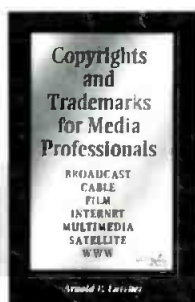
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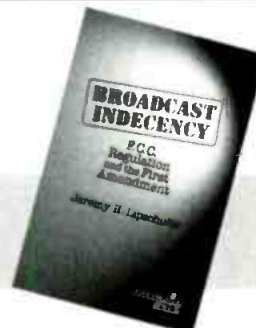


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by Arnold P. Lutzker

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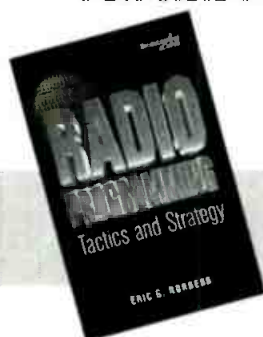


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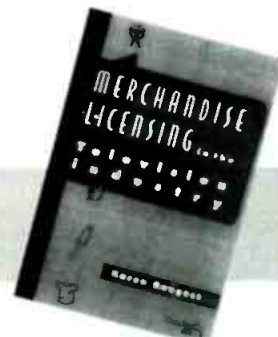
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owner); no other broadcast interests
Seller: WDMT FM Inc., Eufaula
 (DeVaughn Toole, principal)
Facilities: 97.9 mhz, 3 kw, ant. 328 ft.
Format: AC, oldies

RADIO: AM

KJOX(AM) (formerly KGER) Yakima, Wash.

Price: \$150,000

Buyer: Yakima Christian Broadcasting, Spokane, Wash. (Thomas W. Read, owner); Read owns KGDN(FM) Pasco, KSPO(FM) Dishman and KTRQ(FM) Quincy, all Wash.

Seller: Spanish Language Broadcasters of Washington LP, Yakima (Robert Powers, managing general partner); owns KHHK(FM) Yakima and KYXE(AM) Selah, Wash.

Facilities: 930 khz, 1 kw day, 127 w night

Format: Spanish

—Compiled by Sara Brown

Amplifications

■ Metropolitan Radio Group's \$262,250 purchase of WCKO(AM) from J4 Broadcasting Co. Inc. (B&C, Dec. 22, 1997) was brokered by Ted Hepburn Co.; the station is dark.

■ Norman Fischer & Associates represented Cumulus Media LLC in its \$675,000 purchase of KARX-FM from West Jewell Management Inc. (B&C, Dec. 22, 1997). Satterfield & Perry Inc. represented the seller.

■ The sale of KTUC(AM) Tucson and KSJM(FM) Oro Valley, Ariz., by Maloney Broadcasting to Rex Broadcasting (B&C, Dec. 22, 1997) was brokered by Kalil & Co.

APR listening trend continues downward

Decrease in local programming cited as a possible cause

Radio

By John Merli

Another small annual decline in the Average Persons Rating (APR) in the spring '97 Arbitron sweep continued a four-year trend, with the latest rating slipping below 16% for the first time since 1981. According to *Duncan's American Radio*, APR peaked in 1989 at 17.53% of the 12-plus population nationally and has experienced a slight loss each year since then, except for a temporary upturn in 1993. One of the possible reasons cited is a "disturbing trend" away from local programming.

The APR numbers (the percentage of the population listening to radio in any average quarter-hour, 6 a.m.—midnight) represent about a 9% loss of listeners overall in the past nine years, *Duncan's* says. Virtually half of 168 metro markets surveyed posted their lowest APRs in three years. While many of the affected markets are smaller (Asheville, N.C.; Wheeling, W.Va.; South Bend, Ind.), slightly declining APRs also are cited in Chicago, Houston, New Orleans, Philadelphia, Kansas City, Mo., and Buffalo, N.Y.

While *Duncan's* says the reasons for the APR scenario are no doubt numerous and complex and affect most other traditional media as a result of new-media competition, it suggests a few specific reasons for the APR downtrend: Less money is being spent on marketing and promotion; some formats, such as classi-

cal and easy listening, are being dropped; the trend is away from local programming because of national distribution; program segmentation has gone a little too far; commercial loads have increased.

Duncan's says, "We're concerned that if delivery slides too much, it could offset the remarkable sales gains radio has experienced over the past five years." And if radio use ratings continue to decline, the medium's overall cost per point will go up, the publication says. ■

Listening while driving most popular

Despite the increased attention given to at-work listening in recent years, a new survey finds that the most popular site for today's radio listening is on the road. According to Research Director Inc. of Baltimore, 68% of all persons 12-plus listen to a vehicular radio in a typical week. For full-time commuting workers, on-the-road listening jumps to 71%. The study was compiled by electronic analysis of nearly 350,000 Arbitron diaries.

The typical diary demonstrates that over a week the diary keeper listens to 2.9 stations in a vehicle, 2.4 stations at home and 1.9 stations at work. The study's analysis of 15 selected markets representing about 35% of all Arbitron Metros shows that nearly 72% of workers drive themselves to the office.

Tapscan Inc., the Alabama-based company that leases software to radio stations for online enterprises, suggested the survey. While it's long been assumed that in-car listening is a major component of overall listening habits, the company says, it was important to reassert that vehicular radio "is a great strength in radio's ability to deliver audiences to advertisers." Julie Heath of Research Director adds that the new study indicates that GMs "need to focus attention on in-car listening, especially for cume building." —John Merli



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BNN expands news verité franchise

Company has succeeded by putting viewers in the story

By Donna Petrozzello

It all began with the idea that a television news show should take viewers' comments seriously. Steve Rosenbaum, founder and executive producer at Broadcast News Networks, took that idea a major step forward.

Beginning with a local news show, *Our Town Television*, in upstate New York 14 years ago, Rosenbaum's BNN next year will produce shows for CNN, A&E Network, CBS Eye on People, CBS TV and MTV, among others.

The subjects of BNN programs range from circus performers to a member of a civilian militia. Rosenbaum says BNN tries to brand each story as "participatory" newsgathering by letting the story's subject double as its narrator and by sometimes allowing audience members to become videographers.

Rosenbaum founded BNN with a staff of two and a plan to make news reporting a two-way street, encouraging viewer input and interaction.

For one of BNN's early productions, Rosenbaum allowed a woman who claimed to be ill because of ruptured silicone breast implants to tell her story herself. He agreed to air the woman's home video, in which she told her story in the first person.

Rosenbaum says the result was more poignant and disturbing than it would have been if the story had been shot by an outside camera crew. "We went on the premise that getting the storyteller involved makes for a better story," he says.

Rosenbaum aired the show on BNN's news magazine series *Broadcast New York*, which initially was carried by Albany, N.Y., NBC TV affiliate ch. 13. The program was well received and helped to reinforce his conviction that the audience would welcome the chance to set the agenda for TV news.



Broadcast News Networks' 'I Witness' crew members (l-r) Craig Santy, Matt Gould, Amanda Pike, Evan Eames, Lara Hughey and Ruth Golden.

"I always thought the audience had something it could give us that was valid and more meaningful than we could produce," says Rosenbaum. "We wanted to empower the audience."

"We want viewers to come to a story and take away their own impressions of it," he says. "I think that kind of story-telling respects the viewers' intelligence."

The silicone implant story set the tone for *Broadcast New York*, which aired many programs from the viewers' point of view during its eight-year run from 1986 to 1994. During that time *Broadcast New York* was picked up by 13 additional New York State stations, most of which were NBC TV affiliates. In 1994, Time Warner Cable's New York One channel bought the series from BNN.

In 1995, Rosenbaum created an alternative news show for MTV dubbed *MTV Unfiltered*. The half-hour series features stories shot and narrated by teenage viewers. They tell of experiences ranging from being sexually harassed to serving in the Persian Gulf War.

For *MTV Unfiltered*, Rosenbaum has lent cameras to some viewers to make home videos of their stories. MTV typically asks viewers to submit their story ideas in writing, chooses the best candidates and sends them a camera. Rosenbaum serves as executive producer of the series.

Since 1995, BNN has expanded to shoot programs for various cable and network outlets, all from a "news verité" angle. By often letting viewers tell their own stories, BNN has developed



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Here: 299 Days
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New England Cable News

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New England Cable News, the country's largest regional newschannel, presents quality local news and informational programming like our award-winning documentary, ***Look For Me Here***, to more than 2.3 million cable subscribers in nearly 500 communities throughout New England. Visit our video news-on-demand website at www.necnews.com.



an unpolished look that "feels like a public access show, but is meant for commercial TV," says Rosenbaum.

With a staff of 35 and editing headquarters in Manhattan, BNN is poised for expansion. The group has renewed its deal to produce hour-long documentaries for Arts & Entertainment and has produced programs for VH1, Travel Channel and Scholastic.

BNN will provide more programming for CBS TV's *Class of 2000* series and will produce more *MTV Unfiltered* shows in 1998. Rosenbaum also plans to produce two hours of

original programming for CNN later this year, BNN's first project for CNN.

Rosenbaum is particularly excited about an assignment to produce additional episodes of *I Witness* for CBS Eye on People in 1998. One of BNN's most challenging projects, *I Witness* is shot by a team of reporters who live with their subjects for six weeks.

Rosenbaum is hoping that additional exposure in 1998 will help spread the word about his method of news reporting. "News organizations have to come to terms with the fact that viewers are going to participate," he says. ■

HEAD ENDINGS

Minnesota agency opposes US West plan

The Minnesota Department of Public Service has advised the FCC not to permit US West to delay selling its Twin Cities cable operations until after it separates its phone and cable businesses—in which case it would not need to divest. Under federal law, as a major provider of local telephone service, US West cannot own a cable company in the Minneapolis-St. Paul area. US West had agreed to sell the cable operations—nearly 300,000 subscribers—to Charter Communications for about \$600 million earlier this year, but changed its mind in favor of a spin-off of a cable TV unit, MediaOne. Charter has opposed US West's efforts to keep the cable operations as well. The DPS says that the delay sought by US West is not in the best interests of the public and that the spin-off is not a certainty. Consumer groups say there would be no true competition between a cable and a phone company with the same corporate roots. US West says the DPS and consumer groups misunderstand US West's plans and that ownership and leadership of the cable and phone operations would be separate and distinct.

Cats, swans and Longstockings

Disney Channel has acquired broadcast rights to a slate of children's and family feature films, including titles from Columbia TriStar TV, New Line TV, Warner Bros.

Domestic Pay-TV, Cable and Network Features and Nelvana Enterprises Inc. The agreement gives Disney the exclusive TV debut of "Cats Don't Dance" and "Swan Princess II," both from Warner Bros. Disney will also air the U.S. TV debut of "Pippi Longstocking" from Nelvana. Disney plans to begin airing films from these libraries in January.

TCM closes in on 20 million

Turner Classic Movies has pushed its subscriber base to 18.7 million with the addition of a number of new West Coast system launches. New hookups include TCI in Greeley, Colo.; Cable One, Winslow, Ariz.; and in California: Time Warner Cable, Bakersfield and Tehachapi; Falcon Cablevision, Malibu/Topanga; Intermedia Partners, Colfax; Avenue TV Cable, Ventura; and Charter Communications, Long Beach and Los Angeles/Pasadena and Fort Carson, Colo.

Viacom may drop blockbuster

Viacom may sell or spin off its Simon & Schuster publishing and Blockbuster video store units, according to reports last week. Blockbuster's financials are expected to offset stronger performances at Viacom's MTV and Nickelodeon cable operations, and investors are reportedly pressuring executives to reduce company debt. Simon & Schuster could be re-formed into separate educational and consumer units, the *New York Post* said last week.

More days in court for MTV vs. Cronin

Hearings on MTV Networks vs. former TV Land network president Richard Cronin continue in New York State Supreme Court this week.

In mid-December, Supreme Court Justice Herman Cahn presided over three days of testimony in the case of *MTV Networks vs. News Corp., Fox Kids Worldwide and Cronin*.

In hearings in Manhattan, Cronin and MTV Networks President Mark Rosenthal testified. Hearings are scheduled to continue Jan. 8.

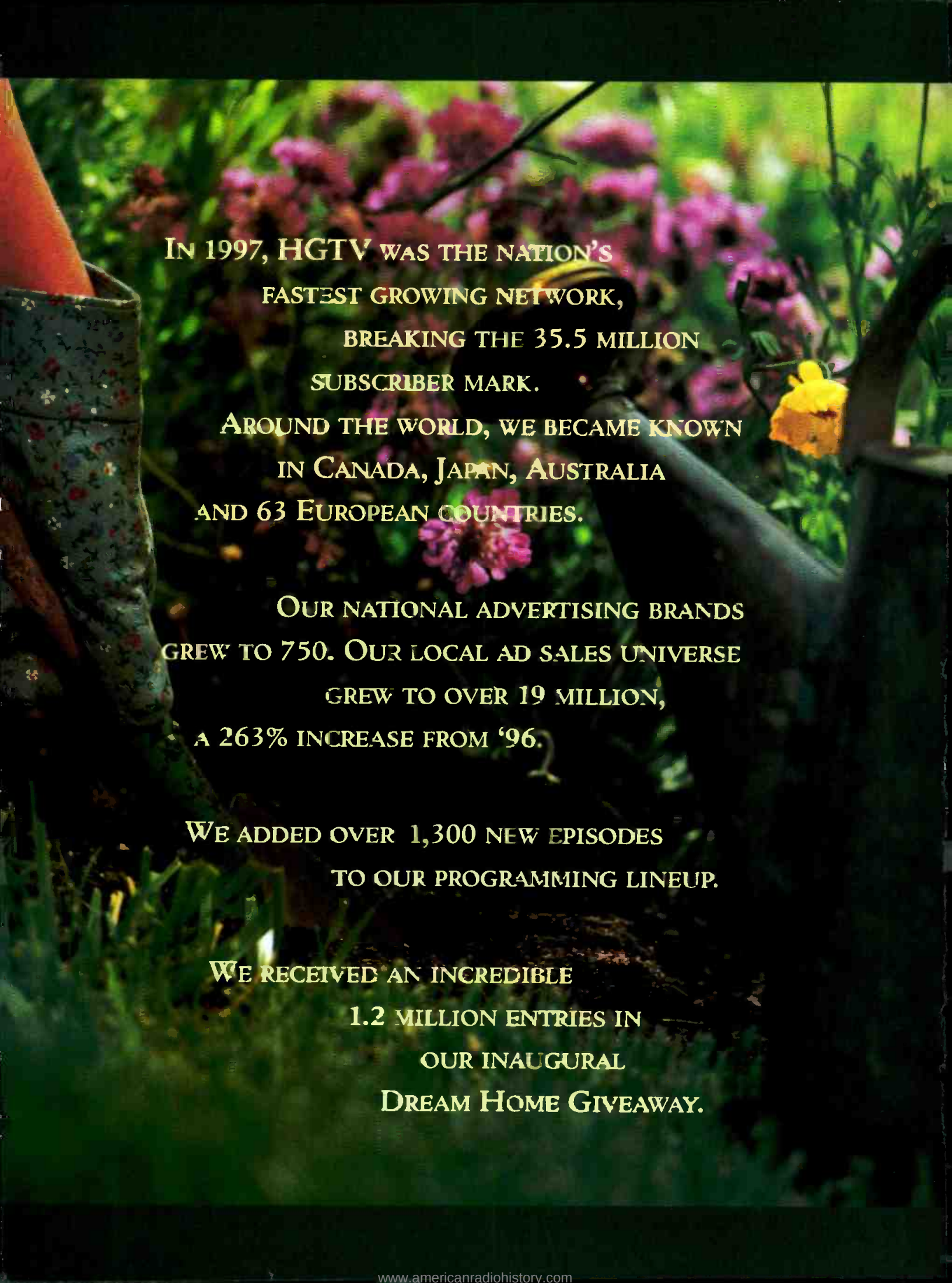
The case stems from a lawsuit MTV filed on Oct. 31, 1997, charging Cronin with breach of contract after the network discovered that he had agreed to take a job as president of Fox Kids and The Family Channel while under contract with MTV Networks. MTV fired Cronin Oct. 22.

MTV Networks is seeking monetary damages and an injunction that would prohibit Cronin from starting his new post until July 1, 1998, the day after his contract was to expire with MTV Networks.

Margaret Blair Soyster, of the New York law firm Rogers & Wells, says her client is defending his right to start working at Fox and The Family Channel sooner. Cronin says he agreed to join Fox in mid-October and had intended to start working there several weeks later.

Cronin maintains that he informed MTV Networks executives he was talking with Fox. "There was nothing in my employment contract with MTV that prevented me from planning what I would do when my term at TV Land ended," he says.

—Donna Petrozzello

A background image of a garden with pink flowers and a watering can. The text is overlaid on the image.

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H E A D L I N E S

MTV says no to video

MTV says it will no longer show the video for Prodigy's "Smack My Bitch Up," to the cheers of women's rights groups. The music TV station told wire services it had always planned to limit showing the video, in which women are treated violently. The video reportedly ran for a week only between 1 a.m. and 5 a.m., accompanied by a warning about its content.

WTBS re-ups with Cable One

Cable One Inc., the cable division of the Washington Post Company, has completed an agreement with Turner Broadcasting System to continue carrying Turner's Superstation WTBS Atlanta after Dec. 31, 1997, when Turner converted WTBS to a basic cable network. Cable One represents some 635,000 subscribers in 16 states. Turner has sealed deals with

operators serving more than 40 million subscribers.

Sale of Cox's Central Ohio system complete

Cox Communications Inc. has announced completion of the sale of its Central Ohio cable television operation to FrontierVision Partners LP. Terms of the transaction were not disclosed. FrontierVision now serves more than 220,000 customers in this region, including systems in nearby Ashland, Ky., that were purchased from Cox in 1996. Cox acquired the Central Ohio system, which serves some 85,000 customers in and around Newark, New Philadelphia, Marion, Coshocton, Cambridge and Logan, during its 1995 acquisition of Times Mirror Cable Television. Cox intends to put the proceeds of the sale toward the purchase of another cable system.

Holyfield, Lewis agree to fight

Boxing promoter Don King is reportedly taking a potential blockbuster to cable and other pay-TV networks, after heavyweight champions Evander Holyfield and Lennox Lewis agreed last week on a title unification bout. Holyfield holds the WBA and IBF titles; Lewis has the WBC's. The winner of that bout could be part of an even bigger promotion, in the event Mike Tyson returns to boxing after his suspension for biting off a piece of Holyfield's ear in their June 1997 bout. Tyson, who had lost to Holyfield in 1996, was disqualified for twice biting Holyfield.

Holiday bonding

TBS Superstation's *13 Days of 007* annual James Bond movie marathon earned an average 2.2 rating during its Dec. 9-21 run, according to Nielsen Media Research data. TBS says the marathon marked a 10% rating increase over last year's seven-day *Seven Days of 007*. During the last week of *13 Days*, Dec. 15-21, the series earned an average 2.5 rating in prime time, TBS says.

C-Cor: Just say node

C-Cor has unveiled a new line of AM fiber optic nodes and optical lid upgrades for its RF amplifier platforms. The Navicor line's modular concept provides for a variety of configurations to ease the strains on time and pocketbooks of network upgrades and rebuilds. "Navicor has all the features our customers need to navigate the future of hybrid fiber/coax," says C-Cor President Scott C. Chandler. "its products are flexible, scalable and cost-effective." The Navicor FlexNet nodes include a trunk/bridget and a two-output bridget node. The Quadrant node will feature 3- and 4-output configurations. The nodes are controlled by C-Cor's new CNM (Cable Network Management) platform. The Navicor series will be available in summer 1998. C-Cor news is also showing off a new line of FlexNet amplifiers—FlexNet 900—which include improved performance levels and an increase in amplifier return-loss performance on all ports from 14 db to 17 db (except forward input, which is 16 db).

25

**PEOPLE'S CHOICE
Top Cable Shows**

Following are the top 25 basic cable programs for the week of Dec. 22-28, ranked by rating. Cable rating is coverage area rating within each basic cable network's universe; U.S. rating is of 98 million TV households. Source: Nielsen Media Research, Turner Research

Rnk	Program	Network	Day	Time	Dur	Rating	U.S.	Cable	HHs	Share
1	Independence Bowl—LSU vs. Notre Dame	ESPN	Sun	8:00p	202	4.5	7.3	3,275	3.3	
2	Motor City Bowl—Marshall vs. Mississippi	ESPN	Fri	8:00p	237	4.1	7.8	3,015	3.1	
3	World Championship Wrestling	TNT	Mon	8:00p	60	4.0	6.8	2,916	3.0	
3	Rugrats	NICK	Tue	7:30p	30	4.0	7.2	2,860	2.9	
5	Rugrats	NICK	Mon	7:30p	30	3.8	6.3	2,674	2.7	
6	World Championship Wrestling	TNT	Mon	9:00p	60	3.6	5.7	2,587	2.6	
7	Movie: "Kindergarten Cop"	USA	Thu	8:31p	149	3.4	6.8	2,470	2.5	
8	South Park	COM	Wed	10:00p	30	3.3	7.4	1,496	1.5	
9	WWF Wrestling	USA	Mon	10:00p	60	3.2	5.4	2,332	2.4	
9	Doug	NICK	Tue	7:00p	30	3.2	5.8	2,281	2.3	
9	Blues Clues	NICK	Tue	9:30a	30	3.2	11.0	2,265	2.3	
9	Blues Clues	NICK	Wed	9:30a	30	3.2	10.0	2,256	2.3	
9	Busy World of Richard Scarry	NICK	Mon	10:00a	30	3.2	10.9	2,245	2.3	
14	Secret World of Alex Mack	NICK	Tue	8:00p	30	3.1	5.3	2,182	2.2	
14	Doug	NICK	Mon	7:00p	30	3.1	5.4	2,169	2.2	
16	Movie: "Return of the Jedi"	USA	Thu	5:36p	175	3.0	7.4	2,200	2.2	
16	WWF Wrestling	USA	Mon	8:57p	63	3.0	4.7	2,199	2.2	
16	Rugrats	NICK	Sun	10:00a	30	3.0	9.1	2,168	2.2	
16	World Championship Wrestling	TNT	Mon	10:00p	61	3.0	4.8	2,162	2.2	
16	Maurice Sendak's Little Bear	NICK	Mon	12:00p	30	3.0	9.3	2,153	2.2	
16	Hey Arnold	NICK	Mon	8:00p	30	3.0	4.9	2,142	2.2	
16	Blues Clues	NICK	Mon	9:30a	30	3.0	10.3	2,133	2.2	
16	Busy World of Richard Scarry	NICK	Tue	10:00a	30	3.0	10.0	2,127	2.2	
16	Rugrats	NICK	Sat	8:00p	30	3.0	5.5	2,125	2.2	
16	Busy World of Richard Scarry	NICK	Wed	10:00a	30	3.0	9.2	2,123	2.2	
16	Maurice Sendak's Little Bear	NICK	Wed	12:00p	30	3.0	8.4	2,102	2.1	
16	Rugrats	NICK	Wed	8:30a	30	3.0	10.3	2,101	2.1	

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*Nielsen Media Research, Dec. 17, 12:07 10pm-10:30pm, HHRating subject to qualification upon request.



KNXV-TV gets bird's-eye view of Phoenix

Station installs remote camera on the roof of city's Bank One building

By Glen Dickson

KNXV-TV, the ABC affiliate and E.W. Scripps station in Phoenix, has installed a new remote-controlled news camera on the top of the city's Bank One building, the tallest building in Arizona.

The station spent \$50,000-\$60,000 on its "News 15/Bank One UltraCam," a TrollCam LC unit from Troll Technology. The pan-and-tilt camera system offers a 360-degree view of the city and is controlled remotely from the station.

Although KNXV-TV already has an Astar news helicopter with a stabilized camera, the station wanted a fixed vantage point to give aerial views even in inclement weather. Brad Nilsen, the station's vice president/GM, says that "bird's-eye" cameras are common in the Phoenix market, which is why his station went



KNXV-TV's new remote camera sits 555 feet atop the Bank One building in downtown Phoenix.

after the city's highest point of view, the Bank One building.

After launching the Bank One UltraCam on Dec. 8, 1997, KNXV-TV has used the camera mainly for beauty shots during weather reports. "At certain times of the year, weather is a big issue around here with dust storms and monsoons, and we'll use it to cover that," Nilsen says. ■

CNN invests in digital SNG

Network buys Wegener compression gear

By Glen Dickson

In order to use its domestic satellite capacity more efficiently, CNN has purchased a bevy of digital satellite compression gear from Wegener Corp. of Duluth, Ga.

The order includes 14 Wegener DVT2001 MPEG-2 encoders and 22 DVR2000 receivers, which are being delivered and installed. CNN is installing an encoder in each of its eight SNG trucks and will use the rest of the encoders for five satellite flyaway units. One flyaway, a dual Ku-

band/C-band package targeted for international use, will get an extra Wegener encoder "because it's nice to have two when you're going to Bosnia," says Frank Barnett, director of CNN Newsbeam.

Each truck will also get a Wegener digital receiver, with the rest being installed at CNN headquarters in Atlanta. "It's not imperative to have a link back to the truck, but it's good to have one," Barnett says. "We may be able to start doing some compressed backhauls into the trucks now."

Barnett says that CNN is spending



Canon lenses tackle Super Bowl

NBC will use more than 14 Canon DIGI-SUPER 70 digital long lenses in its coverage of Super Bowl XXXII in San Diego on Jan. 25. According to Canon, the digitally controlled 70X zoom lenses provide the longest telephoto and widest angle combination of any lens. They also include Canon's internal focusing and IFplus technologies for long-range telephoto applications. Super Bowl director John Gonzalez first used the DIGI-SUPER 70 lens at Super Bowl XXX and says "it allowed us to get inside the helmet of the players. We were able to show the full range of emotions of the players and coaches." —Glen Dickson

more than \$750,000 on digital compression gear for domestic use, a figure that represents both the Wegener gear and satellite upconverters from Miteq. The network decided to make the investment after having success with Wegener digital compression equipment for international feeds. Last summer CNN started using Wegener MPEG-2 encoders and receivers to generate compressed feeds out of London, Jerusalem and Moscow off the Intelsat 332 satellite.

"The efficiencies we realized inter-

nationally became really apparent with our [capacity] lease," says Barnett. "We had the stuff installed at the time of the Princess Diana tragedy, and we had four simultaneous carriers out of London on one transponder. A bombing came up in Jerusalem in the middle of that, so we just dropped one of the London carriers and brought up the feed from Jerusalem. ... With analog, we would had to have bought a whole other feed path."

Barnett is looking forward to realizing the same efficiencies with digital compression in the domestic SNG

market. The new Wegener MPEG-2 gear will be used as a complement to existing analog uplink equipment in CNN's trucks, seven of which are multipath. CNN plans to allocate one 54 mhz transponder on the GE Americom GStar IV satellite for digital transmission, and Barnett thinks the network can easily fit five, and maybe six, digital feeds at an encoding rate of 8.4 Mb/s, which he calls the "de facto standard" for MPEG-2 news feeds. CNN currently uses two 8.4 Mb/s paths out of London for live feeds and one 15 Mb/s path for taped material.

Barnett hopes to have all the Wegener gear installed by the beginning of February 1998; one of the flyaways will be used later this month for CNN's coverage from Cuba. As for the SNG trucks, CNN wants to use the compression gear to handle point-to-point transmissions from the field to CNN, while the existing analog gear will continue to pump out feeds to affiliates. "By maximizing the number of CNN signals we can put out of a truck in compressed mode, we'll be able to offer greater flexibility to affiliates," Barnett says. ■

Cutting Edge

By Glen Dickson

Zenith Electronics has selected system software from embedded software supplier **Microware Systems** for the high-definition television sets it will begin selling in 1998, extending a previous licensing agreement with Microware for its DAVID (Digital Audio/Video Interactive Decoder) package. Zenith says it will use Microware's OS-9-based DAVIDLite software for its HDTV receivers; Zenith already uses DAVIDLite in digital set-top boxes, but this would be the first appearance of the Microware software in the TV set itself.

GlobeCast North America planned to provide live international and domestic transmission of the New Year's Eve celebration in Times Square in New York last week via its fiber and satellite network, continuing its relationship with Times Square Business Improvement District. At press time, GlobeCast planned to transmit live mixed footage with natural sound from Times Square from 11:30 p.m.

to 12:15 a.m. The feed was to be sent via fiber from One Times Square to Waterfront Communications' The Switch center, from which it could be picked up by domestic television stations and also uplinked for domestic transmission via the Galaxy VI and SBS-6 satellites. Internationally, GlobeCast was to transmit the broadcast via Intelsat K 7 to Europe, PanAmSat-3R to South America and Intelsat 174 to the Pacific Rim.



CBS Sports is relying on Quantel graphics equipment for its Nagano coverage, including a Henry V8 effects editor.

For its 1998 winter Olympics coverage, CBS

Sports is using **Quantel** equipment in its onsite graphics facility in Nagano, Japan. The Quantel gear includes one high-end Henry V8 effects editing system, four Picturebox still stores and three Paintbox Bravo graphics systems. "This will be our third winter Olympics using Quantel products in our graphics area," says Darcy Antonellis, CBS vice president of technical and Olympic operations. "We had great success in the previous two games, and it made sense to stick with proven systems."

HDTV pioneer **REBO Studio** is joining CBS and PBS in providing an HDTV programming feed to the Consumer Electronics Show (CES) in Las Vegas this week. The feed will draw from New York-based REBO's extensive HDTV library, including episodes of the natural history series *Wild!Life Adventures*, which Rebo co-produces with Turner Original Productions and Japanese broadcaster NHK, and "Fool's Fire," an *American Playhouse* presentation REBO co-produced with PBS. "While PBS and CBS will be broadcast to the convention

floor via terrestrial television stations in the Las Vegas market [KLTV and KLAS-TV], it's appropriate that our studio's feed will be delivered via cable, as our programming mix is representative of what's available today from many of the most successful thematic cable channels," says REBO co-founder Barry Rebo.



Cinetel audio engineer Randall Inman works with the new AMS Neve Libra console.

As part of the digital conversion of its production facility, **Cinetel Studios** of Knoxville, Tenn., has installed a Libra 24-fader fully automated digital music console from AMS Neve. The Cinetel facility is used for program production for cable networks including HGTV, The History Channel, A&E and TNN. The completion of the AMS Neve-equipped control room is the final stage of a facility-wide move to digital.

Telemedia

THE CONVERGENCE OF TELEVISION, RADIO AND NEW MEDIA

Online Content

Microsoft's 'Slate' tries to push pay model

Advertising alone won't support Webzine

By Richard Tedesco

Slate, Microsoft's esoteric pop online periodical, plans to adopt a subscription model soon that could require PC users to pay as much as \$30 annually.

That's the latest word from Rogers Weed, Slate's publisher, who says the long-delayed strategy is an issue of necessity for the cultural/political publication. "We don't believe that the advertising-only approach is sustainable for us," he says.

Slate joins a growing roster of publications or publication services charging for information on the information-rich Internet. The *Wall Street Journal's* online edition has been the sole screaming success in online subscriptions—largely on the strength of its powerful print identity and the content differentiation its online edition offers.

Time New Media has never indicated how its experiment with *Pathfinder Personal Edition* is going. But it is no longer pushing the \$4.95 monthly subscription to the premium version of its online publications. That suggests the concept didn't take off. "It gave us a lot of useful information about what people are



willing to pay for on the Web," says Graham Cannon, a Time New Media spokesman.

And Time New Media soon will apply that information. Its *Entertainment Weekly Online* will be available to print subscribers this month as a premium for their \$23 annual subscription. It will offer original weekly content and an archive for the past seven years' issues. *Money.com*, which has been a free supplement to the print magazine, goes into a pay

mode—\$29.95 a year if you're a *Money* subscriber, \$49.95 if you're not. "If you have something that isn't available somewhere else, that's how you assign value," Cannon says.

Weed concedes that *Slate* is a magazine in search of a focus. It debuted as what Weed calls a "pure opinion" publication. More recently it has positioned itself as a repository of news summaries, drawing from five top U.S. dailies and starting to do

the same with some international periodicals. "What we're trying for is a news analysis focus," says Weed. "Our focus is national news related to the U.S. and politics. Our goal is to be a place to go for what's going on with the news of the week."

The original game plan—now about a year overdue—was to charge a \$19.95 annual subscription fee for the online weekly, launched in June 1996. Weed figures that could stretch to as much as \$30 on the strength of the top-rank writers it hopes to land. And it anticipates offering potential payees other subscription options still under discussion. "There's a trade-off," he says. "You don't want to be confusing, with 18 different ways you can be a subscriber, but you want there to be some flexibility."

And from an online publisher's perspective, you probably want to be there before the space gets too crowded with print publications flexing well-established names on the Web. Both *Business Week* and the *Economist* are breaking onto the Web with some form of subscription this month (details yet to come). *Business Week* will continue to be accessible at no additional

charge to America Online subscribers.

Behind the migration to a pay model looms the *Wall Street Journal's* startling performance in the nascent field: 150,000 online subscribers and counting. And two-thirds of those takers are non-print subscribers paying \$49 for annual access.

The *New York Times* has been charging PC users abroad for access to its electronic edition; eventually, it intends to charge all of its online readers.

Slate will continue to offer "free samples" of its content after it goes to the pay mode, but it could be treading a thin line of satisfying—rather than whetting—the appetite for its eclectic mix. TM

Ultimate TV coming attractions

A very brief distillation of broadcast and cable TV content starts streaming on Ultimate TV's Website next week in the form of network and program promotional spots.

The stuff that sets channel surfers zapping will now appear in an area dubbed the Ultimate TV Promo Lounge. Program listings on the site bearing the operative icon for the spots will provide links for PC users who want to see previews online (www.ultimatetv.com). "Our goal is to give the end user a sample of the show," says

Jeff Rowe, president of Los Angeles-based Ultimate TV, who calls the content "a hybrid of episodic and evergreen."

ABC, CBS, NBC, UPN and WB have committed to providing content, with Fox reportedly on the fence. HBO is the sole cable network collaborating, with the Turner networks and MTV Networks considering the concept.

Ultimate TV, which will stream the content using RealNetworks technology, expects to continue adding promos to its archives as the project continues. —Richard Tedesco

New look to B&C Online

BROADCASTING & CABLE officially launches its new Website today. BROADCASTING & CABLE ONLINE will provide late-breaking industry news about television, radio and the Internet.

BROADCASTING & CABLE ONLINE replaces the magazine's former Website, at www.broadcastingcable.com. The new site emphasizes up-to-the-minute news while providing a user-friendly online format for each week's BROADCASTING & CABLE magazine.

"We designed BROADCASTING & CABLE ONLINE with breaking news in mind," says BROADCASTING & CABLE Editor Harry Jessell. "We want our readers to have access to news as it happens, along with our in-depth weekly coverage."

The site's main page features a scrolling headline ticker updated by BROADCASTING & CABLE's editorial staff each business day from 9 a.m. to 9 p.m. (EST). The ticker tips readers to the latest industry news, with more that evening in the site's Online Daily section (see below).

Other daily news features:

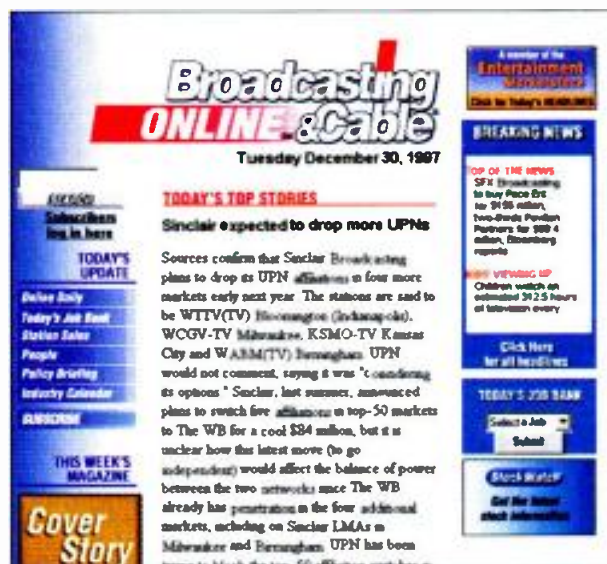
FCC Actions: The online version of the magazine's "For the Record" section features daily updates on FCC filings and actions.

Industry Calendar: The online version of the magazine's "Datebook" section features late-breaking information on industry awards, conferences, conventions, exhibits, expositions and other events.

Job Bank: Daily postings of employment opportunities are organized by industry and position.

Online Daily: The online version of BROADCASTING & CABLE's *Cableday Fax* and *TV Fax* features the full content of each of the daily faxes along with additional items exclusive to BROADCASTING & CABLE ONLINE. This section is posted Monday through Friday by 8 p.m. ET.

People: The online version of the magazine's "Fates and



Fortunes" section provides a daily record of personnel changes in the advertising, broadcast television, cable, Internet, programming, radio and satellite industries. The section also includes industry obituaries.

Policy Briefing: Exclusive to BROADCASTING & CABLE ONLINE, this insider news summary provides updates on industry topics ranging from digital TV to the status of must carry.

Station Sales: The online version of "Changing Hands" debuts Friday, Jan. 16, with daily updates of radio and television station transactions and a searchable database of past transactions.

For magazine subscribers, the new site means access to BROADCASTING & CABLE stories two to three days before the Monday issue date. Stories from the magazine begin appearing online by Thursday afternoon, and the entire magazine is posted by Friday evening. In addition, BROADCASTING & CABLE ONLINE features a searchable archive containing issues of the magazine dating back to January 1994.

The site also features items in addition to those in the magazine.

"The site expands on the coverage available in the magazine," says BROADCASTING & CABLE ONLINE Editor Christopher Jones. "A news item or station sale that might be held a week for the magazine will appear right away on the Website."

The site was designed by Kaufman Patricof Enterprises and is produced by Jones and Web Production Manager Alisa Holmes from BROADCASTING & CABLE's Washington office.

Before joining BROADCASTING & CABLE in November 1997, Jones worked as a reporter for the *Washington Blade* newspaper. As a syndicated TV columnist, his work has appeared in Washington, Philadelphia and New York newspapers.

Holmes joined the magazine in October 1997 after graduating from Washington's American University with a degree in visual media. TM

Classifieds

See last page of classifieds for rates and other information

RADIO

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E.O.E.**

HELP WANTED SALES

National Sales Manager (Job #11-100): WBNS Radio is looking for a National Sales Manager to oversee all national sales efforts of WBNS Radio by supervising national sales representative. Primary responsibility is to meet or exceed national revenue projections. Assist in the creation of an monitoring of national sales goal. Organize and provide product information to national sales reps. Meet with each national sales office periodically and with key accounts in each market to update them in market conditions and station developments. Assist on major national account presentations and negotiations. Interact with all department heads to ensure positive communications between departments and their effect on national business. College graduate preferred. Five or more years experience in industry sales. Good knowledge of computers and ratings. Good understanding of inventory control. Strong organizational skills, good business sense, and leadership qualities required. Equivalent combinations of education and experience will be considered. Qualified candidates should send resume to: RadioOhio, Human Resources Job #11-100, 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 NEWS

News Director, Radio. Who owns your stations today? If this question is hard to answer, this opportunity may be for you. Our three station combo needs an experienced news director with strong leadership and news judgement, excellent writing and reporting skills, and strong anchoring ability. It's a fast track in a growing market, and neither our stations nor our news commitment are for sale. Resume, tape and writing samples to Box 01292 EOE.

Radio News Anchor. ICRT Radio Taipei seeks experienced english language broadcaster for news anchor position. Must have at least 3 years experience in either radio or TV. Must have a college degree. You will live and work in Taiwan. You do not need to speak Chinese. You do need to want to work at a dynamic radio station with more than 2 million listeners daily. Tape and resume to Kevin Kerrigan, ICRT, 8-1 Chung Yung, 2ED Road, Taipei, Taiwan, R.O.C. 111. Excellent pay and benefits. Learn more about us at www.icrt.com.tw.

HELP WANTED PROGRAMMING

PD for Clear Channel Communications subsidiary, Radio Enterprises, Albany, NY (Market 57), programming formats include nation's highest rated Rock Alternative, Classic Rock and One-On-One sports AM. Candidate must have programming, production, management, planning, marketing and promotion experience. PD reports directly to GM. Position available immediately. Resumes and tapes to David Arcara, Radio Enterprises, 4 Central Avenue, Albany, NY 12210. Radio Enterprises is an Equal Opportunity Employer.

SITUATIONS WANTED MANAGEMENT

Experienced professional seeks GM/GSM position in small to medium market. Top biller. Great motivator. Willing to relocate. Top references. Buyout if interested. Ted 212-737-2997 or 212-888-7347.

SITUATIONS WANTED ANNOUNCER

If you need a D.J. or newsman-salesman. Call Ted for resume and tape. 212-737-2997.

Advertise your classified ad on B&C's Website.

Contact Antoinette Pellegrino

for info ...

ph: 212-337-7073 or

e-mail: apellegrino@b&c.cahners.com

TELEVISION

HELP WANTED MANAGEMENT

Vice President, Business Development Great Challenge, Great Opportunity, Great Organization

Use your skills and contacts to bring the fastest growing, most aggressive business development candidate to help our organization continue our climb to the top. Background must include a deep and wide industry knowledge: Cable, Broadcast, Online and other media companies. You must comprehend the latest industry developments and have existing high-level contacts within all sectors of the industry. You will be called upon to lead our business expansion into all media sectors.

The skills necessary to be successful in this position include: negotiation, sales, presentation, analysis and drive to be the best. This position is not for the faint-hearted, only dedicated professionals are encouraged to apply. This is a unique opportunity to contribute significantly to the success of a growing media company.

This position will be located in Stamford, CT / New York City. Compensation and benefits are highly competitive. Regional News Network, Attn: President, 1 Stamford Landing, 62 Southfield Ave., Stamford, CT 06902. 203.967.9442 fax

RNN is an equal opportunity employer.

General Manager. WTWC-TV in Tallahassee is looking for a visionary leader to take over an up and coming NBC affiliate. Must be a proven team builder, a collaborative leader, a strategic thinker, and have strong interpersonal and financial management skills. The ideal candidate will have a broad range of television experience, part of it in a small to medium market. Minimum ten years broadcast experience with at least five years in management also required. Send resume to Michael Bock, VP/Television, Guy Gannett Communications, PO Box 15277, Portland, ME 04112. No phone calls please. Guy Gannett Communications is an Equal Opportunity Employer. Women and minorities are urged to reply.

**FAX CLASSIFIED ADS TO
212-206-8327**

HELP WANTED SALES

ACCOUNT EXECUTIVE

UPN38 WSBK-TV, Boston, a Paramount Stations Group owned station, is seeking a highly motivated salesperson with agency experience and new business development skills. Three years broadcast sales and computer skills are essential, knowledge of TVSCAN/Scarborough is preferred.

Submit resumes to Scott McGavick LSM and Jeff Reed LSM, UPN38, 83 Leo Birmingham Parkway, Boston, MA 02135. EOE

WFLD, FOX O&O TV station in Chicago is looking for a Log Editor. Individual will check, change and verify all program timings; ensure accuracy of daily FCC log; time daily log from sign on to sign off; call syndicators for show timings when needed and schedule revisions; competitive product separation; assign show numbers and titles; assign facilities for Paramount Pictures. Requirements include: demonstrated knowledge of Children's FCC log; strong attention to details; and excellent organizational skills. Prior experience with Enterprise software system and prior traffic experience is necessary. For immediate consideration, send resume and letter of interest to Human Resources, WFLD/FOX 32, 205 N. Michigan Avenue, Chicago, IL 60601. No phone calls, no faxes please. EOE/M/F/D/V.

General Sales Manager - WDFX FOX34 in Dothan, AL needs a self-motivated, enthusiastic GSM. Applicant should have five years of management experience. Fax resume to Business Manager at 334-288-5414.

Television Advertising Sales Executive. WATE-TV6 is seeking an experienced Television Advertising Sales Executive. Candidate must have a minimum of three (3) years television sales experience. Along with your resume, send a letter detailing your success in developing new business. We're looking for applicants with a demonstrated customer-focused selling attitude. Interested parties send resume to: WATE-TV6, Attn: Personnel, P.O. Box 2349, Knoxville, TN 37901. No phone calls and no beginners, please. WATE-TV6/Young Broadcasting of Knoxville, Inc. is an Equal Opportunity Employer. Women and minorities are encouraged to apply.

Sales Account Executive: KFOR-TV, Oklahoma City's market leader and one of the top NBC affiliates in the country, has an immediate opening for an Account Executive to enhance our strong sales team. Successful sales experience required in television, radio, print or a related field with a proven track record in reaching billing goals and developing new business. Highly motivated self-starting, well organized with excellent oral and written presentation skills and an ability to develop and enhance strong client and agency relationships. Working knowledge of NSI, TV Scan and Research programs preferred. College degree to commensurate experience. Send resume to Personnel, KFOR-TV, 444 East Britton Road, Oklahoma City, OK 73114. EOE.

Local Sales Manager (WHBQ-TV). FOX O/O seeks a Local Sales Manager with great communication, motivational and organizational skills. Will be responsible for achieving local monthly sales budget. Will work directly with local Account Executives setting their individual budgets, developing new business, involvement in local community, i.e. sales calls, presentations, station events, etc. Applicant must have 4 plus years of television sales experience and management experience a plus. Knowledge of television sales, Scarborough research, BMP Avail System. Must be revenue driven. College degree required. EOE. Send your resume and cover letter to Human Resources, WHBQ-TV, 485 S. Highland, Memphis, TN 38111.

Network Television Account Executive. Public Broadcast Marketing, Inc., network television sales for the Public Television Network, requests resumes from experienced network television sales professionals for sales position. Send materials to Janet Kent, Executive VP, PBM, 919 Third Ave, 11th Floor, New York, NY 10022. 212-688-3530, and/or e-mail us @ kthompson@pbmny.com

Local Sales Manager. Opportunity for a take charge leader with proven sales success. Looking for a motivated, creative and aggressive individual to join our sales management team. This is a hands-on job. Candidate should possess strong team building and coaching skills through positive motivation. Must be promotionally oriented, computer literate with knowledge of TV Works and Star a plus. Great opportunity in a great community. Drug screen required. NBC 25 is a small market NBC affiliate. We offer a comprehensive benefit package, including 401(k) and section 125 plans. Send resume, cover letter and salary requirements to Personnel, NBC 25, Dept. W, 13 East Washington Street, Hagerstown, MD 21740. 800-842-1837. EOE.

Local Sales Manager. KVUE-TV, Austin, Texas is looking for a motivated and creative team player to lead our successful local sales team. Knowledge of inventory control, budgeting, and computer literacy is required. Strong communication and organizational skills needed. A minimum of three years broadcast sales experience. Qualified applicants need to send your resume to General Sales Manager, KVUE-TV, PO Box 9927, Austin, Texas 78766-0927. EOE.

General Sales Manager. Market leading (and still growing) midwest TV station in top 75 market. Seeking motivated professional to lead sales effort. Ability to lead strong news and sports sales necessary. Effective communication, creativity, and organizational skills required. Experience working with BMP/TvScan, CMR, Scarborough, computer presentation software a plus. Minimum three years successful management experience required. Must be revenue and success driven. Send resume, references and salary requirements to Box 01297 EOE.

Account Executive: WKCF-TV, Orlando, top rated WB affiliate is seeking a highly motivated AE that has agency experience as well as new business development skills. Candidates must have the ability to handle continuous changes in market conditions. A minimum of 3 years experience in television sales and knowledge of TVSCAN/Scarborough is preferred. Submit resumes to Human Resources, WKCF/AE, 602 Courtland St., Suite 200, Orlando, FL 32804. EOE. No Phone Calls or Walk Ins.

Account Executive(Job #200J): WBNS-10TV is looking for an Account Executive to develop new business and handle established accounts. Make presentations and negotiate sales with ad agencies and clients. Participate and contribute in sales meetings and available evenings and weekends for business-related functions. College graduate or sales experience preferred. Must be able to demonstrate sales ability to develop and close new business. Knowledge in interpreting and applying Nielsen ratings will be a plus. Computer skills will be a real advantage. Equivalent combinations of education and experience will be considered. Qualified candidates should send resume to: WBNS-1-TV, Human Resources Job #200J, 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 MARKETING

Sales Marketing Specialist - Paramount station in Washington needs a dynamic personality to help create and execute advertiser supported marketing opportunities. Will assist in client presentations, serve as liaison to other departments and produce all sales related video and collateral. Send resume, cover letter and tape (if available) to UPN 20/WDC, P.O. Box 9662, Washington, DC 20016. EOE.

HELP WANTED TECHNICAL

TECHNICAL DIRECTOR DTV EXPRESS: DESTINATION DIGITAL!

UNIQUE: The DTV Express is a traveling road show, sponsored by Harris Corporation and PBS, that will demonstrate DTV (including HDTV) to broadcasters throughout the United States. If you have suitable experience and are interested in working with the latest equipment in a dynamic environment, we would like to hear from you.

POSITION: Immediate opening for a highly motivated experienced broadcast engineer as Technical Director for new mobile broadcast truck and state-of-the-art digital television systems. Requires familiarity with video, audio, control, transmitter, and satellite equipment. Maintenance experience a plus. Understanding of current digital broadcast technology and knowledge of the ATSC television standard essential. Must be able to present demonstrations and technical training material to broadcasters. Management experience and SBE TV Certification or FCC General Class license preferred.

Duties will include hands-on digital television system implementation, testing, and trouble-shooting, management of on-site technical staff and maintenance programs, DTV demonstrations and presentations, coordination of set-up and tear-down of road show, and management of budget expenditures.

TRAVEL: Based initially in Alexandria, VA, extensive travel will be required.

DURATION: This will be a 15 - 18 month position.

URGENCY: Review of resumes will begin immediately.

RESPONSE: If you are interested, please submit your resume and salary requirements to:

Internet: hdunton@harris.com
Fax: 703-739-8080
Mail: DTV Express - Suite 310
Harris Corporation
1201 E. Abingdon Drive
Alexandria, VA 22314
Attn: HDunton



WVPT-TV, an award winning public TV station located in the beautiful Shenandoah Valley, seeks a Director of Engineering. Manage all engineering, maintenance and technical operations. Requires excellent communications skills and prior management experience; working knowledge of transmitters, microwave, studio and master control equipment, Mac and PC computer systems; and FCC General Class license and/or SBE certification. Station plant in top condition, capital needs addressed annually. Send resume to Executive Secretary, WVPT, 298 Port Republic Road, Harrisonburg, VA 22801. EOE

Television Operations Engineer. New Manhattan facility seeks highly motivated individual to manage broadcast technical operation. Strong background in all facets of broadcast including studio/control room operation. Position also requires familiarity with edit systems and field camera equipment. Studio supervisor experience desirable with proven ability to train and lead production crews as required. Candidates must have a minimum of three years experience to be considered. Excellent salary and benefits in a stable environment. Please send your letter of interest and resume to Box 01294. Equal Opportunity Employer. M/F/D/V

WTWS TV, Hartford CT is seeking an experienced broadcast engineer. Excellent opportunity for a candidate with a minimum 3 years experience in transmitter, RF, microwave and master control repair & maintenance. Computer network (T1) experience a plus. Please send resume and salary requirements to Bruce Fox, WTWS TV26, Shaw's Cove 3, Ste. 226, New London CT 06320. EOE.

News Photographers and Editors needed for Anchorage's fastest growing news department. Will shoot and edit news stories with state of the art equipment. Must be able to handle a fast pace and meet deadline pressure. One year experience required. Live mobile and avid editing experience preferred. No phone calls please. EOE Send resumes to: Jordan Placie, KTVA TV-11, 1007 32nd Avenue, Anchorage, Alaska 99503.

Chief Engineer: KCAU-TV, the ABC affiliate in Sioux City, Iowa is looking for a Chief Engineer. This full-time position requires studio, transmitter, live/remote, and computer maintenance experience. Good communication and people skills also helpful. A two-year electronics degree is necessary. A great opportunity for an Assistant Chief or experienced bench technician to move up. Send resume and salary history to: Business Manager, KCAU-TV, 625 Douglas Street, Sioux City, Iowa 51101. Fax to 712-277-3733. EOE

Nebraska Educational Telecommunications Chief Engineer. Managers Network Engineering, Traffic Operations, broadcast and non-broadcast master control operations and Satellite Transmission Center staff. Responsible for operations of broadcast and non-broadcast technical systems and related planning and budgets. Bachelor's in related technical field, BSEE preferred. Five years television engineering experience three years of which must be in technical management in broadcast television industry. Equivalency considered. Experience with satellite transmission systems necessary. FCC General First Class Radio Telephone License preferred. Computer experience and knowledge of computer networks desired. Review of applications will begin January 15; position will remain open until filled. Must complete State application. Apply to: NE State Personnel, 301 Centennial Mall South, Lincoln, NE 68509 402-471-2075. AA/EOE.

Network Administrator / PC Specialist: WLWT seeks self-directed individual with minimum 2-4 yrs experience with Windows NT4.0 Server/Windows 95 networking. Must be knowledgeable in Office 95/97, Unix, AS400, hardware knowledge a Big plus. Please send resume and salary history to Chief Engineer WLWT, 140 West Ninth Street, Cincinnati, OH. 45202.

Nebraska Educational Telecommunications Engineering/Technical Services Director. Senior management position oversees all engineering functions for statewide public broadcasting/educational teleplex. Bachelor's in related technical field. BSEE Preferred. Ten years television broadcast experience required five years of which must be in technical management and supervision. Equivalency considered. Radio broadcast experience and familiarity with satellite transmission systems, network operations and digital transmission technologies desired. Review of applications will begin January 15; position will remain open until filled. Must complete State application. Apply to: NE State Personnel, 301 Centennial Mall South, Lincoln, NE 68509 402-471-2075. AA/EOE.

Maintenance Engineer. Candidate must possess experience in maintaining studio equipment, microwave and UHF/VHF transmitters down to component level. SBE certification a plus. Send resume to PO Box 9115, Fargo, ND 58106. EOE.

Chief Engineer. WOI-TV is seeking a hands on broadcast engineer to lead our experienced staff. Successful candidates will have strong transmitter, microwave, satellite, ENG, and computer experience. Also looking for the ability to effectively manage the maintenance of our dual operations. Associate degree or equivalent experience in broadcast engineering required. Send resume to Business Manager, WOI-TV, 300 E. Locust, Des Moines, IA 50309. EOE.

TV Engineer - experience in all format VTR's including D2 & digital beta, all associated equipment in high end editing, graphics and duplication environment. Client oriented, state of the art facility. Send resume to: Post Central, 170 Linden Oaks, Ste. B., Rochester, N.Y. 14625, or FAX to 716-385-1554 Attn: Gary Knaak

Broadcast Technician. NBC 6, (WCNC-TV), a subsidiary of the A.H. Belo Company, has openings for Broadcast Technicians. We are expanding our news operations and the technical support to back it up. We are looking for candidates that have 4 years experience in one or more of the following areas: Technical Directing, audio, chyron (Chyron Max or Inifit! preferred), videotape operator, robotics operator (Vinten preferred) or studio floor directing. The preferred candidate will have demonstrated hands-on major market experience at a commercial television station. This is not an entry-level position. NBC6's news program demands highly skilled, highly motivated technicians. Applicants should be available for early morning hours and be flexible with their schedule. Qualified applicants need to send your resume and salary history to: (No Phone Calls, Please). NBC 6, Human Resources Department, 1001 Wood Ridge Center Drive, Charlotte, NC 28217. EOE / M / F / V / H

HELP WANTED NEWS

Weekend Producer/Assignment Editor: Idea person is a must. Responsible for assigning weekend stories and producing the early Saturday-Sunday newscasts. Also work as Associate Producer 3 days a week. Resume and non-returnable VHS tape to Bob Rockstroh, WKJG-TV, 2633 West State Blvd., Fort Wayne, IN 46808. No phone calls accepted. E.O.E.

Weekend News Manager. The opportunity exists for someone who knows the importance of content and style; produces fast paced, creative, well-written and informative newscasts; has a strong commitment to news and a quality product; understands the relationship between the station, community and viewers. Successful candidate must have a college degree, 3-5 years producing experience, excellent storytelling skills and good news judgement. Send resume, tape and references to: Human Resources, WBMG-TV, P.O. Box 59496, Birmingham, AL 35259. EOE M/F. Pre-employment drug screening. No Phone Calls Please.

Weekend Anchor/Reporter - WAVY News 10 is looking for a dynamic Weekend Anchor/Reporter. Candidate should be top notch journalist who is aggressive and understands the value of reporting "Live." At least three years experience needed. Send a non-returnable tape and resume to David Strickland, News Director, WAVY-TV, 300 Wavy Street, Portsmouth, VA 23704. No phone calls. No beginners. WAVY Broadcasting Inc. is an equal opportunity employer.

Weekend Anchor/Reporter: Strong writing and communication skills a must. In addition to reading the news, you will also write copy and do some reporting. In addition to weekend duty, you will also have a high profile reporting role on our late newscast 3 days a week. Ability to edit on Avid a plus, but not required. Resume and non-returnable VHS tape to Bob Rockstroh, WKJG-TV, 2633 West State Blvd., Fort Wayne, IN 46808. No phone calls accepted. E.O.E.

Weekend Anchor/Producer: In addition to anchoring the Saturday-Sunday Newscasts, you will also produce the late shows and report 3 days a week. Strong writing skills and ability to think "visually" a must. You will also take on a high profile reporting role on our late newscast 3 days a week. Resume and non-returnable VHS tape to Bob Rockstroh, WKJG-TV, 2633 W. State Blvd., Fort Wayne, IN 46808. No phone calls. E.O.E.

WTWC NBC NEWS 40 in Tallahassee, Florida is gearing up for news expansion. We are looking for more people with enthusiasm, vision and great journalistic skills to add to the tremendous team already in place. Positions available include: Morning Meteorologist, General Assignment Reporter, and Producer. Send your resume and tape to Lisa Hall, WTWC-TV, 8440 Deerlake Road, Tallahassee, FL 32312. Job closes January 30, 1998. Women and minorities encouraged to apply. WTWC is an Equal Opportunity Employer.

Your classified ad can be in COLOR just call:
Antoinette Pellegrino (212) 337-7073
or Sandra Frey (212) 337-6941

Weekend Anchor/Reporter. We're looking for the best. You'll need to write and produce then deliver it with style. You'll also report during the week. Our people go on to get the great jobs in the business. If you think you've got the right stuff send a VHS tape and resume to: News Director, KTTT TV, 601 1st Avenue SW, Rochester, MN 55902

WHOI-TV, the ABC affiliate in Peoria and the entire heart of Illinois seeks a team player to supervise our directing/technical staff and direct one newscast per weekday. If you're a dynamic person that wants to stay "hands on" but also has the skills to train and manage, come "play in Peoria" where the quality of life is great and it's only a short drive to more fun in Chicago, St. Louis and Indianapolis. Send resume/tape to Mitch Robinson, WHOI-TV, 500 North Stewart Street, Creve Coeur, IL 61610. WHOI-TV is an Equal Opportunity Employer. Women and minorities are encouraged to apply.

Special Projects Producer. We need a creative producer who can put the competitive edge on series, specials, and newscasts. Be part of the management team and help us continue to be Toledo's choice for news. News/management philosophy, resume, and tape of your best to Personnel Administrator-89, WTOL-TV, P.O. Box 1111, Toledo, Ohio 43699-1111. No Phone Calls. WTOL is an Equal Opportunity Employer.

WFOR-TV (CBS O&O) in Miami seeks tease specialist to write and produce in-show and prime time news teasers for our uniquely branded News4 South Florida. You must be an excellent writer, have impeccable esthetic judgment, hands-on production experience, knowledge of customer-oriented branding/marketing concepts and a "won't take no for an answer" approach. You may be a promo producer who loves news or a news writer/producer who's ready to specialize. You should have three years experience in a news driven station and a college degree. Rush resume and reel to: Susan McInerney, News Director, WFOR-TV, 8900 N.W. 18 Terrace, Miami, Florida, 33172. M/F EOE. Minorities and women encouraged to apply.

Reporter/Photographers: Wanted: Creative story tellers. Must be able to write to pictures, use natural sound and come loaded with story ideas. Occasional shooting required. Send resume and non-returnable VHS tape to: Bob Rockstroh, News Director, WKJG-TV, 2633 W. State Blvd. Fort Wayne, IN 46808. No phone calls accepted. E.O.E.

Producer: The ABC affiliate in Joplin, Missouri, KODE-TV, is searching for a newscast producer. We require producing experience, strong writing skills, sound news judgement, and leadership ability. The successful applicant will receive an attractive benefit plan. Send resume and work samples to Larry Young, News Director, KODE-TV, PO Box 46, Joplin, MO 64802. EOE.

Producer - KTVH, The Gannett owned affiliate in Little Rock, Arkansas, is looking for a motivated, professional storyteller. Successful candidate will have a positive attitude, a willingness to contribute story ideas and the ability to capture and retain viewers. This is a weekend position with weekday associate producing, field producing and special project duties. If you want to be part of a hard-working and enthusiastic news team, send your resume, show tape (VHS) and scripts to: Mark Raines, Executive Producer, KTHV-TV, 720 Izard Street, Little Rock, AR 72201. This position will be filled immediately.

News Photographer. WBMG-TV, a Media General Station, is looking for experienced television News Photographers with ability to cover stories without a reporter, can handle high story count and have proven proficiency as an editor. If you consistently shoot creative, well-organized, compiling video, send tape, resume, references and salary history to Human Resources, WBMG-TV, PO Box 59546, Birmingham, AL 35259. EOE. M/F. Pre-employment drug screening. No Phone Calls Please.

NewsWriter/Producer Trainee: WTVD NewsChannel 11, the ABC-owned station in the Raleigh-Durham-Fayetteville market, seeks qualified applicants for its Management Training Program. The purpose of the program is to seek out individuals who have demonstrated, through previous work experience, that they have the aptitude, the knowledge, and the ambition to be a local television news producer. Candidates should have the potential and the interest in assuming a management position in a local television news department. The trainee is supervised by news managers and will have various assignments within the news department including research, assignment desk work, story and event planning, and newswriting. College degree in broadcast or print journalism and a minimum of 2 years prior experience in the broadcast industry required. This is a 12 to 18 month program. Send resume to Monica Barnes, Community Affairs Director, NewsChannel 11, ABC, PO Box 2009, Durham, NC 27702. EOE. No phone calls.

News Reporters, Anchors, and Producers needed for Anchorage's fastest growing news department. Report and shoot with the state of the art equipment at premium salary. If you can achieve excellence, we want to hear from you. At least one year commercial television exp required. No phone calls please. EOE Send resumes and non-returnable tapes to: News Director, KTVA-11, 1007 32nd Avenue, Anchorage, Alaska 99503.

News Producer. Must be exceptionally organized. Need someone who's an excellent story teller. Great opportunity for an Associate Producer in bigger market or recent college graduate with excellent references to Rick Moll, News Director, WANE-TV, 2915 W. State Blvd., Ft. Wayne, IN. 46808. EOE-M/F

News Producer. WBMG-TV, a Media General Station, has opening for a newscast producer with strong writing skills and proven ability to create informative, balanced, interesting newscasts with high production value. We're looking for an experienced newsroom leader with excellent news judgement. Must be organized, a self-starter who understands the importance of content as well as presentation. Minimum 3 years experience. Tape, resume, references and salary history to Human Resources, WBMG-TV, PO Box 59496, Birmingham, AL 35259. EOE. M/F. Pre-employment drug screening. No Phone Calls Please.

News Producer: WHOA-TV, a Media General station, has an opening for a News Producer for the 5 and 6 PM newscasts. Must have working knowledge of TV news, be able to write news copy, have editing skills, clear editorial judgement and understand the importance of deadlines. Degree in journalism and/or 2 years of TV broadcasting experience required. Resumes to Human Resources, 3251 Harrison Road, Montgomery, AL 36109. Deadline 1/8/98. EOE M/F, drug test required.

Noon Producer: Looking for a creative person who can think outside the box. The ideal candidate can put together a fast-paced show that's informative and entertaining. If you want to learn from someone with major market experience, send resume and non-returnable VHS tape to Bob Rockstroh, WKJG-TV, 2633 West State Blvd., Fort Wayne, IN 46808. No phone calls accepted. E.O.E.

News Operations Manager needed for a Top 50 CBS Affiliate in the Southeast. Responsibilities include: oversee repair and maintenance of photographer gear, edit equipment, and news vehicles (Including SNG and ENG trucks); coordinate C/Ku band satellite uplinks; coordinate daily ENG live remotes, supervise daily editing, oversee archiving of all news programs; maintain videotape and supply inventories; provide technical support for newsroom computer system. Send resume, references and salary requirements to: Human Resources, WBMG-TV, P.O. Box 59496, Birmingham, AL 35259. EOE. M/F. Pre-employment drug screening. No Phone Calls Please.

Need a Job? Looking to Hire? Expand your options. It's easy when you call Mediastaging.com...920-926-9620. See/hear talent available to fill your open positions. Explore tons of opportunities for that new & exciting job you've been waiting for!

News Director: If you're a News Director looking for a new challenge then we want to hear from you. Bay News 9 is seeking an experienced news professional who has that rare combination of solid news judgement and superior people skills. We've got a great look, strong ratings and unequaled technology. If you are looking to move to sunny Tampa then send us your resume, news philosophy, salary requirements and references. Attn: Human Resources, Bay News 9, 7901 66th Street North, Pinellas Park, FL 33781. No phone calls, EOE.

News Anchor. NBC affiliate in 79th market seeking a news anchor with a minimum of 3-5 years experience at a commercial television station, anchoring primary newscasts. Will anchor noon and 5pm half hours Monday through Friday as well as other duties as assigned. Requires a related degree from a four-year accredited college, strong writing, interviewing and reporting skills as well as good knowledge of editing and production procedures. No phone calls, please. Send resume and 3/4" or 1/2" tape to Dan Steele, Operations and Program Manager, WPSD-TV, PO Box 1197, Paducah, Kentucky 42002-1197. EOE. M/F, ADA.

Managing Editor-WTVF. #1 station in Nashville looking for a highly motivated person, who can develop reporters into a highly skilled, hard-charging, fire-eating, news team. M.E. will also supervise assignment editors. Five years experience as a news reporter and a college degree required. If you have great story ideas, are a terrific writer, and hate to lose, this is your job! Send a non-returnable tape and resume/news philosophy by January 30, 1998 to News Director, NewsChannel 5, 474 James Robertson Parkway, Nashville, TN 37219.

Advertise your classified ad on B&C's Website.

Contact Antoinette Pellegrino

for info ...

ph: 212-337-7073 or

e-mail: apellegrino@b&c.cahners.com

Job #97 Special Projects Producer. WTHR-TV, Dispatch Broadcast Group, an NBC affiliate in Indianapolis needs a Special Projects Producer. You must be able to generate ideas and produce stories daily for our top story for the 5:30 PM broadcast. You are an advocate for the top story to which you are assigned and for the anchor and photographer with whom you are teamed. Knowledge of how to coordinate coverage of big events a must. Knowledge of line producing is helpful but not necessary. You would report to the Assistant News Director. Applicants need strong writing skills and at least 2 years television experience. A college degree is required. Interested individuals should submit a current resume with cover letter stating referral source to the Dept. of Human Resources, Attn. Job #97. Replies held in confidence. Qualified minorities and women are encouraged to apply. We are a drug-free and smoke-free environment. Equal Opportunity Employer.

Investigative Reporter. We need a proven reporter who can enterprise, consistently beat the competition, and really relate to the viewer. Join our award-winning team. Send resume and tape to Personnel Administrator-90, WTOL-TV, P.O. Box 1111, Toledo, Ohio 43699-1111. No Phone Calls. WTOL is an Equal Opportunity Employer.

General Assignment Reporter. General Assignment News Reporting position at NBC affiliate in 79th market. A related degree from a four-year, accredited college. General reporting, editing and writing skills are required. Minimum 2 years experience at a commercial television station. No phone calls, please. Send resume and 1/2" or 3/4" tape to Dan Steele, WPSD-TV, PO Box 1197, Paducah, Kentucky 42002-1197. EOE, M/F, ADA.

Director: WTVQ-TV has an opening for a Newscast Director. The person we select will be a leader, aggressive, energetic, and able to handle fast paced news loaded with "live" coverage. Two years experience switching and directing multi-anchor newscasts required. Send resume and non-returnable VHS tape to Human Resources, WTVQ-TV, PO Box 55590, Lexington, KY 40555-5590. EEO. M/F pre-employment drug test required.

Chief Meteorologist: A meteorologist is needed for a small market station located in Tornado Alley. We're looking for a Weather Star! We want you if you're a meteorologist who lives to chase the storm and inform the public. We're looking for someone to lead our three man weather team and work with our state of the art Baron Doppler Radar. Two year on-air experience preferred. Reply to Box 01296. EOE.

Asst. News Director: Assist News Director in managing all news operations. Manage and supervise reporters, provide editorial guidance and supervision during all phases of story development, review and approve all reporter scripts, supervise videotape editing of news packages, assist news director in running editorial meeting, develop and supervise special projects and sweeps series. Develop medical and investigative presence. Send resumes to Bob Rockstroh, News Director, WKJG-TV, 2633 West State Blvd., Fort Wayne, IN 46808. No phone calls accepted. E.O.E.

Associate Producer: NBC33 is seeking an associate producer to assist the producer in development of daily newscasts. The successful candidate must be able to write news copy for broadcast, be computer literate and type at least 30wpm. This position requires a team player capable of working with various departments under deadline pressure. Knowledge of television news gathering, editing and studio equipment helpful. Excellent entry position for someone destined for a television news career. Resumes to Bob Rockstroh, WKJG-TV, 2633 West State Blvd., Fort Wayne, IN 46808. No phone calls accepted. E.O.E.

Assignment Editor, Atlanta, CBS affiliate needs "take charge, take no prisoners" leader to run our daytime assignment desk. Must have superior news judgement and logistical smarts, as well as good people skills. Minimum 3 to 5 years experience on a medium or large market assignment desk. Knowledge of Atlanta market and Georgia news is very important. College degree preferred. No calls. Resumes to Paul Powers, Assignment Manager, WGNX-TV, 1810 Briarcliff Road, NE, Atlanta, GA 30329 or email: ppowers@wgnx.com A Tribune Company/Station. EOE.

Anchor: #1 Affiliate in market 56 seeks co-anchor for dominant 5pm newscast. Candidate will also be a nightside reporter and 6/11pm backup anchor. Looking for a personable team player and newsroom and community leader to join a great news team in a beautiful area. Send tape to Ken Selvaggi, WSAZ-TV, 645 Fifth Avenue, Huntington, WV 25701.

Anchor/Reporter: WHOA-TV, a Media General Station, is in need of an anchor for our two nightly newscast. 1-2 years on-air experience in a commercial TV newsroom, should be comfortable & competent on set and have the ability to report on medical & health related issues. Prior producing experience helpful. Tapes and resumes to Human Resources, WHOA-TV, 3251 Harrison Road, Montgomery, AL 36109. Deadline 1/8/98. EOE M/F, drug test required.

ABC25 WJXX, Allbritton Communications' new ABC affiliate in Jacksonville, Florida, is completing its staffing of a new state-of-the-art facility in beautiful northeast Florida. We continue to search for the following: *Consumer Reporter, General Assignment Reporters, Weekend Anchor, Weekend Weather Anchor/Reporter.* To apply, send VHS tape, cover letter and resume to Human Resources Manager, ABC25 WJXX, 7025 A.C. Skinner Parkway, Jacksonville, FL 32256. AJI is an equal opportunity employer.

2 Photographer/Reporters: We are looking for 2 people to join our staff of award winning photographers. The emphasis on this position is your ability to shoot and edit on an Avid System. You will also be asked to do occasional reporting. Resume and non-returnable VHS tape to Bob Rockstroh, WKJG-TV, 2633 W. State Blvd., Fort Wayne, IN 46808. No phone calls accepted. E.O.E.

HELP WANTED MISCELLANEOUS



UPN 27, WGNT, the newest O & O of the Paramount Stations Group, is adding to our team in the Hampton Roads area of Virginia. We have immediate openings in the following positions:

Research Director Experienced broadcast Research Director to provide support for growing sales staff. Position includes developing research and programming information into creative sales and promotional one-sheets for clients. The Research Director will analyze quantitative and qualitative data using Nielsen, TV Scan, and Scarborough. Ideal candidate will be proficient with Microsoft Word.

Account Executive Aggressive and highly motivated individual to solicit, sell and service local TV accounts. Candidates should possess strong oral and written presentation skills. Media background preferred. Computer knowledge, research and promotional skills helpful. College degree preferred.

Program Coordinator Acting as assistant to the Program Director, including some clerical/secretarial duties. Primarily involved in schedule maintenance, which includes episodic scheduling, usage reports, booking programming, updating TV listings and movie synopses. Strong written, verbal, and organizational skills are a must. Candidates should be proficient with Microsoft Office and demonstrate an ability to quickly master various broadcasting operations. Familiarity with programming, particularly the Storer Film Inventory system is strongly desired. College degree is preferred.

If you would like to apply, forward a letter of application and resume to:

WGNT, UPN 27
1318 Spratley Street
Portsmouth, VA 23704
Attention: Human Resources

WGNT is an Equal Opportunity Employer.



Paramount Stations Group

**FAX CLASSIFIED ADS TO
212-206-8327**

HELP WANTED CREATIVE SERVICES

THE WEATHER CHANNEL is one of America's most valued and trusted media brands. We're one of the top 5 U.S. Cable Networks, we've expanded into international markets, we've developed an award-winning website, and we provide interactive weather services. Our tremendous growth has resulted in this exciting career opportunity for the right individual:

Creative Director

The Creative Director is the steward of **THE WEATHER CHANNEL** brand, and is responsible for all our brand's key personality and communication elements. You should have at least 8 years successful experience in Creative Services, brand development and promotions across multiple media (TV, radio, print and online).

Your proven experience to hire, develop and manage creative teams, along with superior communications and strategic thinking skills will be essential to success in this position.

THE WEATHER CHANNEL, located in Atlanta, offers a challenging team-based work environment along with competitive salary and benefits. Please send your resume to:

THE WEATHER CHANNEL
PO Box 724554
Atlanta, GA 31139
Attn: Human Resources - MW

This position is available immediately, with interviews commencing in early January, 1998.

THE WEATHER CHANNEL is an Equal Opportunity Employer.



Broadcast Designer: WPTV the #1 NBC Station in beautiful West Palm Beach is seeking a talented, hard-working individual with a passion for design to work closely with news and promotion. Exciting opportunity to get in on the ground floor of a new facility being built. Current toys include: Quantel Harriet, 2 Power Macs w/After Effects. Plus a Quantel Bravo on the way. Send non-returnable tape and resume to: Darrin Shaw, Design Director, 622 North Flagler Dr., West Palm Beach, Florida, 33401. No Phone Calls Please! An Equal Opportunity Employer.

KTRK-TV, an ABC owned station, has an opening for a seasoned pro who has seen and done it all. This is an exceptional opportunity for someone who has paid their dues and can step right in and oversee the day-to-day promo operations in a competitive major market. The ideal candidate understands marketing principles, is familiar with all forms of advertising, has well-honed writing and production skills, and can handle anything thrown at them and keep their cool. We offer the benefits of a great company, a great station and a great city. Metered market experience preferred, prior experience as a supervisor a plus. Send tape and resume to: Tom Ash, Creative Services Director, KTRK-TV, 3310 Bissonnet, Houston, TX 77005. Equal Opportunity Employer M/F/V/D

HELP WANTED PRODUCTION

Television Production Associate. KACT-TV, a small leading edge facility, needs a Production Associate with strong skills in videography, lighting, linear and non-linear editing, computer graphics, and some directing and producing experience. On-air experience helpful. Associates Degree or 2 years college level course work and at least 2 years related experience required. Equivalent combination of training and experience considered. Outstanding benefits package. Apply (post marked) by 1/16/98, City of Aurora, Human Resources, 1470 S. Havana St., Aurora, CO 80012. Fax: 303-739-7243.

Technical Director/News Director. The WNDU Stations is looking for a Technical Director/News Director to TD or Direct top rated prime-time newscasts and #1 daily national agricultural news program. Position requires a minimum of three (3) years experience with switching and directing news and other programming. Must be able to work weekends. Working knowledge of GVG 300, Chyron iNFiNiT!, Kaleidoscope and Basys helpful. Send resume and non-returnable reel to: Golden Dome Productions, Attention: Human Resources, Position #00194, P.O. Box 1616, South Bend, IN 46634. Or - Use a WordPerfect format and e-mail your resume to Jobs@Goldendome.com. Golden Dome Productions is 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 (Infiniti), Still Store Operators, Tape Operators (Beta), Maintenance (plant systems experience - distribution and patching), Lighting Director Engineer. Employment would commence fall/winter 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.

Graphic Artist needed to prepare on-air maps and graphics for use in newscasts. Requires a good understanding of computer design. Experience with QFX for Windows a plus. Send resume to News Director, WTVQ, P.O. Box 1150, Chattanooga, TN 37401, or via e-mail to Steve@NewsChannel9.com. Equal Opportunity Employer.

HELP WANTED PROMOTION

Senior Promotion Writer/Producer. If you love news promotion, NewsChannel 36 wants you! WTVQ-TV, Lexington, Kentucky's ABC affiliate seeks an experienced and creative Writer/Producer to join an aggressive television promotion team. Candidate must have a minimum of one year promotion experience. Strong news topical promotion skills and an ability to create compelling news image promotions are essential. Editing and computer skills preferred. Minimum of Bachelor's Degree in Writing, Broadcast Communications, Advertising, or related field required. Send resume and reel to Human Resources, WTVQ-TV, PO Box 55590, Lexington, KY 40555-5590. EEO. M/F pre-employment drug test required.

Promotion Writer/Producer: KPIX-TV, the CBS O&O in San Francisco, is looking for a promotion writer/producer who can edit on AVID too. Only a few of us can do it all. And we've got a great package for the right person. If your copy grabs viewers and people are jealous of your creativity, then you have an opportunity to jump to the 5th market. Here you can produce cutting edge promos, work with other talented writers & designers and edit on the latest AVID upgrade. We've got the toys, the team and one of the best views in the nation. Must have solid experience in all phases of production, including field production. Must understand news marketing, branding and image promotion. Send resume and reel to KPIX Human Resources, 855 Battery Street, San Francisco, CA 94111.

Promotion Producer. If you have endless energy, a great attitude and terrific writing skills, we're looking for you at the New York Times Station: WTKR, News Channel 3! We need a promotion producer with at least three years experience in television news promotion. Good writing skills are a must! Avid editing experience a bonus! If you are looking for a great place to live and work, send a resume and recent tape of your work to: Jessica Rappaport, Creative Services Director: WTKR-TV, News Channel 3; 720 Boush Street; Norfolk, VA 23510. EOE

Your classified ad can be in **COLOR just call:
Antoinette Pellegrino (212) 337-7073
or Sandra Frey (212) 337-6941**

HELP WANTED PROGRAMMING

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 fall/winter 1997. Out-of-town applicants accepted for these positions will be reimbursed for airfare, hotel and per diem expenses. Send resumes to: Media Management Services, Suite 345, 847A Second Avenue, New York, NY 10017 or fax to 212-338-0360. This employment would occur in the event of a work stoppage, and would be of a temporary nature to replace striking personnel. This is not an ad for permanent employment. An Equal Opportunity Employer.

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

**HELP WANTED
FINANCIAL & ACCOUNTING**

WWSB-TV, The ABC Affiliate in Sarasota, Florida, is looking for a seasoned business manager who will be responsible for all financial functions, and management of accounting personnel. Qualified candidate will have 3-5 years experience in Broadcasting or related field and a degree in Accounting. Fax a cover letter, resume, salary history and requirements to J. Manuel Calvo (941)924-3971. EOE, Minorities Encouraged To Apply.

Controller. Responsible for all phases of financial reporting, budgeting, forecasting, corporate reporting, employee benefits & FCC license renewal. Candidate needs to be highly motivated and flexible with good communication skills. Requires degree in accounting and broadcast financial experience. CPA preferred. Fax resume to Lee Armstrong (937)259-2058 and J. Rouse (404)843-5709

HELP WANTED RESEARCH

Research Director. WCPX-TV (CBS), a Post-Newsweek station, has an immediate opening for a Research Director. If you are detail oriented, able to work on tight deadlines, proficient in Scarborough, TV Scan, Nielsen (Micronode 386, Star and Advies), qualitative and quantitative analysis, computer literate (MS Office), creative and ready to join the best team in Orlando. Send resume to John McKay, WCPX-TV, 4466 John Young Parkway, Orlando, FL 32804. EOE.

Exciting Opportunities In Television

Our client is a Fortune 100 company and a world leader. We currently seek two highly motivated television professionals to work in NORTH/CENTRAL NEW JERSEY.

Television Network Programming Manager/Developer

Explore this take-charge opportunity in an exciting environment. Your solid background in network or local television programming will enable you to create and manage a daily network program schedule. Serving as a liaison between client areas and television production staff, you will generate, promote and implement programming ideas on a corporate level. Ideal candidate will have previous experience in network or local television planning/scheduling development. Position requires PC and technology literacy.
Code 98-NPM/BCC

Life Television Producer/Director

Use your solid background in network television production/direction to produce and direct live and live-to-tape programs. To effectively meet this challenge, you will need experience in script development to create scripts in conjunction with subject matter experts. Your experience will enable productive interaction with talent experts as well as facilitate the development of program materials with short timeframes. (Samples of scriptwriting should be provided with your resume.) The ability to effectively multi-task and work within deadlines is essential. Due to travel requirements, candidate will need a vehicle.
Code 98-TPD/BCC

For both positions, you must be a team player with exceptional interpersonal skills. Your strong communication skills will be crucial for effective client interaction. Successful individuals will possess the ability to identify and adapt to rapidly changing priorities. Both positions require travel.

We offer very competitive salaries commensurate with experience, an excellent benefits package, and outstanding advancement potential. For consideration, please send your resume, indicating CODE NUMBER of position desired and salary requirements, to:

**Recruiting Group
P.O. Box 594
Newark, NJ 07102**

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SITUATIONS WANTED NEWS

Writer, Editor, Reporter, Researcher. Education: BA, MA, JD. Bilingual Anglo. Latin American affairs specialist. Intelligence gathering and evaluation expertise. Foreign/Domestic positions considered. Jimmy Walker. 205-387-7588.

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National Weather Network

CABLE

HELP WANTED PROGRAMMING

MANAGER, HISTORICAL PROGRAMMING

The History Channel is currently offering an exciting opportunity for an experienced Manager. Historical Programming to support The History Channel. The individual will research, review and evaluate proposals for potential development through all phases from acceptance to rejection.

Requirements include 4-6 years documentary programming/production in historically-themed documentary programming. Additional requirements include a College degree in History or equivalent experience. Individual must have a high level of creative sensibility and experience with outside producers. The candidate must demonstrate strong presentation, communication and organizational skills as well as attention to detail.

For immediate consideration, please forward your resume with salary requirements to:

Attn: Human Resources/Dept. MHP
235 East 45th Street, New York, NY 10017
OR Fax to (212) 907-9402
NO PHONE CALLS PLEASE. EOE.



HELP WANTED SALES

**MANAGER LOCAL AD SALES
ACCOUNT EXECUTIVES- Hartford, CT**

E! Entertainment Television, an international cable network, is currently seeking a Manager, Local Ad Sales. Individual will be responsible for increasing the Network's local ad sales affiliate base and providing exceptional customer service and support. Candidate must be experienced in ad sales promotion, research, and strategic planning and have a minimum of 3-5 years experience in sales and/or sales planning. Cable ad sales experience preferred. Extensive travel required.

In addition, we seek two individuals for Account Executive positions. Requires 1-3 years sales marketing experience, preferably in cable TV or related media. Excellent presentation, communications and interpersonal skills needed. Extensive travel required.

Salary commensurate with experience. Excellent benefits package and 401(k) Savings Plan. Please send resume with salary history to:

E! Entertainment Television
Attn: Human Resources-LAS
5670 Wilshire Blvd.
Los Angeles, CA 90036

E-Mail: hr@Entertainment.com

(please send all documents in MS Word for Mac 5.0)

Equal Opportunity Employer

**ENTERTAINMENT
TELEVISION**

**GENERAL
SALES MANAGER**

Cox Communication's CableRep San Diego is looking for a General Sales Manager to manage the total activity and function of producing revenue for the sale of all cable advertising on a variety of revenue producing vehicles. The ideal candidate is responsible for the attainment of the budget, displaying entrepreneurial skills in creating new revenue opportunities, and developing a strategic plan to guide the sales department towards its targeted goals.

Qualifications Include: Bachelor's degree or equivalent work experience; 3-5 years' prior sales management experience, preferably in cable, broadcast or radio sales; 3-5 years' media sales experience; strong mathematical, analytical, presentation, selling and verbal/written communication skills. Knowledge of the local media/client environment is a strong advantage. Knowledge of Excel, Windows and media software required.

Cox Communications offers a very competitive salary and benefit package and we are a non-smoking, drug-free company. No phone calls. To apply, please send your resume with salary requirements to Cox Communications, Human Resources-L.K., 5159 Federal Blvd., San Diego, CA 92105-5486 or e-mail resume (ASCII) to jobs.sd@cox.com. We are pleased to support a diverse workforce.



jobs.sd@cox.com

**ADVERTISING
ACCOUNT EXECUTIVE**

Time Warner Communications Los Angeles Division is seeking a dynamic career minded professional to sell Cable Television Advertising. This position has an established account list, selling 200,000+ households in Los Angeles and Orange Counties.

CANDIDATE MUST:

- Have Bachelor's Degree and/or 3+ years equivalent advertising experience in broadcast/media sales.
- Have polished presentation skills.
- Be self-motivated and assertive to prospect, cold call, service, and sell to a vast array of clientele.

We offer an excellent compensation and benefits package. Please forward your resume and salary history to:

Time Warner Communications
959 South Coast Drive
Costa Mesa, CA 92626
FAX (714) 450-5532

EOE/M/F/D/V

HELP WANTED MARKETING

ATTENTION MARKETING PROFESSIONALS

Encore Media Group needs your talent. We're the Nation's largest provider of cable & satellite delivered television channels, and still growing. We need seasoned professionals to market our premium movie networks to consumers as well as cable & satellite companies. Our current openings include:

Director of Trade Marketing #376: This position is responsible for planning and implementing multiple trade marketing strategies for all Encore networks, including trade advertising and direct mail, campaigns.

Director of Affiliate Training #377: This individual will guide the development of training materials, practices, modules and techniques that produce optimum results from our field trainers.

Senior Marketing Manager #378: Supervision the day to day operations of the tactical marketing team this position will implement strategy and design consumer print and video marketing campaigns.

Marketing Project Manager #379: This individual marketing tactics to support Encore's Affiliate marketing campaigns.

Marketing Manager #380: This individual will plan and implement affiliate marketing campaigns directed at the consumer to promote acquisitions and retention of our movie channels.

Marketing Managing Producer #381: This position will oversee the marketing video production staff, as well as freelance producers who write, produce and edit video campaigns.

If you are a seasoned marketing professional with an entrepreneurial spirit, we may be just the company you're looking for. We're located in Denver, Colorado, in the shadow of the Rocky Mountains, and just a short drive from some of the best outdoor recreational opportunities in the states. We also offer a great benefits package. Successful candidates will be subject to drug test. Please send your resume and salary history to

**Encore Media Group
P.O. Box 4917
Englewood, CO 80155.**

Please be sure to reference which position you're interested in. EOE.

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 NY office:

MARKETING RESEARCH ASSOCIATE

We're seeking an analytical professional with strong creative and presentation skills to assist in the development of support material and presentations for sales, new-business development and affiliate marketing. Key among your responsibilities will be creating sales collateral material and client/category-specific sales presentations. You'll also provide written analyses on prospective advertisers, including target consumer and historical media spending.

You must have a degree in marketing, communications or related field. We require 3+ years' experience in TV audience research, with an emphasis on sales research/marketing utilizing local and national Nielsen data. A background in national syndicated qualitative research services, familiarity with Microsoft Office and ability to meet tight deadlines are necessary. Experience with national cable audience data is preferred; interest in sports or sports research is a plus.

We offer an attractive compensation package and stimulating work environment. Qualified candidates should send resume to: **ESPN, Ad#VL/16, ESPN Plaza, Bristol, CT 06010. Equal Opportunity Employer.**



HELP WANTED RESEARCH

RESEARCH SPECIALIST

Time Warner Communications seeks a self-starter to help develop and support the research area in our advertising sales department. Must have excellent organizational, analytical and client service skills and be able to work as a team member. Responsible for maintaining customer and sales databases, assists AE's in utilizing research tools, and develops research pieces for client presentations and marketing. Experience within a media sales company and an understanding of Nielson TV ratings preferred. Send cover letter and resume to:

**Time Warner
Communications
959 S. Coast Drive, Ste. 300
Costa Mesa, CA 92626
Or fax to 714-430-5530
EOE/M/F/D/V**

HELP WANTED TECHNICAL

Superintendent of CableTV and Digital Services: Municipal Cable System with 10,000+ analog subscribers, is currently overbuilding to a new hybrid fiber-coax system. Currently evaluating strategic alliances with digital satellite, internet and telco providers to expand and consolidate these services into our franchise. A key technical management position exists for the right individual who can provide leadership to the existing supervisory staff in this transition. Responsibilities require abilities in the named technologies, as well as promotion and contract administration, studio management, etc. under the direction of the General Manager. Qualifications: BS in Electronics or Electrical or other degrees in closely related fields, with strong technical and administrative experience preferred. This is a rewarding career opportunity or unique interdisciplinary stepping stone to advancement to a larger enterprise. Send letter of application, resume and phone numbers of three references to: **Thomas M. Daly, General Manager, City of Wyandotte, Department of Municipal Service, 3005 - Biddle Ave., Wyandotte, Michigan, 48192. Fax to (313) 282-5822. Application deadline February 16, 1998. Residency required.**

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

ALLIED FIELDS

HELP WANTED INSTRUCTION

The School of Journalism At The University of Montana-Missoula DEAN

The University of Montana School of Journalism is searching for a dean. The School of Journalism is the second-oldest undergraduate journalism school in the nation, is accredited by ACEJMC and offers B.A. degrees in journalism and radio-television and an M.A. in journalism.

The University of Montana is a comprehensive liberal arts institution with seven professional schools, 12,000 students and 500 faculty. The University of Montana is one of two universities of the Montana University System and The University of Montana-Missoula is the center of liberal arts education in Montana. It is the only university in the state with a School of Journalism.

The dean is the academic, administrative and professional leader of the school. Duties include general administration, outside fund raising, directing the academic program, teaching, advising and serving as the school's advocate on-and off-campus.

Applications received by February 1, 1998, will be given full consideration and should include a statement of interest addressing the qualifications, a professional resume and three current professional references. Nominations are encouraged and should be received by January 10, 1998. The position will be open until filled. Applications and nominations should be sent to:

Journalism Dean Search Committee
C/o Robert Kindrick, Provost
The University of Montana
Missoula, MT 59812

Questions may be directed to E. Edwin Eck, Chair of the Committee, 406-243-4311.

The University of Montana is an equal opportunity/affirmative action employer



The University of
Montana

Faculty Member. Medill School of Journalism at Northwestern University seeks a superior television news photojournalist to teach professionally oriented courses and manage studio production facility. Candidate should be an accomplished visual storyteller with experience in professional ENG field operations and linear/non-linear editing. The ideal candidate should also have studio production experience. Minimum five years professional broadcast news experience and bachelor's degree required. Teaching assignments will include shooting and editing workshops for undergraduate and graduate classes. Successful candidate will serve as production manager of a state-of-the-art studio facility and teach/supervise student crews. Prior teaching experience and advanced degree desired. Full time. Renewable three-year clinical appointment. Rank and salary commensurate with experience. Northwestern University is an Affirmative Action, Equal Opportunity Employer. Women and minorities are especially encouraged to apply. Hiring is contingent on eligibility to work in the United States. In order to ensure full consideration, applications must be received by February 28, 1998. Send letter and C.V. or resume to Prof. Mary Ann Weston, Chair, Search Committee, Medill School of Journalism, 680 N. Lake Shore Drive, Suite 818, Chicago, IL 60611. Anticipated start date is September 1, 1998, but earlier employment is a possibility.

Graduate Assistants (5). Miami University in Mass Communication Master's degree program. The following assistantships are available: (1) work for WMUB FM, full time 24.5 kw NPR affiliate, Big Band-jazz-news format - positions in news, operations, marketing. (2) positions as teaching & research assistants. Stipends for 1997-98 academic year approximately \$7,900, plus fee waiver. 3.0 GPA required. Send letter of inquiry immediately to Dr. David Sholle, Mass Communication, Williams Hall, Miami University, Oxford, OH 45056. AAA/EOE. Deadline for application February 14, 1998.

Assistant professor tenure track position in the Department of Radio-Television, SIU, Carbondale, IL. Duties include teaching undergraduate or graduate courses in three or more of the following areas: telecommunications policy, FCC rules and regulations, media economics, media research methods, current and new technologies, mass communication and society and writing. Requirements: Ph.D. in Telecommunications or related area; A.B.D. considered (in the case of a candidate remaining ABD at the time of appointment, he or she will be hired at the rank of instructor at a reduced salary. Such an appointment shall not be for more than one year.) Date of Appointment: August 1998. Application deadline: March 1, 1998 or until filled. Send letter of application, full curriculum vitae, and arrange for three reference letters to: Personnel Committee Chair, Department of Radio-Television, SIUC, Carbondale, IL 62901-6609. SIUC is an Equal Opportunity/Affirmative Action Employer.

TAPSCAN, Inc. industry leader in media and sales software seeks Software Trainer with 1+ years in cable or television industry. Knowledge of TAPSCAN products strongly preferred. 60-75% travel, training program, advancement opportunities, great benefits. Fax resume to Phyllis Neill. 205-733-6268 or call 205-987-7456.

Communications/Broadcasting. The University of Southern Indiana invites applications for a tenure track position as Assistant Professor of Broadcast Communications beginning Fall 1998. Individual will teach a diverse nine-hour load in broadcasting including such courses as TV Production, TV Directing, Video Field Production, and Broadcast Journalism and will manage the University TV Center. Ph.D. preferred; ABD considered. Industry experience a plus. The University is committed to excellence in teaching, scholarship and professional activity, and service to the University and the community. The University of Southern Indiana is a state supported public institution with an enrollment of approximately 8,300 located in the southwestern corner of the state. Application deadline is February 1, 1998, but will be accepted until position filled. Submit letter of application, curriculum vitae, and the names and addresses of three professional references to: Dr. Wayne Rinks, Chair, Communications Department, University of Southern Indiana, 8600 University Boulevard, Evansville, IN 47712. AA/EOE.

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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.

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Satellite Transmission Equipment and Television Transmitter Bought and Sold. Including HPA's, antenna's, UPS's, generators, excitors, support equipment, etc. Megastar: 702-386-2844.

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

WANTED TO BUY STATION

Investor seeks purchase of small AM or FM price up to 250k. Ted 212-737-2997 or 212-888-7347.

Advertise your classified ad on B&C's Website.

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LEGAL NOTICE

CABLE TV ASSETS FOR SALE BY RECEIVER

The Receiver of the assets of Rigel CSSF Joint Venture ("Rigel CSSF") appointed pursuant to the Order of the United State District Court for The District of Massachusetts ("Court") dated March 18, 1997, is offering for sale certain real property located in Port St. Joe, Florida and assets used or useful in cable television systems serving residents in the Georgia counties of Applying (City of Surrency), Brantley (City of Hoboken), Bullock (Portal), Burke (Midville and City of Sardis), Chatham (Port Wentworth), Effingham (City of Guyton), Glascock (City of Gibson), Jefferson (City of Stapleton, Lee (City of Smithville), Sumter (City of Leslie and City Plains and Cobb/Lake Blackshear/Desoto), and the Florida County of Gulf (Port St. Joe).

The Receiver has entered into an Asset Purchase Agreement ("Agreement") dated September 17, 1997, subject to approval of the Court, to sell substantially all of the assets of Rigel CSSF for a cash purchase price of \$2,800,000. The Receiver will entertain higher or better offers equal to or greater than \$2,850,000. Interested purchasers should submit higher or better offers to the Receiver in writing by 5:00 p.m. on or before January 29, 1998. Parties submitting higher or better offers will be required to deposit with the Receiver \$200,000 in certified funds as a refundable deposit towards the purchase price and provide satisfactory evidence of the ability to pay in cash the balance of any offer to purchased the assets. Parties submitting higher or better offers will be required to appear at a hearing to be held on February 5, 1998 AT 4:00 p.m. at the United State District Court, John W. McCormack Building, U.S. Post Office and Courthouse, Boston, Massachusetts.

The assets offered by the Receiver consist of the following (1) real property: the real property located at 503 Third Street, Port St. Joe, Florida, consisting of an office building and real property identified as Lot 1, Block 11 and Lot 3, Block 11 of the City of Port St. Joe, Florida, according to the official map thereof on file in the Office of the Clerk of Circuit Court, Gulf County, Florida and headend receiving site location on Niles Road in Port St. Joe, Florida; and (2) personal property: Satellite dishes, earth stations, towers, power supplies, descramblers, modulators, scramblers, antennas, equipment rack, taps, line splitters, receivers, coaxial cable, amplifiers, and other equipment necessary for providing cable television services, customer lists, headend leases, Crossing Agreements, Pole Attachment Agreements and copies of all records including billing and other databases.

For more information, prospective purchasers should immediately contact:

Robert J. Maccini, Receiver
Media Services Group, Inc.
170 Westminster Street, Suite 701
Providence, RI 02903
Telephone: 401-454-3130; Fax: 401-454-3131

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Abbreviations: AOL—assignment of license; ant.—antenna; ch.—channel; CP—construction permit; D.I.P.—debtor in possession; ERP—effective radiated power; khz—kilohertz; km—kilometers; kw—kilowatts; m—meters; mhz—megahertz; mi—miles; TL—transmitter location; TOC—transfer of control; w—watts. One meter equals 3.28 feet.

OWNERSHIP CHANGES

Filed

Tuscaloosa, Ala. (BTC-971215GG)—GMC Broadcasting Inc. for WSPZ(AM): involuntary TOC from William A. Grand Jr., deceased, to William Alexander Grant III and Walter B. Grant, co-executors. *Dec. 19*

Jackson, Minn. (BTC-971212HL)—Kleven Broadcasting Co. of Minn. for KKOJ(AM): involuntary TOC from Estate of Leslie J. Kleven to Marguerite Kleven. *Dec. 22*

Jackson, Minn. (BTCH-971212HM)—Kleven Broadcasting Co. of Minn. for KRAQ (FM): involuntary TOC from Estate of Leslie J. Kleven to Marguerite Kleven. *Dec. 22*

Carson City, Nev. (BAL-971211EC)—MB Broadcasting Corp. for KPTL(AM): involuntary AOL from MB Broadcasting Corp. to MB Broadcasting Corp., debtor-in-possession. *Dec. 22*

NEW STATIONS

Canceled/dismissed

Troy, Ala. (BPED-970807MF)—Positive Programming Foundation for noncommercial FM at 91.1 mhz. *Dec. 16*

Marvell, Ark. (BPED-950905ME)—East Arkansas Educational Foundation for noncommercial FM at 91.5 mhz, 50 kw, ant. 150 m. *Dec. 16*

Peachtree City, Ga. (BPED-970407MD)—American Family Assn. for FM at 91.7 mhz. *Dec. 15*

Iron Mountain, Mich. (BPH-951013MF)—Superior Media Group Inc. for FM at 106.7 mhz, 2.25 kw, ant. 165 m. *Dec. 9*

Returned

Effingham, Ill. (BPED-971120MA)—American Family Assn. for noncommercial FM at 89.3 mhz. *Dec. 17*

Filed

Greenfield, Calif. (971205MF)—Prunedale Educational Foundation Central Calif. Inc. for noncommercial FM at 89.9 mhz. *Dec. 19*

Mountain Gate, Calif. (971212AB)—Southern Oregon University for noncommercial AM at 1450 khz. *Dec. 19*

Loveland, Colo. (971209MI)—Colorado Christian University for noncommercial FM at 89.7 mhz. *Dec. 19*

Coconut Creek, Fla. (971202MG)—Broward Community College for noncommercial FM at 88.7 mhz. *Dec. 19*

Lake City, Minn. (971208ME)—Gregory D. Gentling Jr. for FM at 94.9 mhz. *Dec. 19*

Lake City, Minn. (971204MD)—James D. Ingstad for FM at 94.9 mhz. *Dec. 19*

Lake City, Minn. (971203MB)—Jerry Papenfuss for FM at 94.9 mhz. *Dec. 19*

Lake City, Minn. (971204MC)—Sorenson Broadcasting Corp. for FM at 94.9 mhz. *Dec. 19*

Sardis, Miss. (971203MC)—George S. Flinn Jr. for FM at 102.1 mhz. *Dec. 19*

Naylor, Mo. (971203ME)—George S. Flinn Jr. for FM at 99.9 mhz. *Dec. 19*

Newark, Ohio (971117MS)—Riverside Ministries for FM at 89.3 mhz. *Dec. 15*

Norwalk, Ohio (971121MB)—Cleveland Public Radio Inc. for noncommercial FM at 90.7 mhz. *Dec. 9*

Youngsville, Pa. (971208MC)—Living Word of Faith Christian Outreach for noncommercial FM at 88.5 mhz. *Dec. 19*

Logan, Utah (BPED-971205MA)—Listeners Community Radio of Utah Inc. (Fran Pruyn, chairperson, 208 West 800 South, Salt Lake City, Utah 84101) for FM at 90.5 mhz, .3 kw, ant. 380 m., at apex of unnamed peak, 3.3 km SW of Clarkston, Utah. *Dec. 5*

Oakley, Utah (971120MI)—Ramsley Leasing Inc. for FM at 101.5 mhz. *Dec. 9*

Oakley, Utah (971120MJ)—Simmons Family Inc. for FM at 101.5 mhz. *Dec. 9*

Cheyenne, Wyo. (971210MA)—Broadcasting for the Challenged Inc. for noncommercial FM at 88.1 mhz. *Dec. 19*

Cheyenne, Wyo. (971210MA)—Broadcasting for the Challenged Inc. for noncommercial FM at 89.7 mhz. *Dec. 19*

Laramie, Wyo. (971208MD)—Western Inspirational Broadcasters Inc. for noncommercial FM at 90.9 mhz. *Dec. 19*

Sheridan, Wyo. (971208MA)—American Family Assn. for noncommercial FM at 88.7 mhz. *Dec. 15*

FACILITIES CHANGES

Dismissed

Spencer, Iowa (BPH-970825IC)—Iowa Great Lakes Broadcasting Co. for KICD-FM: change ant. *Dec. 10*

Missoula, Mont. (BMPED-970403IC)—Faith Communications Corp. for new FM: change main studio location. *Dec. 15*

Waco, Tex. (BP-970801AC)—Gulfstar Communications Waco Licensee Inc. for KKTk(AM): change TL, power, ant. *Dec. 11*

Filed/Accepted for filing

Warrior, Ala. (971204IH)—WBHK LLC for WBHK(FM): change ERP, TL, ant. *Dec. 16*

Lake Havasu City, Ariz. (971128IA)—Rick L. Murphy for KBBC(FM): change channel from 266A to 266C1. *Dec. 11*

Anaheim, Calif. (971126IB)—Anaheim Radio Assoc. for KEZY-FM: change ERP. *Dec. 9*

Ontario, Calif. (971114IF)—Chagal Communications Inc. for KREA(FM): change ERP. *Nov. 26*

Pendondo, Calif. (971114IG)—Chagal Communications Inc. for KFOX(FM): change ERP. *Nov. 26*

Sacramento, Calif. (971202ID)—Family Stations Inc. for KEDR(FM): change ERP. *Dec. 12*

San Francisco (971113IC)—KKSf License Corp. for KKSf(FM): change ERP, ant. *Nov. 24*

Santa Ana, Calif. (971204IF)—KALI-FM Inc. for KALI-FM: change ERP, ant. *Dec. 16*

Colorado Springs (971110MB)—Educational Communications of Colorado Springs Inc. for KTLF(FM): change ERP, ant. *Nov. 25*

Greeley, Colo. (971120IA)—Jacor Broadcasting of Colorado Inc. for KGLL(FM): change TL, ant. *Dec. 2*

Apalachicola, Fla. (971112IE)—John H. Wiggins for wxGJ(FM): change from 288A to 288C2. *Nov. 24*

BY THE NUMBERS

BROADCAST STATIONS	
Service	Total
Commercial AM	4,786
Commercial FM	5,527
Educational FM	1,914
Total Radio	12,227
VHF LPTV	557
UHF LPTV	1,474
Total LPTV	2,031
FM translators & boosters	2,867
VHF translators	2,256
UHF translators	2,721
Total Translators	7,844

Service	Total
Commercial VHF TV	558
Commercial UHF TV	639
Educational VHF TV	124
Educational UHF TV	242
Total TV	1,563

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

Crestview, Fla. (971114IE)—Crestview Broadcasting Co. Inc. for WAAZ-FM: change ERP, TL, ant. Nov. 26

Edgewater, Fla. (971107ML)—Mims Community Radio Inc. for WKTO(FM): change TL, ERP, frequency, class, ant. Nov. 20

Green Cove Springs, Fla. (971205IB)—Jacor Broadcasting of Florida Inc. for WJBT(FM): change ERP, TL, ant. Dec. 16

Gretna, Fla. (BPH-971112IG)—De-Col Inc. for WGWD(FM): change channel. Nov. 26

Marianna, Fla. (971204IB)—MRF Inc. for WJAO(FM): change ant. Dec. 16

Orlando, Fla. (971105AA)—Cox Radio Inc. for WHOQ(AM): change ant., increase night power. Nov. 17

Punta Rassa, Fla. (971204ID)—Intermart Broadcasting Gulf Coast for WWWD(FM): change channel from A to C3. Dec. 16

Tavernier, Fla. (971204IE)—Linda U. Kulisky for WIFL(FM): change channel from A to C3. Dec. 16

West Palm Beach, Fla. (BMP-971103-AA)—Fairbanks Communications Inc. for WJNA(AM): change ant. Nov. 12

Cartersville, Ga. (971023MG)—Immanuel Broadcasting Network Inc. for WCCV(FM): change ERP, class, ant. Nov. 24

Chatsworth, Ga. (BPH-971103ID)—Annice Haygood Trevitt Support Trust for WQMT(FM): change ERP, TL, ant. Nov. 19

Douglas, Ga. (971121IA)—Orchon Media Inc. for WKZZ(FM): change main studio location, ERP, class, city of license. Dec. 11

Nashville, Ga. (971119IA)—Tifton Broadcasting Corp. for WJYF(FM): change ERP, class. Dec. 4

Cartersville, Ill. (BPH-971103ID)—M.P. Broadcasting Inc. for WXLN(FM): change channel. Nov. 19

Danville, Ill. (BP-971204AC)—Vermillion Broadcasting Corp. for WITY(AM): change ant. Dec. 16

Springfield, Ill. (BPED-970604ME)—Cornerstone Community Radio Inc. for WLGM(FM): change ERP, class. Dec. 1

Urbana, Ill. (971027IF)—Tak Communications LLC for WKIO(FM): change TL. Nov. 14

Richmond, Ind. (BPH-970826IB)—Rodgers Broadcasting Corp. for WFMG(FM): change TL. Dec. 2

Valparaiso, Ind. (971104AA)—Birach Broadcasting Corp. for WWI(AM): change city of license, TL, ERP, ant. Nov. 13

Ankeny, Iowa (BPH-971020IF)—V.O.B., Inc. for KMXP(FM): change channel to 292C3. Nov. 19

Ottawa, Kan. (971126IA)—Ottawa Christian Radio Inc. for KRBW(FM): change ERP. Dec. 9

Irvine, Ky. (971014IM)—Kentucky River Broadcasting Co. for WCYO(FM): change ERP, TL, frequency, class, ant. Nov. 28

Louisville, Ky. (BMPET-971119KE)—Kentucky Authority for Educational TV for WKMU-TV: change antenna location. Dec. 1

Newport, Ky. (BPCDT-971119KF)—Malrite Communications Group Inc. for WXIX-TV: new

digital television facility: ch. 29, 247.6 kw, ant. 290 m., 2400 Lehman Road, Cincinnati. Dec. 2

Somerset, Ky. (BPED-971209IB)—Somerset Educational Broadcasting Foundation for WTHL(FM): change ERP, ant. Dec. 16

Winchester, Ky. (971120IB)—Citicasters Co. for WWYC(FM): change TL. Dec. 2

Alexandria, La. (971117MP)—American Family Assn. for KAPM(FM): change ant. Dec. 9

Baton Rouge (BPED-971105IC)—Jimmy Swaggart Ministries for WJFM(FM): change ERP, TL, ant. Nov. 18

Garyville, La. (BP-971106AA)—222 Corp. for WCKW(AM): change ant. Nov. 17

Natchitoches, La. (BPH-970611IH)—Bundrick Communications Inc. for KZBL(FM): change channel from 240A to 264C3. Dec. 9

Slidell, La. (971121IB)—Phase II Broadcasting Inc. for WLTS-FM: change community of license. Dec. 11

Hurlock, Md. (971103IB)—MTS Broadcasting LC for WAAI(FM): change frequency from 265A to 263A. Nov. 17

Salisbury, Md. (BPCDT-971117KF)—WBOC Inc. for WBOC-TV: new digital television facility: ch. 21, 173.8 kw, ant. 305 m., 1.2 mi S of Rts. 24 and 247 near Sharptown, Md. Dec. 2

Flint, Mich. (BP-971126AC)—Midwest Broadcasting Corp. for WSNL(AM): reduce night power. Dec. 8

Leroy Township, Mich. (971201MD)—Superior Communications for WLGH(FM): change ERP, class. Dec. 11

Anoka, Minn. (971209IA)—Chancellor Media Licensee Co. for KQQL(FM): change TL, ant. Dec. 16

Pine City, Minn. (BPH-971027IE)—Pine City Broadcasting Co. Inc. for WCMP-FM: change channel, frequency from 221A to 265C3. Nov. 14

Spring Valley, Minn. (BPH-971112IH)—KVGO Inc. for KVGO(FM): change ERP, TL, ant., class. Nov. 26

Bay Springs, Miss. (BP-971113AB)—Cotton Valley Broadcasting Co. for WIZK(FM): reduce power, change ant. Nov. 21

Houston, Miss. (971113MA)—Southern Cultural Foundation for WJZB(FM): change TL, ERP, frequency, ant. Nov. 20

Joplin, Mo. (BP-971208AA)—Land Go Broadcasting Inc. for KQYX(AM): reduce power, change ant. Dec. 16

Lexington, Mo. (BPH-971105IB)—Allur-Kansas City Inc. for KCCX(FM): change main studio location. Nov. 19

Moberly, Mo. (BPH-971105IA)—KWIX Inc. for KRES(FM): change ERP, ant. Nov. 19

Neosho, Mo. (971203IA)—KBTN Inc. for KBTN-FM: change channel from A to C3. Dec. 16

Sunrise Beach, Mo. (BPED-971104IA)—Community Broadcasting Inc. for KAXJ(FM): change ERP, TL, ant. Nov. 18

Warrensburg, Mo. (971029IF)—Central Missouri State University for KCMW-FM: change ant. Nov. 14

East Helena, Mont. (971117ID)—Staradio Corp. for KHKR-FM: change channel. Nov. 26

Omaha (971128IE)—Journal Broadcast Group for KEZO-FM: change ant. Dec. 11

Laughlin, Nev. (971126AI)—KLSQ-AM License Corp. for KLSQ(AM): change community of license, TL. Dec. 16

Eunice, N.M. (971202IF)—Mark C. Nolte for KYRK(FM): change ERP, class. Dec. 16

East Syracuse, N.Y. (971121AB)—Cram Communications LLC for WSIV(AM): change ERP, frequency. Dec. 5

Charlotte, N.C. (BPCT-971119KH)—Jefferson-Pilot Communications Co. for WBTB(TV): change ant. Dec. 22

Hendersonville, N.C. (971124IC)—SFXSC LP for WMYI(FM): change ERP, TL, ant. Dec. 9

Roanoke Rapids, N.C. (971204IA)—Better Life Inc. for WZRU(FM): change ERP. Dec. 12

Robbinsville, N.C. (971103IH)—Cherokee Broadcasting Co. Inc. for WCVF-FM: change ERP. Nov. 21

Wilmington, N.C. (971124IA)—Family Radio Network Inc. for WWIL-FM: change TL. Dec. 2

Walhalla, N.D. (971202IG)—Norex Broadcasting Inc. for KAUJ(FM): change ERP, TL, ant. Dec. 16

Cincinnati (BP-971120AB)—Jacor Broadcasting Corp. for WLW(AM): new auxiliary antenna. Dec. 1

Columbus, Ohio (971126AF)—Citicasters Co. for WTVN(AM): increase night power, change night TL, ant. Dec. 8

London, Ohio (BPED-971202IE)—Blue Chip Broadcasting Ltd. for WCKX(FM): change TL, pattern, ant. Dec. 15

New Lexington, Ohio (971120IC)—Perry County Broadcasting Co. Inc. for WWJM(FM): change channel to 290A. Dec. 2

Ripley, Ohio (971205IC)—Richard L. Plessinger Sr. for WAOL(FM): change ERP, ant. Dec. 16

Washington Court House, Ohio (971126-IC)—Rodgers Broadcasting Corp. for WCHO-FM: change ERP, TL, ant. Dec. 9

Seaside, Ore. (971125IC)—Ken's Corp. for KULU(FM): change channel to class C3. Dec. 11

Cambridge Springs, Pa. (971202IC)—Macbeth Communications Inc. for WAQM(FM): change ERP, ant. Dec. 12

Harrisburg, Pa. (BMP-971204AB)—Dame Media Inc. for WKBO(AM): reduce power, change ant. Dec. 16

Tyrone, Pa. (BP-971114AB)—Cary H. Simpson for WSHP(AM): change TL, ERP, ant. Nov. 25

Providence, R.I. (971114IC)—Brown Broadcasting Service Inc. for WBRU(FM): change ERP, TL, ant. Nov. 26

Seneca, S.C. (971110MD)—Alpeak Broadcasting Corp. for WPEK(FM): change TL, ant. Nov. 28

Sioux Falls, S.D. (971125IA)—Southern Minnesota Broadcasting Co. for KMXC(FM): change TL, ERP, ant. Dec. 12

Graysville, Tenn. (BPH-971104IB)—

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web site: www.shively.com

WAYB Inc. for WAYB-FM: change ERP, TL, ant. Nov. 19

Huntingdon, Tenn. (BPH-971029IE)—Milan Broadcasting Co. Inc. for wvhr(FM): change channel to 265C3. Nov. 19

Jamestown, Tenn. (971024IH)—Baz Broadcasting Inc. for WOEB-FM: change TL, ant. Nov. 14

Jamestown, Tenn. (971107IC)—Bible Believers Network Inc. for WCLC-FM: change ERP, TL, ant. Nov. 21

Oliver Springs, Tenn. (BPH-971112IF)—Dick Broadcasting Co. of Tennessee for wxvo(FM): CP for auxiliary ant. Nov. 26

Shelbyville, Tenn. (971126IG)—WYQC Inc. for WZPC(FM): change ant. Dec. 11

Waynesboro, Tenn. (BPH-971106IA)—Ohio Broadcast Assoc. for WFRQ(FM): change ERP, TL, ant. Nov. 19

Abilene, Tex. (971205IA)—Radio Sun-group of Texas Inc. for KEAN-FM: change ERP. Dec. 16

Clarendon, Tex. (BMPH-971103IF)—Roho Broadcasting Co. for KEFH(FM): change TL, ant. Nov. 19

Cleveland, Tex. (BMPH-970917IZ)—Texas Classical Radio Inc. for KKTL(FM): change TL, ant. Dec. 19

Dublin, Tex. (971126ID)—Cen-Tex Media Inc. for KSTV-FM: change ant. Dec. 12

El Paso (BMP-971118AD)—McClatchey Broadcasting for KLP(AM): augment day and night patterns. Nov. 28

Floresville, Tex. (971125IB)—April Communications Group Inc. for KRIO-FM: change ERP, ant. Dec. 12

Fort Worth (BPED-971125ID)—Texas Christian University for KTCU-FM: change ERP, class, ant. Dec. 11

Hallettsville, Tex. (971124ID)—Hill Country Radio for KTXM(FM): change ERP, ant. Dec. 11

New Boston, Tex. (971104IE)—Basso Broadcasting Inc. for KEWL(FM): change channel. Nov. 20

New Braunfels, Tex. (971024II)—New Braunfels Communications Inc. for KNBT(FM): change ERP. Nov. 14

Temple, Tex. (971110IA)—Stellar Communications Inc. for KKIK(FM): change ERP, TL, city of license, ant. Nov. 21

Waco, Tex. (BP-971126AD)—Gulfstar Communications for KWTX(AM): reduce power, change TL, ant. Dec. 8

Roosevelt, Utah (971126IF)—Duane T. Lund for KXRQ(FM): change channel from 232C2 to 232C1. Dec. 11

Spanish Fork, Utah (971204IG)—Citicasters Co. for KKKK(FM): change ERP, ant. Dec. 16

Richmond, Va. (BPED-971202IB)—Central Virginia Educational TV Corp. for WCVF-FM: change ERP. Dec. 16

Richmond, Va. (BP-971106AB)—Gee Communications Inc. for WXGI(AM): reduce power, change ant. Nov. 20

Ephrata, Wash. (971024IG)—Mirage Communications Corp. for KULE-FM: change ERP, TL, ant. Nov. 14

Madison, Wis. (BPCDT-971117KE)—

Shockley Communications Corp. for wkow-TV: new digital television facility: ch. 26, 218.5 kw, ant. 455 m., 8559 Mineral Point Road, Verona, Wis. Dec. 2

Mayville, Wis. (971024IF)—Mayville License Corp. for WMVM(FM): change TL, ant. Nov. 28

Nekoosa, Wis. (971107IB)—Berry Radio Co. for WxEC(FM): change TL. Nov. 21

CALL-SIGN ACTIONS

Granted

Atmore, Ala.—Maranatha Ministries Foundation Inc. for new AM: change to WPHG. Nov. 12

Birmingham, Ala.—Dick Radio Alabama Inc. for WENN-FM: change to WRAX(AM). Dec. 1

Opelika, Ala.—Auburn Network Inc. for WJHO(AM): change to WANI. Dec. 1

Trussville, Ala.—American General Media for WRAX(FM): change to WENN. Dec. 2

Havasupai City, Ariz.—Rick L. Murphy for KBBC-FM: change to KRRK. Nov. 28

Sierra Vista, Ariz.—D.B. Broadcasting LLC for KLTW(AM): change to KTAN. Dec. 22

Tucson, Ariz.—Journal Broadcast Group Inc. for KKHG(FM): change to KZPT. Dec. 12

Benton, Ark.—Clear Channel Radio Licenses Inc. for KMKV(FM): change to KDDK. Dec. 15

Jacksonville, Ark.—Clear Channel Metroplex Licenses Inc. for KDDK(FM): change to KQAR. Dec. 15

Little Rock, Ark.—Citadel License Inc. for KEZQ(AM): change to KLIH. Nov. 21

Lowell, Ark.—GulfStar Communications for KKZQ(FM): change to KMXF. Nov. 17

Ola, Ark.—KERM Inc. for new FM: change to KARV-FM. Dec. 5

Wrightsville, Ark.—Citadel License Inc. for WYTN(FM): change to KLAL. Nov. 17

Coalinga, Calif.—American Educational Broadcasting Inc. for new FM: change to KAZB. Dec. 8

Crescent City, Calif.—Humboldt State University for new FM: change to KHSR. Dec. 8

Lake Isabella, Calif.—Robert J. and Katherine M. Bohn for KVL(AM): change to KQAB. Dec. 8

Livingston, Calif.—Educational Media Foundation for new FM: change to KSKD-FM. Nov. 12

Los Angeles—KABC-AM Radio Inc. for KTZN(AM): change to KOIS. Nov. 21

Los Angeles—One-on-One Sports License of Calif. LLC for KXMG(AM): change to KCTD. Dec. 19

Marysville, Calif.—EMI Sacramento Radio Inc. for KSXX-FM: change to KRCX-FM. Nov. 28

Porterville, Calif.—Paxson Communications Corp. for KKAG(TV): change to KPXF. Dec. 8

Roseville, Calif.—EMI Sacramento Radio Inc. for new AM: change to KSXX. Nov. 17

San Luis Obispo, Calif.—People of Action for new FM: change to KPAT. Nov. 24

Shafter, Calif.—American General Media for KLYO(FM): change to KCOO. Dec. 11

Turlock, Calif.—Silverado Broadcasting

Co. for WCDR(AM): change to WVIN. Nov. 10

Meeker, Colo.—Western Slope Communications LLC for new FM: change to KAYW. Dec. 8

Montrose, Colo.—North Fork Valley Public Radio Inc. for new FM: change to KAXD(FM). Dec. 19

Bethany Beach, Del.—Great Scott Broadcasting for wxsk(FM): change to WJYN. Nov. 21

Laurel, Del.—Samson Communications Inc. for WONO(FM): change to WJNE. Nov. 28

Bellevue, Fla.—Walker Information and Education Institute Inc. for new FM: change to WWKO(FM). Dec. 19

Bradenton, Fla.—Paxson Communications Corp. for WFCT(TV): change to WPXM. Dec. 8

Callaway, Fla.—Root Communications Ltd. for WDRK(FM): change to WMXP. Nov. 21

Englewood, Fla.—Jacor Broadcasting of Sarasota Inc. for WEOD(FM): change to WLTF. Dec. 22

Keystone Heights, Fla.—Bible Broadcasting Network Inc. for new FM: change to WYFZ. Nov. 21

Key West, Fla.—Spanish Broadcasting System of Florida Inc. for WSKP(FM): change to WVMQ. Nov. 21

Marco, Fla.—University of South Florida for new FM: change to WAWM(FM). Dec. 19

Melbourne, Fla.—Paxson Communications Corp. for WIRB(TV): change to WOPX. Dec. 8

Miami, Fla.—Paxson Communications Corp. for WCTD(TV): change to WXPX. Dec. 8

Miami Springs, Fla.—One-on-One Sports for WCMQ(AM): change to WNMA. Nov. 25

Miami Springs, Fla.—Spanish Broadcasting of Florida for new AM: change to WCMQ. Dec. 5

Panama City, Fla.—Root Communications Ltd. for WPFM(FM): change to WORK. Nov. 21

Pinellas Park, Fla.—Clear Channel Metroplex Licenses Inc. for WMTX(AM): change to WWBA. Dec. 19

Tavernier, Fla.—Linda U. Kulisky for new FM: change to WFL. Nov. 21

West Palm Beach, Fla.—James Crystal Enterprises LC for WEAT(AM): change to WOJA. Dec. 19

Carrollton, Ga.—International Zenith Inc. for WPPI(AM): change to WBTR. Dec. 8

Dublin, Ga.—American Family Assn. for new FM: change to WAWH. Nov. 21

Marbleton, Ga.—Gonzales Broadcasting Inc. for new FM: change to WAWF. Nov. 24

Burley, Idaho—Idaho State Board of Education for new FM: change to KBSY(FM). Dec. 19

Chicago—WVXX License Inc. for WZOB(AM): change to WIOB. Nov. 24

Columbia, Ill.—Citicasters Co. for WIMJ(FM): change to KMJM-FM. Dec. 15

Duquoin, Ill.—American Family Assn. for new FM: change to WAWJ(FM). Dec. 19

Kankakee, Ill.—American Family Radio for new FM: change to WAWF. Nov. 21

Tower Hill, Ill.—Virden Broadcasting Corp. for new FM: change to WRAN. Nov. 17

—Compiled by Sara Brown

Datebook

For daily updates, check our Website at <http://www.broadcastingcable.com>

THIS WEEK

Jan. 8-11—"International CES: The Source for Consumer Technologies," consumer electronics exposition presented by the **Consumer Electronics Manufacturing Association**. LVCC, Sands, Hilton and Alexis Park, Las Vegas. Contact: (703) 907-7674.

Jan. 9-11—"Civic Journalism: Advances in Reporting," workshop sponsored by the **Radio and TV News Directors Foundation** and the **Pew Center for Civic Journalism**. Terrace Garden Hotel, Atlanta. Contact: Sarah Pollack, (202) 331-3200.

Jan. 11—"The Caucus for Producers, Writers & Directors" 15th annual awards dinner. Regent Beverly Wilshire Hotel, Beverly Hills, Calif. Contact: David Levy, (818) 843-7572.

JANUARY

Jan. 14—Fifth annual **Lebowitz & Associates** Telecommunications Seminar. Orlando, Fla. Contact: Scott Lee, (305) 530-1322.

Jan. 15-17—"Cable Sales Management School 1998," conference presented by the **Cabletelevision Advertising Bureau**. Grefele Conference Center, Orlando, Fla. Contact: Nancy Lagos, (212) 508-1229.

Jan. 16—40th **New York Festivals** International TV Programming & Promotion Awards and International Non-Broadcast Awards gala. Marriott Marquis, New York City. Contact: (914) 238-4481.

Jan. 18-21—**National Retail Federation Convention**. Jacob K. Javits Convention Center, New York City. Contact: (800) 673-4692.

Jan. 19-22—**National Association of Television Programming Executives** 34th annual conference and exhibition. Convention Center.

annual **CTAM** research conference. San Antonio Marriott Rivercenter, San Antonio, Tex. Contact: (703) 549-4200.

Feb. 3-4—"The Five Burning Questions," DBS conference presented by **The Carmel Group**. Sheraton Gateway Hotel, Los Angeles. Contact: Françoise McAvinchey, (408) 626-6222.

Feb. 3-4—52nd annual Georgia Radio-TV Institute, presented by the **Georgia Association of Broadcasters**. University of Georgia, Athens, Ga. Contact: (770) 395-7200.

Feb. 3-4—**Arizona Cable Telecommunications Association** annual meeting. Airport Hilton Hotel, Phoenix. Contact: (602) 955-4122.

Feb. 5-7—32nd annual **Society of Motion Picture and Television Engineers** Advanced Motion Imaging Conference. Sheraton Centre Hotel, Toronto. Contact: John Izzo, (914) 761-1100.

Feb. 5-8—18th annual **Radio Advertising Bureau** Marketing Leadership Conference. Wyndham Anatole Hotel, Dallas. Contact: Dana Honor, (800) 722-7355.

Feb. 8-10—**North American National Broadcasters Association** annual general meeting. DIRECTV Bldg., Los Angeles. Contact: (416) 205-8533.

Feb. 11-13—"Issues and Arguments in the World of Media," fifth annual **American Association of Advertising Agencies** Media Conference and Trade Show. Disneyland Hotel, Anaheim, Calif. Contact: (212) 682-2500.

Feb. 18-20—"Winning at Credit," 33rd annual **Broadcast Cable Credit Association** conference. Tropicana, Las Vegas. Contact: (800) 722-7355.

March 10-12—**NIMA International** spring conference. Hyatt Regency Capitol Hill, Washington. Contact: (202) 289-6462.

March 12—14th annual **National Association of Black Owned Broadcasters** Communications Awards Dinner. Sheraton Washington Hotel, Washington. Contact: (212) 897-3501.

March 17-21—**National Broadcasting Society—Alpha Epsilon Rho** annual convention. Sheraton Music City, Nashville. Contact: Richard Gainey, (419) 772-2469.

March 25—**International Radio & Television Society Foundation** Gold Medal Award dinner. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

March 28—**Federal Communications Bar Association** luncheon featuring Tribune Broadcasting President Dennis FitzSimons. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

APRIL

April 3-6—**Broadcast Education Association** 43rd annual convention and exhibition. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5354.

April 6-7—**Television Bureau of Advertising** annual marketing conference. Las Vegas Hilton, Las Vegas. Contact: (702) 486-1111.

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FEBRUARY

Feb. 2-4—"Profiting from Research Today," 15th

(212) 867-6650.

March 5—**Federal Communications Bar Association** reception in honor of the FCC Commissioners. Grand Hyatt Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

March 6-8—57th annual **Intercollegiate Broadcasting System** conference. Hotel Pennsylvania, New York City. Contact: Fritz Kass, (914) 565-0003.

March 9-13—Second **World Summit on Television for Children**. Queen Elizabeth II Centre, London. Contact: +44 (0)181 576 4444.

SEPTEMBER

Sept. 23-26—**Radio Television News Directors Association** international conference and exhibition. San Antonio Convention Center, San Antonio, Tex. Contact: Rick Osmanski, (202) 467-5200.

OCTOBER

Oct. 28-31—**Society of Motion Picture and Television Engineers** 140th technical conference and exhibition. Pasadena Convention Center, Pasadena, Calif. Contact: (914) 761-1100.

Major Meeting dates in red

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

Building a new network

There was something romantic about ripping copy off the old AP wire, but John "Jed" Petrick quickly learned that a career in newspaper journalism was not in his future.

The year was 1978. Fresh out of Ohio Wesleyan University with a degree in journalism, Petrick hightailed it to the Los Angeles *Herald Examiner*, where copy kids were considered lucky if Alan Malamud, the beloved sports editor at the time, knew their names. Back then, Petrick—now The WB's senior vice president of media sales—dreamed of a career as a sports scribe, not as a peddler of network airtime.

That goal had been formed, however, before he laid eyes on an aging sports-writer who covered college football games. "Here was a guy 42 years old filing stories about kids who were 20 years old," Petrick remembers. "There went the glamour of the newspaper world. So I quit."

It was back to New York for Petrick, who still hoped for a gig in writing but was willing to explore his options. He failed to turn heads as a potential advertising copywriter, but an acquaintance in the agency world convinced Petrick to think media planning. And Grey Advertising was willing to give him a shot.

"For a 22-year-old, I got to see so many things—radio, sports, TV, magazines and outdoor. It's a very interesting, broad view of how an advertiser can market his product," Petrick says. "As a consultant, you're there to best spend a client's ad dollar, to meet their objectives. It's a terrific place to learn what goes on."

CBS came calling in 1983, providing an opportunity to link his newfound expertise in media planning with his love of TV. Once again, the schooling was priceless: Petrick learned the nuts and bolts of network sales and pricing. He also got to do some legwork under Joe Abruzzese (now CBS president of sales) in sports sales—experience that would eventually come in handy at Fox.

It was a humbling time for the young Petrick. "Joe asked me to do a budget revenue analysis on a long driving championship," he recalls. "I was looking at comparable events—road races. It took me four days to do it. So I gave this analysis to Joe ... and he took one look at me and said, 'Jed, it's a long drive championship for golf.'"



"I'm a little taken aback at how much I learned at Fox and put into play here. The parallels to Fox just blow me away."

John Edward Petrick

Senior VP, media sales, The WB, New York; b. Oct. 11, 1956, Summit, N.J.; BA, journalism, Ohio Wesleyan University, 1978; copyperson, Los Angeles *Herald Examiner*, 1978; Grey Advertising, New York: assistant media planner, 1979-81; group head, 1981-83; CBS, New York: sales planning, 1983-85; account executive, 1985-88; account executive, Fox, New York, 1988-89; director, Fox Sports, New York, 1989-93; owned his own sports marketing and production company, New York, 1991; VP of sales, The Baseball Network, New York, 1993-94; current position since October 1994; m. Patricia Keane, Sept. 3, 1988; children: Katherine, 4; Kevin, 3

Fortunately, former CBS comrade David Cassaro (who now heads sales at E! Entertainment) went over to a start-up called Fox and told Petrick he should give it a try.

"I was intrigued with Fox. Here I was selling the Emmys at CBS, and Fox announces they've stolen the Emmys. I was really surprised by that. That definitely got my attention," Petrick recalls. "They were a little bit contrarian. The great thing about Fox was it was this small crew who were all young and a little bit over our heads. We had a big say in what was going on."

Petrick's proudest accomplishments? Putting together an NFL pitch that touted the ability of the younger-skewing Fox to attract the next generation of fans. Fox didn't get the rights in 1989, but a similar presentation helped the budding network nab the rights just four years later. "We definitely legitimized Fox that day in the eyes of the NFL," he says.

Petrick left Fox to dabble in his own sports marketing and production company and a start-up baseball network, but his ties to Fox alumni remained. By May 1994, former Fox CEO Jamie Kellner was talking to Petrick about the creation of a new broadcast network.

"I'm a little taken aback at how much I learned at Fox and put into play here. This has been really hard. I was definitely over my head when I came here. But the parallels to Fox—especially in those first three years—just blow me away."

Now's a magic time for The WB, Petrick says proudly. Come January, it will launch a slate of midseason shows that includes the critically acclaimed drama *Dawson's Creek*. On Jan. 15, five former UPN affiliates will switch to The WB. And the children's lineup—which has enjoyed key growth this season—enters the January upfronts with significant momentum.

"Everything is working. Eighteen months ago, we weren't feeling like this. We weren't getting the recognition in the press," Petrick says.

This is about the time Petrick likes to pinch himself. He often has feelings of déjà vu from his days at Fox.

"I can't begin to say how lucky I am, to do something I've done once before," Petrick says. "How many people find a job they really liked, which they get to do a second time someplace else?"

—Lynette Rice

Fates & Fortunes

BROADCAST TV

Appointments at WGFL(TV) Gainesville/High Springs, Fla.: **Clay Brinker**, sales manager, WOGX(TV) Ocala, Fla., joins in same capacity; **Sue Edwards**, manager, program administration, WOGX, joins as creative services director/operations manager; **Skip Simpson**, art director, WOGX, joins as promotion director.



Longinotti

Ron Longinotti, VP/GM, KOTV(TV) Tulsa, Okla., named president/GM.

Amy McCombs, president/CEO, Chronicle Broadcasting Co., and president/GM, KRON-TV San Francisco, elected

chair of the California Chamber board of directors.

Harvey Arnold, associate director, engineering, University of North Carolina Center for Public Television, joins Maryland Public Television, Baltimore, as VP, engineering.



Griesdorn

Tom Griesdorn, GM, Malrite Communications Group's WOIO(TV) Cleveland, named VP.

Ed Collister, controller, Rogers & Hardin law firm, joins WAGA-TV Atlanta as director, finance.

David Kaufman, VP/GM, WMTW-TV Portland/Poland Spring, Me., named VP, broadcast, Harron Communications Corp. (licensee of WMTW-TV).

Mike Reed, GM, WFXG(TV) Augusta, Ga., joins KADN(TV)/KLAF(TV) Lafayette, La., in same capacity.

Appointments at WWOR-TV Secaucus, N.J.: **Dan Carlin**, director, research, named manager, programming and research; **Frank Piantini**, promotion manager, named manager, creative services.

Stuart Powell, VP/GM, WXIX-TV Cincinnati, joins Sinclair Communications Inc., Pittsburgh, as regional director of

Sinclair's stations there, and KSMO-TV Kansas City, Mo., and WDKY-TV Lexington, Ky.

Bonnie Barclay, creative services director, WSOC-TV Charlotte, N.C., joins WSB-TV Atlanta as director, programming and creative services.

Roxann Nelson, creative services director, KMBC-TV Kansas City, Mo., joins WSOC-TV Charlotte, N.C., in same capacity.



Wolf

Chris Wolf, director, programming and promotions, WTXF(TV) Philadelphia, named VP, programming and creative services.

William Grant, executive editor/host/narrator, *Nature*, and

executive producer, WNET(TV) New York, named director of science, natural history and features programs.

Craig Harper, VP, KWTX-TV Waco, Tex., joins A. H. Belo Corp., Dallas, as assistant manager, engineering, television stations.

PROGRAMMING

Jane Linn, corporate development associate, WKAR-AM-FM-TV East Lansing, Mich., named corporate development director.

Scott Gregg, executive director, international TV sales operations, 20th Century Fox International Television, Century City, Calif., named VP.



Tiang

Tan Yee Tiang, director, engineering, ESPN Asia, Singapore, joins Asia Broadcast Centre there as director, operations and engineering.

Cathy Gugerty, director, creative services, Media

General Broadcast Group, Tampa, Fla., named director, marketing, broadcast division.

Judy Versteeg, director, human resources, Cox Broadcasting Inc.,

Atlanta, named VP.

Andrew Barrett-Weiss, director, current programs, Warner Bros. Television, and **Kerry Holmwood**, in-house production coordinator, NBC Studios, joins Peter Engel Productions, Burbank, Calif., as VP and manager, creative affairs, respectively. Peter Engel Productions has recently signed a five-year partnership agreement with NBC Enterprises to continue developing and producing programming.

Sarah Maizes, director, children's publishing, William Morris Agency, New York, joins Nelvana Communications Inc., Los Angeles, as VP, development.



Brand

Gary Brand, consultant, television marketing and development, joins The Family Channel, Los Angeles, as VP, on-air promotion, family programming.

Liz Sheppard, senior VP, licensing, The Beanstock Group, joins Hallmark Entertainment, New York, as senior VP, marketing and ancillary rights.

JOURNALISM

Daryl Rosen, reporter/producer, joins KPLR-TV St. Louis as associate producer.

Andrea McCarren, correspondent, NBC News, Washington bureau, joins ABC NewsOne, Washington, in same capacity.

Matt Winer, sports reporter/weekend anchor, WOOD-TV Grand Rapids, Mich., joins KSDK(TV) St. Louis as sports reporter.

Monica Gayle, anchor/correspondent, KSTW(TV) Tacoma, Wash., joins WJBK-TV Detroit/Southfield, Mich., as co-anchor, 5, 6 and 10 p.m. newscasts.

Stephen Kilbreath, assistant director, operations, and **Carleen Johnson**, supervisor, Metro Networks Inc., Seattle, named director and assistant director, operations, respectively; **David Baronfeld**, president, DBE (international media and talent advisory firm), joins Metro Networks Inc. as GM, Denver and Col-

orado Springs.

Eileen Curran, reporter, WEXT(TV) Boston, named weekend anchor.

Sean Kimerling, weekend sports anchor/reporter, KOCO-TV Oklahoma City, joins WPIX(TV) New York as weekend sports anchor, *WB11 News at Ten*.

Ron Magers, anchor, 5, 6 and 10 p.m. news, WMAQ-TV Chicago, joins WLS-TV Chicago as co-anchor, 5 p.m. news.



Sandor



O'Dell

Appointments at WGTU(TV) Traverse City and WGTQ(TV) Sault Ste. Marie, both Mich.: **Meagan Sandor**, producer/writer, Eclipse Creative, Detroit, joins as co-host, *Wake-Up Call*, news and sports; **April O'Dell** joins as co-host, *Wake-Up Call*. O'Dell will do weather, features and local reports.

Steven Donahue, senior executive producer, CNN Newsource, Atlanta, named VP.

David Roberts, news director, WXIA-TV Atlanta, named VP/news director.

Appointments at KNBC(TV) Los Angeles: **Becky Martinez**, executive producer/managing editor, KVBC(TV) Las



Martinez



Harris

Vegas, joins as 6 p.m. news producer; **Wendy Harris**, 11 p.m. news producer, named executive producer, *Channel 4 News*.

Armen Keteyian, correspondent, ABC News, joins HBO Sports, New York, as correspondent, *Real Sports with Bryant Gumbel*. Keteyian also joins CBS Sports as special features reporter.

RADIO

Appointments at WKQI(FM) Detroit: **Dave Kerr**, station manager/general sales manager, named VP/GM; **Charlie Fritz**, local sales manager, named station manager/general sales manager.



Fritz

Jennifer Fling, senior administrative assistant to the Hennepin County attorney, Minneapolis, joins Public Radio International there as senior manager, corporate affairs.

Jenny Northern, GM, WQRS(FM) Detroit, joins WCLV(FM) Cleveland as national sales manager.

Appointments at WIZF(FM) Louisville/Erlanger, Ky.: **Sharon Hardin**, promotions director, named director of marketing for all of Blue Chip Broadcasting's radio stations; **Diertra Jones** named promotions director; **Steve Love** joins as VP/GM.

Mark Larson, GM, KPRZ(AM) San Marcos-Poway, Calif., named president of the San Diego Radio Broadcasters Association.

J Chapman, local sales manager, WENS(FM) Shelbyville, Ind., joins WTLC-AM-FM Indianapolis as general sales manager.

Appointments at Spring Broadcasting stations: **Michael Rock**, promotions director, WFHN(FM) Fairhaven, Mass., joins WQGN-FM New London, Conn., as operations manager; **James Reitz**, program director, WFHN, named Northeast program manager.

Tom Bigby, station manager and program director, WIP(AM) Philadelphia, assumes program director responsibilities for WPHT(AM) Philadelphia.

Robin Sloan, director, sales, Emmis Broadcasting's New York stations, joins Chancellor Media Corp.'s WNSR(FM) New York as general sales manager.

CABLE

Paul Lapin, Eastern division account representative, affiliate relations, CBS Cable, New York, named manager. Appointments at E! Entertainment

Television, Los Angeles: **Carla Cortis**, manager, sales and affiliate marketing, Western region, Playboy Entertainment Group Inc., joins as director, Southwest region, affiliate relations; **Patrick Stinson**, overnight and morning anchor, MSNBC, joins as reporter, *E! News Daily*.

J. Brian Gault, VP, corporate sales, Cablevision, named VP, operations, Rainbow Advertising Sales Corp., Woodbury, N.Y.

Appointments at Access Television Network's affiliate sales and marketing, Irvine, Calif.: **Jennifer Adams**, director, sales and marketing, In Motion Inc., joins as Western region manager, Irvine, Calif.; **Melissa Strang**, manager, Eastern region, named director, New York; **Ben Ramos**, manager, technical operations, named director, Irvine.



Feldman

Jay Feldman, president, The Jay Feldman Co., joins the Travel Channel, Bethesda, Md., as senior VP/GM.

Sam Boskovich, VP, affiliate sales, Western region, DMX Inc., Los Angeles, named

senior VP.

Appointments at Galavisión, New York: **Deanna Andaverde** named director, Central region; **Lillian Casares**, senior affiliate sales representative, named affiliate sales manager, Western region; **Diana Sturnvoll**, account executive, named national sales manager, Western region.

Appointments at Jones Network Sales, Englewood, Colo.: **Jeff Brown** named Northwest regional manager; **Steve Walter** named Mid-Central regional manager, Central division; **Chris Manning** named North Central regional manager; **Sara McFarlane** named affiliate relations manager, Western division.

Appointments at Marcus Cable, Dallas: **Tom McMillin**, VP, named executive VP/CFO; **John Klingstedt**, VP, named senior VP/controller; **Cindy Mannes**, VP, named senior VP, human resources; **John Pietri**, VP, named senior VP/chief technical officer; **Dan Wilson**, VP, named senior VP, finance and development.

Kay Koplovitz, founder, chairman and CEO, USA Networks, New York, has

been elected president of the International Council of the National Academy of Television Arts & Sciences for a two-year term.

Christopher Wera, associate director, University Health and Wellness, University of Denver, joins the National Cable Television Center and Museum, Denver, as business and financial officer.

Brian Graden, executive VP, television programming, MTV, New York, named executive VP, programming.



Malkin

Appointments at Fox News Channel, Chicago: **John Malkin**, Midwest regional director, E! Entertainment Television, joins as VP, affiliate sales, Central region; **Tim Spillane**, account

director, Turner Network Sales, joins as regional manager, affiliate sales and marketing, Central region.

Donna Thomas, senior account manager, Northern region, Discovery Networks, Bethesda, Md., named director, digital distribution, affiliate sales and market-



Thomas



Schneider

ing: **Jay Schneider**, associate director, broadcast distribution services, CBS Television Network, New York, joins Discovery Communications Inc., Bethesda, Md., as VP, engineering and technical development.

Greg Wells, director, marketing and security, Time Warner Cable, Palisades Park, N.J., joins the Reading, Pa., office (now relocated to Wyomissing, Pa.) as VP, marketing.

Gary Howard, chairman/CEO, United Video Satellite Group, and CEO, TCI Satellite Entertainment, adds president/CEO, TCI Ventures Group, Englewood, Colo., to his responsibilities.

ADVERTISING/MARKETING PUBLIC RELATIONS

Greg Sullenstrup, VP/creative director, D'Arcy Masius Benton & Bowles, St. Louis, named senior VP/group creative director for the agency's SBC Communications.

Don DeMesquita, partner, DeMesquita/Patrick Communications, joins The Lip-pin Group, Los Angeles, as executive VP/COO.



Williams

Andrew Williams, VP, creative advertising, 20th Century Fox, joins IKON Creative Services Inc., Playa del Rey, Calif., as senior VP, creative advertising.

Appointments at Paramount

Advertiser Services, New York: **Michael Kerans**, VP, Eastern regional manager, named senior VP, strategic planning and sales; **Chris Callahan**, VP/controller, named senior VP, finance and administration; **Sean Cowan**, account executive/inventory coordinator, named VP/national sales manager; **Laura Molen**, account executive, named VP/Eastern sales manager.

SATELLITE/WIRELESS

Robert Clasen, senior VP, Com-cast Corp., and president, Com-cast International Holdings Inc., joins ComStream Corp., San Diego, as president/CEO.

Michael Britner, director, Lawrence Behr Associates Inc., Greenville, N.C., named VP, business development.

David Walker, VP, public relations, Americas, Union Bank of Switzerland, joins WinStar Communications Inc., New York, as senior VP, corporate communications.



Clasen

INTERNET

Appointments at Shop at Home Inc., Knoxville, Tenn.: **James Bauchiero**,

VP/CFO, Orchid International Group, joins as executive VP/CFO; **George Phillips**, counselor to the Assistant Attorney General of the civil division of the Dept. of Justice, joins as VP/general counsel.

Robert Berry Jr., VP, cable and wireless communications, Oracle Corp., joins Inverse Network Technology Inc., Santa Clara, Calif., as VP, sales.

Alex Lee, director, business development, Comspan Communications Inc., Santa Monica, Calif., named VP, business development, Comspan, and COO, Steeplechase Media Inc. (subsidiary of Comspan).

Vincent Grosso, president, Downtown Digital Solutions studio, AT&T, joins NBC Interactive, New York, as VP.

Appointments at OpenTV, Palo Alto, Calif.: **Clay Conrad**, COO, Prevue International, joins as VP, worldwide sales and business development; **Stephen Salvatore** joins as creative director.

Tina Williamson, senior VP/associate media director, GSD&M Advertising, Austin, Tex., joins AudioNet, Dallas, as director, marketing.

Donald Smith, VP, technology and development, Jones Cyber Solutions, joins Online System Services Inc., Denver, as VP, product development.

DEATHS

Vinny Wheeler, 74, secretary/treasurer of Mel Wheeler Inc., died Dec. 14 of a heart attack. Mel Wheeler Inc. was the licensee of KRCG(TV) Jefferson City, Mo.; WSIL-TV Harrisburg, Ill.; WSLC(AM)/WSLQ(FM) Roanoke, Va.; and WXLK(FM) Roanoke and WLYK(FM) Lynchburg, both Va. Wheeler was the widow of company founder Mel Wheeler, who died in June. She is survived by four children and two grandchildren.

Edward Thorgerson, 95, movie newsreel announcer, died Dec. 22 in Wolfeboro, N.H. Thorgerson began his announcing career at NBC in 1927. He had been a producer/editor for the *March of Time* series and an independent producer of radio and television commercials. He was a commentator for Dumont Television in New York when he retired in 1959. Thorgerson is survived by his wife, two daughters, a sister and a brother.

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

In Brief

NBC has ordered 13 episodes of a comedy series for fall featuring film star Nathan Lane, whose movie "Mousehunt" has just opened in theaters. The new series, from Paramount TV, will be created and executive-produced by the *Frasier* production team of David Angell, Peter Casey, David Lee, Chuck Ranberg and Anne Flett-Giordano. It will likely land on Tuesday or Thursday. The comedy features Lane as a former opera star who moves to California's Napa Valley to help run the family vineyard.

Paxson Communications has made a production agreement with infomercial producer **Guthy-Renker** to create original daytime programming for Pax Net. Guthy-Renker has brought on several Hollywood producers to combine infomercials with shows that draw ratings, Pax Net President Dean Goodman says. Guthy-Renker executives already have presented several show concepts to Goodman, including a sci-fi possibility and a *Regis and Kathie Lee*-type daytime talker. Production could get under way as early as next month. Pax Net is slated to launch Aug. 31, 1998.

Williamsport, Pa.-based Lamco Communications has agreed to acquire three Montana TV stations from Eagle Communications: KECI-TV Missoula, KCFW-TV Kalispell and KTVM(TV) Butte. Industry sources estimated the transaction's value at \$17 million-19 million. Last week, the companies were planning to file the license transfer applications with the FCC after the holidays. Kalil & Co. brokered the deal.

A senior producer at ABC's *Good Morning America* was suspended without pay for a month after using a racial slur in connection with a piece on former Golden State Warriors forward Latrell Sprewell. Kevin Cosgrove apparently told talent bookers that the higher-ups wanted to interview African Americans—or "spades," as he referred to them—for the piece on Sprewell, who was dropped from the NBA team after choking his coach. An ABC News spokesperson declined to comment.

Time Warner's Bay News 9 in Tampa Bay, Fla., took its three-month-old Tampa Bay cable all-news format to radio on Cox Radio's WSUN(AM) St. Petersburg, Fla. The Time Warner and Cox stations reached an agreement over revenue and began their joint effort New Year's Eve. The radio station had been running ABC Radio's syndicated Stardust format, featuring songs from the 1940s and '50s. Jim Prain, WSUN VP/GM, said ratings for the music programming were disappointing and noted that there are similar for-

Wiser, GM of Bay News 9, said: "For us, this is a tremendous marketing opportunity. People are going to listen on the radio, then they'll come home and watch us."

Daniels Cablevision of Carlsbad, Calif., has included Sci-Fi Channel, the Independent Film Channel and ESPN News on its recently launched digital cable service.

Other channels featured are Discovery Kids, CBS Eye on People and Classic Sports. Daniels says the digital tier includes 15 additional channels, 10 digital music channels and nine pay-per-view channels. Daniels is offering the service to its basic and "cable plus" customers for an additional \$10 per month, plus a \$2.95 monthly charge for digital access terminals. Daniels' premium customers will also receive multiplex services such as HBO 2 and HBO 3 and Showtime 2 if they already subscribe to HBO and Showtime.

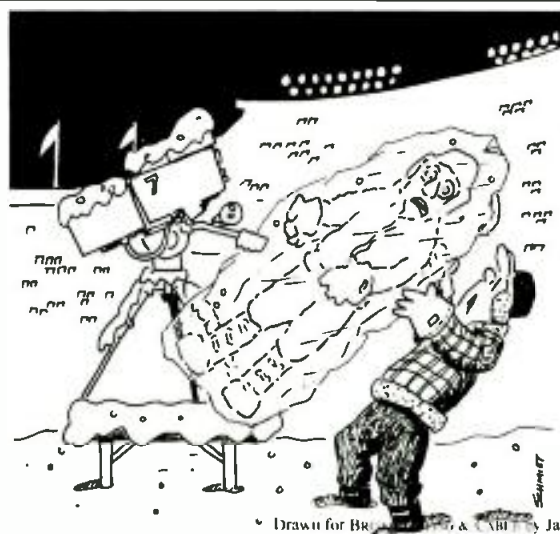
FCC officials have granted wcbs-TV's application to build a digital TV station in New York. The station has been

assigned channel 56 for its digital TV service.

The FCC will hold a public forum on Jan. 13 to discuss streamlining the commission's Mass Media Bureau. Topics on the agenda include proposals to speed up application processing; ownership rules that are not already the subject of pending FCC proceedings, and streamlining technical and nontechnical rules.

ESPN's NFL games won basic cable's top-rated programming slot for the week of Dec. 15-21, according to Nielsen Media Research data. NFL coverage on Dec. 21 earned the network a 5.5 total-day rating with 5.4 million households. Male viewership ratings ticked up an average 6% for ESPN's coverage of college football season games (1997 over 1996), says the network. According to Nielsen data and ESPN, average ratings increased from 2.2 to 2.3 and household viewership increased from 1.5 million to 1.7 million for games airing on Thursdays and Saturdays in 1997 over 1996 viewing averages. ESPN says the largest uptick in viewing was among men 18-34, 18-49 and 25-54.

GIST Communications, a provider of TV-listing guides on the Internet, has joined with online movie information supplier Internet Movie Database (IMDb) to form a co-branded entertainment resource on the Internet. The joint area, sponsored by online DIRECTV retailer Roxy.com, will be accessible through both GIST TV (www.GIST.com) and IMDb (www.imdb.com) and will integrate IMDb's movie database with GIST



"This is embarrassing—we were 20 miles up the road when someone asked 'where's Ted?'"

'Springer' scores with women in sweeps

When it came to syndicated talk shows, the women in TV land showed a taste for the bizarre, tawdry and dysfunctional during the November sweeps. Put another way, they tuned in to *Jerry Springer* in droves.

According to an analysis by Petry Television of the just-released Nielsen books for the November sweeps, *Springer* delivered more female viewers in key sales demographics in both daytime and early fringe than any other talk show—including *Oprah*.

In early fringe, *Springer* delivered an average 7.7 rating and 34 share among women 18 to 34, more than three times the average rating of the same time periods in November 1996. *Oprah* delivered 5.1/29 among women 18-34, a 16% year-to-year drop. Among women 18-49, *Springer* averaged 6.5/31, a threefold ratings gain, while *Oprah* delivered 5.3/30, a 16% decline.

Oprah remained on top in early fringe households, with 8.0/24, but was down 13%, while *Springer* was second with 7.8/21, more than double year-earlier time period averages.

Sally Jessy Raphael was third in households and with younger women in early fringe, and *Rosie O'Donnell* was fourth. *Sally* averaged 5.2/13 in households (up 8%) and 4.4/20 among women 18-34 (up 37%). *Rosie's* early-fringe household average was 4.8/16 (up 12%). The show averaged a 4 rating among women 18-34, 18-49 and 25-54, up 1 rating point in each category.

Rounding out early-fringe competition, *The Montel Williams Show* was fifth, with a 4.5/15 household average (up 5%); it was up slightly in key women demos. *The Maury Povich Show* was sixth, with a 3.9/15 household average, down 5%, but basically flat among women 18-54 (2.2).

The Jenny Jones Show was seventh in household rank. It was up 20%, to 3.7/12, and up 1 rating point among women 18-34 and women 18-49. *Ricki Lake* was flat, with 3.0/8 in households, and up slightly among women 18-34 (3.2/15).

In daytime, *Springer* was tops among women 18-34



'Jerry Springer' attracted more women in daytime and early fringe than any other talk show in November.

(4.5/28) and women 18-49 (3.6/24) but second in the household race (4.1/15). *Live with Regis & Kathie Lee* was first in daytime households with an average 4.9/23, flat from the previous November.

Rounding out the top five talk shows in daytime, *Sally* was third in households (3.4/14, up 3%); *Maury* was fourth (3.1/13, up 3%), and *Jenny* was fifth (2.9/10, up 20%).

Most access magazines were flat or down slightly.

Entertainment Tonight was tops in the category with 6.7/11, followed by *Inside Edition*, 6.1/11; *Extra*, 5.9/10; *Hard Copy*, 5.0/9, and *Real TV*, 4.4/7.

Among sitcoms, *Home Improvement* had the best early-fringe outing with 5.1/12 in households, down 5% from November 1996. Demos were basically flat with slight erosion among younger men and teens.

The Simpsons was number-two in early fringe with 4.7/8, up 5% in household ratings. The show was flat with women but up 1.5 rating points with men 18-34, to 5.0. It was up 1 rating point among teens, to 8.4.

Fresh Prince was third with 3.7/6 household average, down 7%. The show was up by half a rating point among women 18-34 (to 3.7) but down almost 1 rating point among teens (to 6).

In prime time access and late fringe, *Seinfeld* was again top-ranked in households and demos. In access, the show averaged 8.1/14, down 2% in household ratings. The show was up slightly among young men and women in the daypart and down slightly among teens.

Home Improvement was second in access with a household average of 7.5/15, down about 14%. Demos were down across the board by about 1 rating point. *Simpsons* was third in access with 6.3/9, up 5%, while *Frasier* was fourth with 5.6/9, down about 10% from November 1996 time period averages.

In late night, *Seinfeld* had a household average of 6.9/18, up 11%; it was up across the board in demos by roughly 1 rating point. *Frasier* was second in late night with a 4.9/10, up 8% in household ratings. *Cheers* was third (3.4/9), *Simpsons* was fourth (3.2/7) and *Roseanne* was fifth (3.0/8).

—Steve McClellan

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Yadda, yadda, yadda

Jerry Seinfeld says he wants to go out on top, leave his audience wanting more ... not that there's anything wrong with that. Still, the prospect seems bleak indeed of a Thursday night without the comedy masters of that domain, or a Friday morning without a water-cooler discussion of George's latest career move or Kramer's newest scheme (whether a coffee table book with legs or a bra for men). And if that's how fans feel, just imagine the empty feeling at 30 Rock, where *Seinfeld* has been an anchor of prime time's most profitable night ever. Those will be some Shaq-sized shoes to fill (Kelsey Grammer and company come to mind, but that robbing-Peter-to-pay-Paul strategy could work against the network's attempts to broaden its base beyond Thursday and a plateful of *Datelines*).

It is a tribute to the cultural icon status achieved by *Seinfeld* that the news of its departure—at least from the network schedule—was a top story in local and national newscasts and the subject of commentary in newspapers (we can remember the days when newspapers refused to cover television on the grounds that providing such exposure was giving aid and comfort to the enemy).

Seinfeld came to be known as the show about nothing. But it was about nothing in the same way that "Waiting for Godot" is about someone not showing up. Its method is in its madness. Forget that the plots often started nowhere and ended there—in fact one even began at the end and ended at the beginning. Real life isn't plotted either, and it can be equally absurd. We're reminded of the newspaper clipping (we're not making this up) about the truck full of frozen chickens that crashed into a truck full of barbecue sauce and proceeded to catch fire. *Seinfeld* caught fire with a cult audience that grew to a third of Thursday night TV view-

ers. It became arguably the defining sitcom of the 1990s (along with that other gem *The Simpsons*) in the pantheon of such shows as *I Love Lucy*, *The Dick Van Dyke Show*, *M*A*S*H*, *The Mary Tyler Moore Show* and *The Cosby Show*. No matter how catchy the tagline, *Seinfeld* has never been about nothing, although sometimes it has been only about being funny, about life as one long interactive stand-up routine. Well-written, often wonderfully absurd in a Rube Goldberg sort of way and with a talented cast of comic actors circling its star, *Seinfeld* at its peak holds its own with the best of them.

Bad bet

You gotta know when to fold 'em. Apparently, the FCC doesn't. Following a New Jersey court ruling against the FCC's ban on lottery advertising in that state, the commission said it would not enforce the rule there but will continue to do so elsewhere (except California and eight other Western states, where a court also has ruled against the ban).

It's time for the commission to get the message and cash in its chips on this one. Instead it has asked the Supreme Court to throw out the California ruling and send the case back to the appeals court for further review. The Supreme Court already has spoken to the issue of the government trying to ban truthful speech about conduct it allows (and even encourages in the case of state lotteries that—imagine our surprise—are themselves exempt from the ban). In the *Liquormart* case involving alcohol ad restrictions, the court said: "The text of the First Amendment makes clear that the Constitution presumes that attempts to regulate speech are more dangerous than attempts to regulate conduct." If the conduct is legal, and the speech is truthful, let the game advertising begin.

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