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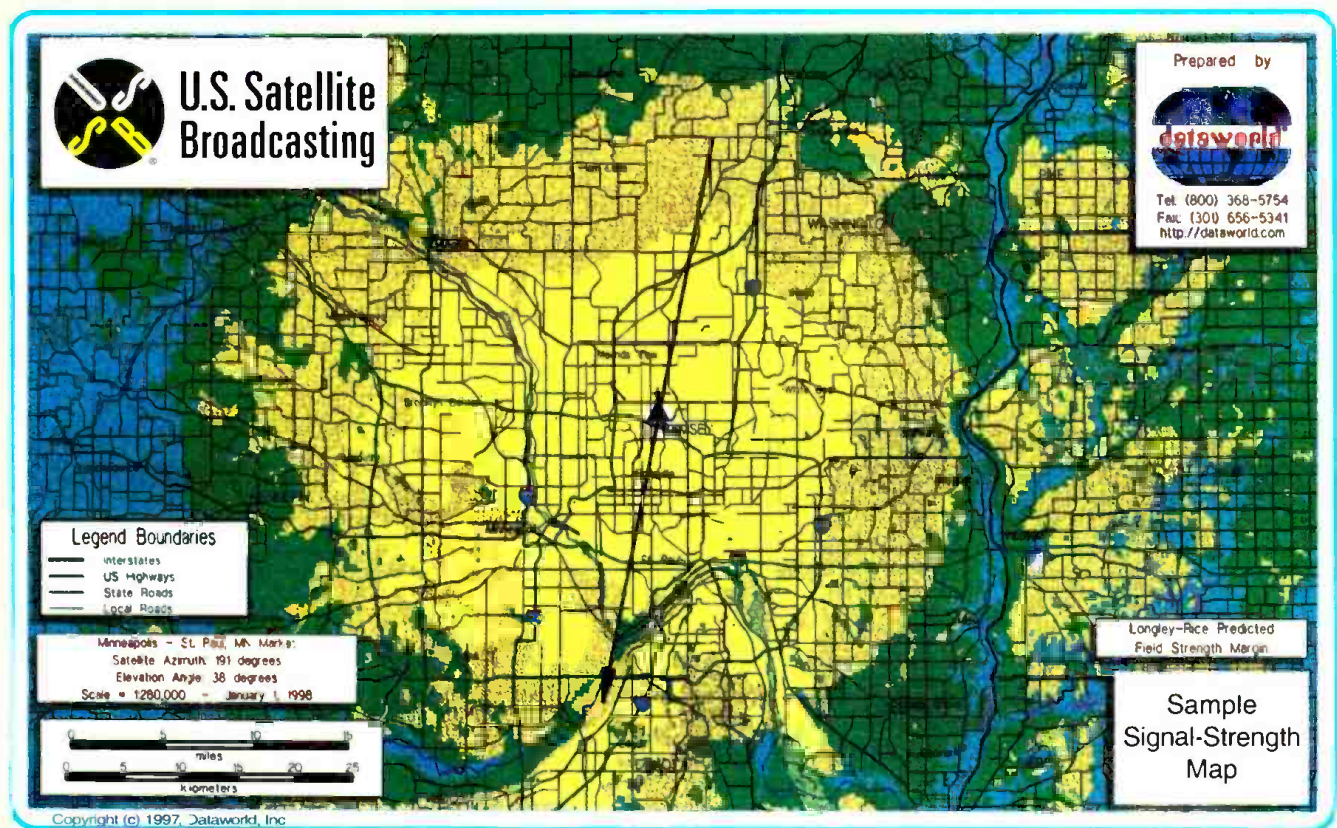
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Telemedia
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We're Mapping The Road To Success For Television Broadcasters





While other pay TV providers battle on Capitol Hill over retransmission rights, we have focused our efforts from the start on providing consumers with a free solution to receiving their local channels. With that goal in mind, we've formed a powerhouse coalition with the Consumer Electronics Manufacturers Association, the National Association of Broadcasters, the Satellite Broadcasting and Communications Association and Antenna Manufacturers to provide a solution for receiving local channels with an 18" DSS® dish.

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Fast Track

Must Reading from

**Broadcasting
& Cable**

January 26, 1998

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DIRECTV's ethnic-into-ethnic plan DIRECTV isn't alone in seeking to tap ethnic niche markets in the U.S. Competitor EchoStar Communications Corp. is preparing to move foreign-language niche services on its full-CONUS bird to its satellite at 61.5 degrees west. / **17**

Tauzin slams NFL deal House Telecommunications Subcommittee Chairman Billy Tauzin told attendees at the NATPE conference that he is upset by the prices broadcast and cable networks have agreed to pay for professional football rights. / **19**

FCC debates ownership rules FCC commissioners appear to divide along party lines when they discuss TV ownership rules: Republicans Harold Furchtgott-Roth and Michael Powell advocate marketplace responsiveness, while Democrats Gloria Tristani and Susan Ness stress diversity. / **22**

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Fox to affiliates: Show me the money Fox executives told station managers that affiliates will have to make greater contributions for marketing, programming and promotion in order to remain competitive. / **26**

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CBS Entertainment President Les Moonves is critical of the way that networks handle sweeps. / **34**

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COVER STORY

Ziff-Davis readies

ZDTV Ziff-Davis's \$100 million investment makes its ZDTV one of cable's most ambitious ventures—and, chief executive Larry Wangberg hopes, one of its most lucrative. **Cover photo by Robert Fothorap/Black Star** / **42**



Digital opens the door

The promise of digital has made cable programming more attractive, keeping major programmers busy creating new services and laying claim to new digital real estate. / **42**

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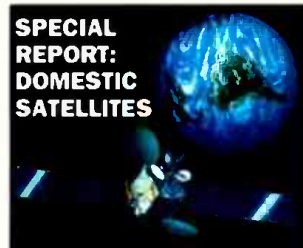
Tom Hanks is executive producer for HBO's 'From the Earth to the Moon.' / **57**

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Sidewalk slip? Microsoft removed 36 full-time employees from its Sidewalk service last week, raising questions about the software giant's future in the competitive Internet local-guide business. / **71**

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Top of the Week

Let's make a deal—for CPs

Companies scramble to collect unclaimed TV licenses at FCC by Jan. 30

By Chris McConnell

Bud Paxson is leading a stampede to sweep up new TV licenses at the FCC.

With the deadline for striking deals coming up Friday (Jan. 30), the Paxson Communications chief and other broadcasters are scrambling to collect leftover licenses that long have been sitting idle at the commission.

"It's the great gold rush of the late '90s," Paxson says of the quest for the TV licenses. Last week he added that his company had struck deals to procure five of the permits.

Paxson and others say the unclaimed construction permits offer them an opportunity to expand the reach of their new networks. United Television Inc., owned by UPN backer Chris Craft, has applications pending for 12 stations. And lawyers say the other new networks also are eyeing the licenses as potential new affiliates.

"We're a network that needs distribution," says The WB's Brad Turell, who adds that the network's affiliates as well as the Acme station group—owned by supporters of the network—are interested in the CPs: "If there's a possibility of getting construction permits, we're there."

"These construction permits aren't worth much without a concept that will attract viewers," says Julius Genachowski, general counsel for USA Network's broadcast division. "We think we have a concept that will."

So far, at least some of the construction permits have been worth millions. Paxson says his company unsuccessfully offered \$2.5 million for one license in Texas. Other industry sources say that the most expensive licenses have gone for more than \$4 million.

"Even in smaller markets there's an interest," one industry source says. The WB's Turell says that his company is interested in finding affiliates in any of the top 100 markets.

The interest is not limited just to new networks. Lawyers say broadcasters

Channel	Location	Date of Settlement	Original # of Applicants	Proposed License Owner
52	Ithaca, N.Y.	12/31/96	3	Kevin O'Kane
26	Uvalde, Tex.	1/16/96	2	South Texas Vision
31	Pocatello, Idaho	8/20/97	3	Channel 31 Inc.
16	La Grande, Ore.	12/18/96	2	WinStar LaGrande Inc.
27	Grand Forks, N.D.	12/9/97	5	Cardinal Broadcasting (Robert Price pres.)
21	Minden, La.	12/19/97	8	Paxson Communications
34	Spokane, Wash.	1/9/98	13	Paxson Communications
51	Marianna, Fla.	1/15/98	5	Channel 51 LLC (Myoung Hwa Bae principal)
39	Newton, Iowa	1/20/98	8	Kaleidoscope Partners (Larry Morton pres.)
4	Crandon, Wis.	1/23/98	5	Dennis Selenka
23	Waterville, Me.	1/21/98	11	WinStar

such as Anthony Fant and Pappas Telecasting also are in the running. "We think there's a legitimate need for additional TV service [in the available markets]," Pappas Telecasting President Harry Pappas says. He hopes his company will be able to secure some of the licenses before Friday's deadline.

There are 90 commercial licenses up for grabs. The backlog is the product of the FCC's long-defunct procedure of assigning licenses through a process of comparative hearings. Because a court in 1993 threw out the criteria that commission officials used to choose license winners, the FCC has no procedure for assigning radio or TV licenses in cases where more than one party has applied for a permit.

To fix the problem, Congress last summer gave the FCC new authority to auction the licenses. But the lawmakers said the FCC must first give the pending applicants six months to settle competing bids. To encourage settlements, the commission also waived rules that prevent companies from paying off other applicants to drop competing bids.

The FCC also is allowing companies without pending bids for the licenses to pay off those that have filed applications. The move allows Paxson and other so-

called white knights to stake claims on the unassigned licenses through private auctions among those seeking the CPs.

Their bids will not buy the broadcasters a second channel for digital TV. But some bidders say they might be able to shift from analog to digital broadcasting on the channels they acquire once digital receivers are widely in use.

While only a handful of settlement agreements had reached the FCC by last week, officials were expecting more as broadcasters seek to beat Friday's deadline.

"People are going crazy right now," says Washington communications lawyer David Oxenford, pointing to the approaching deadline. "Next week is going to be a blur," another lawyer added last Friday.

Once the deadline passes, companies that have been unable to pay off competing applicants likely will have to pay the government instead for the right to broadcast on the frequencies. The FCC has launched an effort to establish auction rules for the analog TV and radio licenses, but that rule-making effort is not yet complete.

Broadcasters in the markets targeted by the new networks voice little concern about the prospect of an added competi-

tor. "I think the dominant stations are going to be dominant for years to come," says Lee Bryant, president of KTAL-TV Shreveport, La. Bryant adds that the new station, to be located in Minden, will be 45 miles away from Shreveport viewers and may face signal problems.

Terry Cole, president/GM of WJHG-TV Panama City, Fla., adds that the new station in Marianna, Fla., will have the option of targeting his market or Dothan, Ala. Cole adds that he does not know whether being midway between markets will help or hurt the new sta-

tion. "I know it's going to cost a ton of money [to build the station]," Cole says.

Joe Sugg, general manager of KMSS-TV Shreveport, adds that he welcomes more competition. "It's inevitable that our industry will be more competitive," Sugg says. "It's good for everyone." ■

NATPE: More foreign, less domestic

International buyers and sellers pump life into show

By Price Colman

NATPE '98 emerged as an increasingly busy global marketplace for international producers and buyers. On the domestic side, however, activity appeared to be down.

"This is the only conference that has all the international buyers in one place," says NATPE President Bruce Johansen. "You don't see many American buyers going to MIP and MIPCOM."

The influx of international buyers and advertising executives helped drive up early attendance numbers for this year's conference. First-day registration totaled 16,782, up from last year's early return of 15,673. Johansen said the 35th annual event's numbers likely would increase by 1,000 by the end of last week.

The convention's international registration already had surpassed that of last year, with 3,427 international TV executives registered as of Monday night. In 1997, 3,265 international buyers and sellers made the trek to New Orleans. And there were 300 foreign exhibitors this year, up from last year's 240.

Final results won't be available for several days, NATPE staffers say.

While previous shows have been criticized for being an insider scene—U.S. companies dealing with U.S. companies—NATPE 1998 was fertile ground for overseas firms dealing with their peers and, increasingly, with U.S. companies.

"This is a global business now," Johansen says. "The general manager in a local market needs to be aware of what's happening internationally. ... Studio executives will say that over 50



Three hundred international companies were exhibitors at NATPE, up from 240 last year.

percent of their sales are coming from international."

Fred Cohen, president of King World International and chairman of NATPE's international committee, says this year's show was the best market he's seen from an international perspective. "NATPE is definitely becoming more important on the international side. There are more buyers from more channels and more sellers. I wish we had five days. The international people are used to five and six days at MIP and MIPCOM."

During the show, King World cleared *Roseanne* in a number of international markets, including England, Australia, New Zealand, Canada and Finland. *Hollywood Squares* is currently on or cleared in Poland, Russia, Belgium, Germany and several other countries, and *Oprah* is in 135 countries. The talk show launched two weeks ago in Moscow, where, says Cohen, "I think it's the number-one or -two show."

By 2000, Cohen says, NATPE will be 60% domestic and 40% internation-

al, on its way to becoming 50-50.

International participants praised NATPE as fertile ground for networking, but some domestic independent producers took shots at what they saw as organizational problems.

NATPE "is excellent," says Mary Pittelli, executive director of TAP, which represents pay TV programmers targeting Latin America. "Cable operators from all over Latin America come to NATPE looking for programming. It's like a mini MIPCOM."

Because independent producers were sequestered in one corner of the convention floor, "there's no incentive for people to come

over here," said Wendell Walton of Mickey Corcoran Productions of Beverly Hills, Calif. Nonetheless, Walton was happy with overall early traffic at his booth.

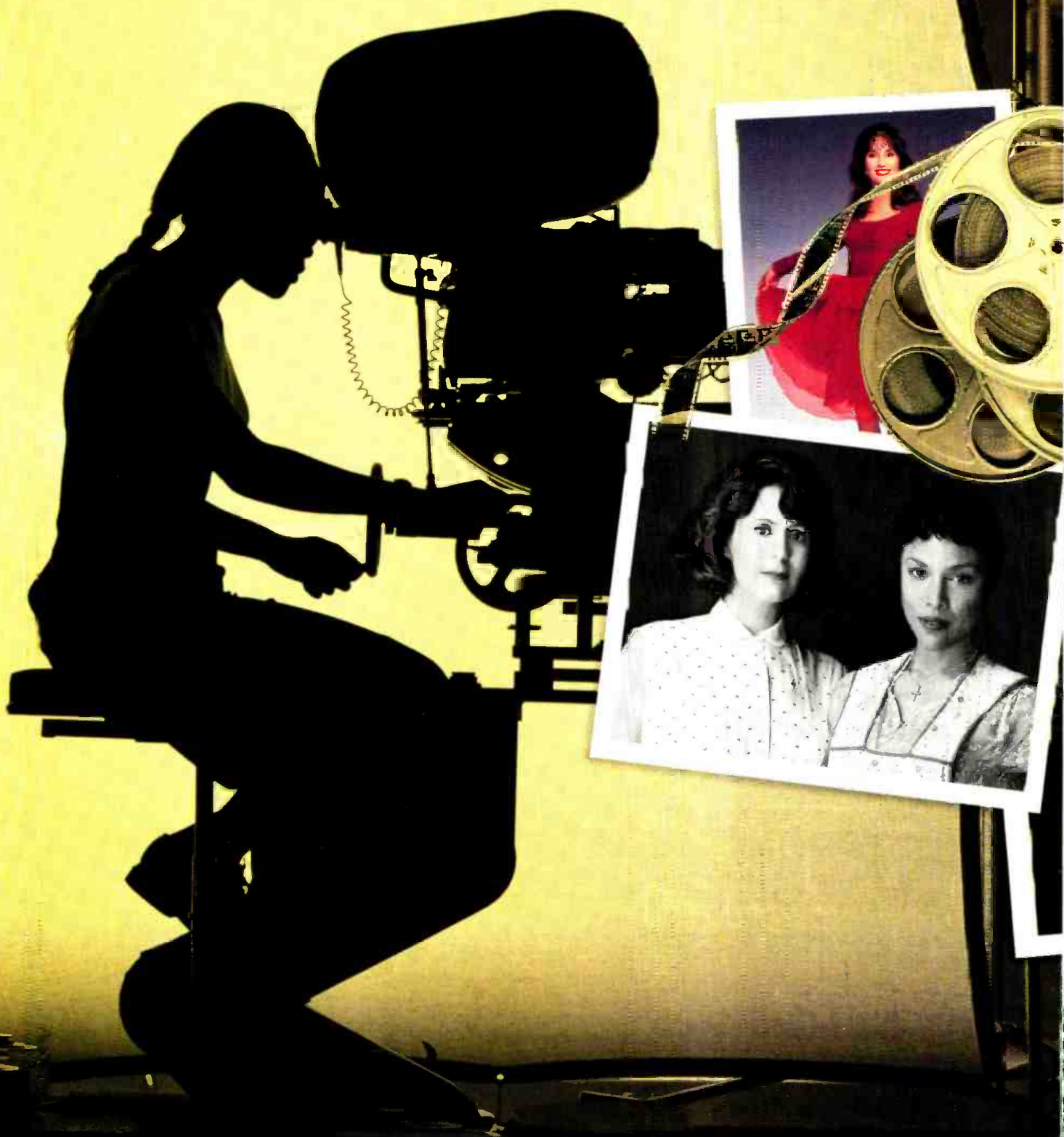
That traffic eventually fell off, according to another participant. "The feeling in the city is that there's no one here," one programming executive said on day two.

Johansen, however, dismissed the notion that the show had lost any steam.

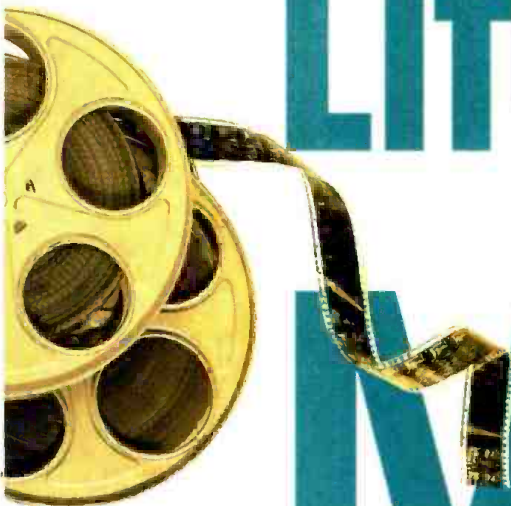
"Last year, the show was a week earlier and inconvenient for a lot of people, the weather was nasty and a lot of people were ill," he says. "It was difficult for people to get here and not as attractive a proposition. ... Now the business is very strong. Stations, for the most part, came off a very strong fourth quarter."

That strength notwithstanding, several rep sources say that markedly fewer of their clients—down as much as 25% from last year—attended this year's conference. The reason: A number of new programs—talkers

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Donny & Marie, Roseanne, Howie Mandel and game show *Hollywood Squares*—are launching earlier and thus required deals done before NATPE.

"That's not a new phenomenon," Johansen says. "But the selling and buying of TV programs is a smaller part of what this whole conference is about."

Networking may be a big part of NATPE, but some executives are pondering the worthwhileness and expense of that. "The question is whether meeting and greeting is business, and that's what we're trying to figure out," says Bill Carroll, director of programming at Katz Television. ■

Trigony takes over NATPE chair



Nick Trigony

Universal Television Chairman Greg Meidel officially passed the baton as NATPE chairman last week to Cox Broadcasting President Nick Trigony. Trigony, president of Cox since 1990, is the former chairman of the Television Operators Caucus and has served on the NATPE board for the past three years. "I don't think there is anything major we need to do," Trigony said. "We just need to continue to refine things."

Other new faces for NATPE in 1998 include Vincent Grosso, vice president of interactive media at NBC, and Allison Bodenmann, senior vice president and broadcast director at Jordan, McGrath, Case and Taylor. They become member representatives of NATPE's executive committee. CNN Newsource Sales President Susan Grant has moved into the first vice chair position. Meidel will serve as immediate past chair.

—Joe Schlosser

Kings of the convention

King World celebrates new daytime and prime time projects with \$5 million Elton John bash

By Joe Schlosser

The King brothers lived up to their party-animal reputations last week at NATPE. King World Productions hosted the biggest bash (an Elton John concert at the Superdome) and perhaps spent the most money of any distributor at the show—\$5 million, according to Roger King. To top it off, KWP even broke some news, which was in relatively short supply at the convention.

The company's message at every turn was "we're bigger than ever," as KWP Charman Roger King put it, and far from the endangered species of the not-too-distant past.

What many saw as the biggest news of the show was KWP's landing of Whoopi Goldberg as the center-square occupant in *Hollywood Squares*, the comedy-disguised-as-a-game show that bows this fall.

That news, announced at Tuesday evening's concert, overshadowed KWP's launch of a daytime talk show (a venture with NBC) planned for fall 1999. The Kings liken the show to the current leader in daytime talk, *Live with Regis & Kathie Lee*.

KWP also announced a planned foray into network prime time television. It has struck deals with two writers and two producers to develop a "gangster series" called *Murder, Inc.* The show may be produced with NBC Produc-



Whoopi gets the center square from Michael King.

appear on and co-executive produce the King World/Columbia TriStar co-production of *Squares*. At a press conference last Wednesday, she defended her decision to enter the game show arena: "This does not mean somebody's career is dead. We are going to get people who would not normally be on a show like *Hollywood Squares* to come and have some fun, and we'll treat them like royalty." Goldberg said that after 37

tions, according to King World, but all the major networks will get a pitch.

Co-hosts of the 1999 show aren't firm yet, but there is speculation that WNBC(TV) New York weathercaster Al Roker and Dana Reeve (wife of actor/director Christopher Reeve) are among the leading candidates. The pair hosted a nationally syndicated Christmas special that got huge numbers in New York. Also mentioned as a possible co-host is MSNBC anchor Jodi Applegate. The show, which will originate from New York, is cleared on the NBC-owned stations.

"We said we were going to branch out and we are doing it," said Roger King. "We're going into prime time for the first time. We're going to do the morning talk show, and there are a number of other things we still have coming."

Goldberg signed a multiyear deal to

films and numerous comedy specials, her career had come to a crossroads and it was time for something different.

Squares will be produced by John Moffitt and Pat Tourk Lee, comedy writer Bruce Vilanch and veteran game show producer Steve Radosh. KWP has confirmed that Roseanne, the host of its new 1998 talker, will appear on *Squares* during the sweeps.

On the *Murder, Inc.* project, Nick Pileggi and Ken Solarz have been hired to write the first two scripts, and the production team of Albert Ruddy and Andre Morgan will supervise development. Pileggi co-wrote the films "Goodfellas" and "Casino," while Solarz has produced prime time series including *The Untouchables* and *Profiler*. ■

Steve McClellan contributed to this article.



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Paxson goes shopping at NATPE

New network acquires two new shows, programming chief

By Joe Schlosser

Lowell "Bud" Paxson went to last week's NATPE conference in New Orleans to tie up loose ends for his soon-to-be broadcast network and to talk to potential affiliates. Paxson says he accomplished that, but there were little things at the conference that annoyed him.

The World Wrestling Federation put out a vaguely worded release at the convention heralding its new Friday afternoon show on Paxson stations. The pairing of Paxson and World Wrestling is an unlikely combination, and Paxson says the arrangement is not exactly as billed. According to Paxson, the WWF purchased eight weeks of infomercial time to run in February and March on Paxson's 73 stations.

"It has nothing to do with Pax Net," Paxson said Friday from his headquarters in Palm Beach, Fla. "That was strictly an infomercial deal. That's what I do right now, sell infomercials, and they purchased some time."

Pax Net, Paxson's family-oriented broadcast network, is slated to launch on Aug. 31 and will run a "small amount of infomercials," Paxson hinted that WWF

will not likely air on Pax Net, or at least not in daytime or prime time viewing hours, come launch time.

Paxson announced last week that he has acquired off-network rights to Paramount's *Diagnosis Murder* and *The Father Dowling Mysteries* for Pax Net. *Diagnosis Murder* was the final piece of Paxson's 6 p.m.-midnight weekly prime time puzzle, a lineup that includes *Touched by an Angel*, *Dr. Quinn, Medicine Woman*, and three other one-hour shows. *Father Dowling*, Paxson says, likely will run as a strip in daytime.

Paxson says he is pleased with the acquisitions, but not with the media speculation beforehand. In an unusual move last week, Paxson, in a press release for the two Paramount shows, added a sentence that said he had "passed" on the off-network rights to Columbia TriStar's *Party of Five*.

"There was a lot of media attention out there saying that we were going to get *Party of Five* or that we had already acquired it," Paxson says. "The legal

guys wanted me to put that [sentence] in there, and truth is, we never seriously considered it."

The network's schedule is nearly filled, with only a small amount of daytime programming and family-oriented movies left to acquire. And Pax Net executives have "taken home a lot of movie data and packages" to mull over for the next month.

Another piece of the Pax Net puzzle was solved during NATPE. Paxson announced that Bill Scott will take over the top programming job at the new network. He has



Bill Scott travels to Pax Net as head of programming.

been a member of the Paxson Communications board of directors and a longtime consultant to the company. Scott also is the former president of The Travel Channel, of which Paxson owned the majority until last September.

Paxson says he is amazed at the amount of traffic that his network's booth attracted at NATPE. Extra personnel were flown in from Florida during the conference to help handle the load, Paxson says. And he added: "I was amazed at how many stations said they were thinking about defecting to Pax Net. We'll get our 80% [coverage]." ■

NBC gets animated for Super Bowl

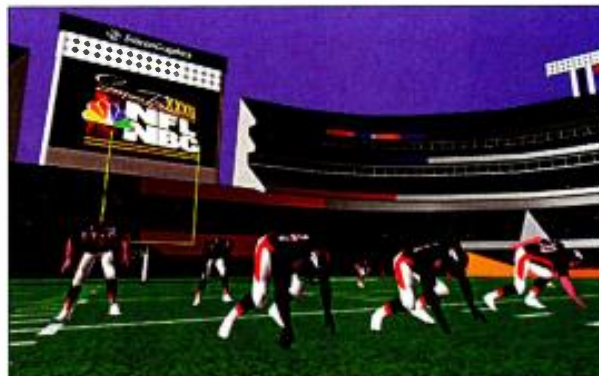
Uses innovative SGI graphics

By Glen Dickson

NBC Sports teamed up with Silicon Graphics Inc. to offer the latest in real-time 3-D graphics for yesterday's telecast of Super Bowl XXXII, including 3-D animations of receivers' pass routes and animated models of defensive formations.

In the first application, NBC used Multigen software running on SGI Onyx2 computers to generate a 3-D model of Qualcomm Stadium in San Diego and to show real-time animations of receiver patterns, yardage after catch, passing charts and quarterback fade patterns. The information was constantly updated throughout the game at three input stations using SGI O2 workstations.

"It's a huge improvement to slap-



NBC featured SGI's 'Football-Guy' animation during Super Bowl.

ping numbers on the screen," says NBC commentator Randy Cross, who at press time planned to use the graphics package at the end of each quarter.

NBC's second trick was 3-D animated models of defensive packages, shown after a play to give fans a quarterback's

view of the defense. The 3-D "Football-Guy" models, which included linemen, linebackers and backs, were developed with Boston Dynamics software. "People have never seen this before," says Cross, who thinks the Football-Guy animations might also serve as a training tool for NFL quarterbacks.

SGI lent all the hardware and software to NBC at no charge, considering the exposure of its technology to be enough of a benefit. "To use it for something as important as a Super Bowl really legitimizes it and shows how reliable it is," says Greg Estes, SGI director of entertainment marketing. ■



Jim Lehrer, of PBS's 'News Hour with Jim Lehrer,' talks to the President in Clinton's first interview after a story broke alleging that the President had an affair with White House intern Monica Lewinsky and then asked her to lie to prosecutors about it.

Networks scramble to cover 'interngate'

ABC was first to broadcast news Wednesday morning; PBS talks to Clinton; anchors pulled back from Cuba

By Paige Albiniak

The *Washington Post* beat ABC News by mere minutes with last week's story on the President Clinton sex scandal, but ABC News was hours ahead of the rest of the broadcast and cable networks.

ABC News claims it broke the story, and, if the segment's producers did not see the *Washington Post* article, they are correct as far as they knew. An ABC spokesperson says that ABC started working on the story on its own the weekend before it broke.

In the end, however, the *Post* was on newsstands by 12:30 a.m. ET Wednesday, while ABC Radio went with the story at 12:45 a.m. *ABC World News Now* broke the first television story at 2 a.m. ET.

Newsweek reporter Michael Isikoff had the story first, but the newsweekly's editors decided late Saturday (Jan. 17) to hold it—to give special prosecutor Kenneth Starr more time to gather his case. Word of *Newsweek's*

decision leaked to Internet gadfly Matthew Drudge, who printed a blurb about *Newsweek's* crisis of confidence on his popular Drudge Report Website on Jan. 18.

From there, the race was on.

While ABC led the pack, CBS repeated the slow news reflex that drew criticism when Princess Diana and her companion, Dodi Fayed, were killed in a car crash late last summer. The network ran its first story on Clinton and his alleged affair with White House intern Monica Lewinsky during *CBS This Morning*, which airs at 7 a.m. ET.

ABC updated its broadcasts all night. Fox News Channel did the same, first airing the story at 1:30 a.m. after seeing the *Washington Post* story. CNN's Headline News picked the story up from the *Post* at 3:30 a.m. ET, and CNN independently confirmed the story at 4:15 a.m. ET.

NBC's David Bloom aired that network's first report at 5 a.m. on *NBC News at Sunrise*. MSNBC made its

first mention of the story at 6 a.m. on Don Imus's program, during which Imus discussed the *Post* article. Imus had referred to the Drudge report the morning before.

The next chance for the networks to win the breaking-news race was at 3:30 p.m., when PBS fed the networks live footage of Jim Lehrer's exclusive, prescheduled interview with the President.

In the middle of Wednesday afternoon the networks broke in to air a clip from that interview, which was shown in full on *The NewsHour with Jim Lehrer* later on PBS. ABC News again was first, and it was the only network to air parts of the interview live starting at 3:30 p.m., according to a network spokesperson. ABC's choice to go live was somewhat controversial, because the other networks understood their agreement with PBS to mean that they could air only one minute of edited footage of the interview.

A PBS spokesperson says that all the networks handled the coverage appropriately, but that if ABC had asked if it could air the interview live, PBS would have said no. ABC did not ask, however. PBS says that it was not explicitly written in the agreement that ABC could not air live footage, so PBS does not feel it has cause for complaint.

CBS, however, waited nearly 20 minutes before going on the air with Dan Rather from Cuba. A CBS spokesperson says that the network made an editorial decision to delay airing the PBS interview and that no one at the network felt that CBS's coverage was slow.

The other networks followed with short, edited clips from the interview. MSNBC aired its first clips from the interview at 3:32 p.m.; NBC broke in at 3:34 p.m.; CNN broadcast it at 3:35; Fox News Channel ran a segment at 3:37; CBS was on the air with it at 3:58.

By Wednesday night, all the news organizations were regularly pumping out information about the Clinton scandal. By Thursday night, all three networks had flown their anchors—ABC's Peter Jennings, NBC's Tom Brokaw and CBS's Dan Rather—back from Cuba, where they had planned to cover the Pope's historic visit. Jennings went to New York, while Brokaw and Rather went to Washington. ■

DIRECTV's ethnic-into-ethnic plan

Company says it is targeting niche-language programming, not local-into-local

By Price Colman

DIRECTV isn't alone in seeking to tap ethnic niche markets in the U.S. Competitor EchoStar Communications Corp. is preparing to move foreign-language niche services on its full-CONUS bird to its satellite at 61.5 west.

But DIRECTV maintains that, unlike EchoStar, it doesn't plan to deliver local signals into local markets.

"It's not part of the plan," DIRECTV spokesman Bob Marsocci says.

DIRECTV announced last week an in-house deal with PanAmSat that will allow it to add up to 120 channels of specialty programming to its DBS service.

That's enough capacity to offer local-into-local programming to every local station in the top 25 U.S. television markets if DIRECTV were to adopt EchoStar's strategy of offering only the top four broadcast affiliates in each market. Not surprisingly, some observers wonder whether the DIRECTV/PanAmSat deal paves the way for DIRECTV to offer local-into-local.

It won't happen, says Marsocci, nor will DIRECTV use the new capacity for high-speed Internet service. Instead, as advertised, it will focus on ethnic niche programming and, probably, HDTV



Eddy Hartenstein's DIRECTV is not looking to go local-into-local.

programming. DIRECTV announced earlier this month that it will begin delivering HDTV programming this fall.

The foreign-language programming plan makes sense at a modest level, says Curt Alexander of Media Group Research.

The fact that ethnic populations in the U.S. can't get language-specific programming anywhere else "makes it a must buy," he says. "People in that constituency are really drawn to programming in their native language."

At the same time, Alexander adds, "It's not a stand-alone business clearly, but a supplement to what [DIRECTV] has."

DIRECTV has contracted with Ethnic American Broadcasting Co. of Fort

Lee, N.J., to fill at least six of the channels. The new channels will require a parabolic 21-by-35-inch dish capable of receiving programming from 95 and 101 degrees. That dish will be "somewhat more expensive" than the current dish, which sells for about \$199, Marsocci says. DIRECTV has not yet decided what to charge for the niche services, which are likely to draw small but intensely interested audiences.

Whether DIRECTV has a local-into-local plan remains to be seen.

The company denies it, but others point to DIRECTV's desire to launch a fleet of six Ka-band birds, all in full-CONUS slots. If the FCC approves the company's petition to expand into the Ka-band arena, Marsocci says, DIRECTV will use the birds to deliver more movies, sports, children's programming, ethnic programming, data and multimedia services. The company hopes to gain FCC approval to pair 240-watt transponder birds at 96.5, 101 and 105.5 degrees west to deliver those services.

The FCC has given no indication of when it will rule on the request, and construction of the birds hasn't started. Even given an FCC green light, Ka-band service from DIRECTV is unlikely before 1999 at the earliest. ■

CEMA sounds alarm over TCI DTV plans

The Consumer Electronics Manufacturers Association last week decried Tele-Communications Inc.'s plans to deliver less-than-optimum HDTV signals to its digital subscribers.

"Manufacturers and broadcasters have committed to bringing Americans the astounding picture resolution of HDTV," said CEMA President Gary Shapiro at the NATPE convention. "But now TCI's 14 million customers may never have the chance to see it. This is a huge tragedy for the American consumer."

The "tragedy," in Shapiro's view, is TCI's intention to deploy new digital set-top boxes that will degrade broadcasters' planned HDTV programming. According to Shapiro, the boxes will downconvert the HDTV broadcasts in either 1080i or 720P formats to the lower-resolution 480P format.

"The FCC must ensure that if broadcasters transmit programming in high definition, cable companies are required to pass the programming through to the consumer in the same manner. Otherwise, cable subscribers will be involuntarily downconverted to a picture

resolution no better than today's TV," Shapiro told his NATPE audience. "Any effort to label 480P as true HDTV is an attempt to fool American consumers."

A TCI spokeswoman says that Shapiro's description of its plans "is not a correct characterization at all." The next generation of advanced digital set-tops that TCI will begin deploying later this year will be able to pass HDTV signals to TV sets, according to the spokeswoman.

But Jerry Bennington, senior VP of CableLabs, who appeared at NATPE with Shapiro, conceded that the planned boxes could not handle the higher-resolution formats. However, he said, the boxes could be designed to pass through the broadcast HDTV signals directly to HDTV sets. "One thing we've been talking to the networks about is not to tie the way the signal is transmitted to the way we display it," Bennington said.

General Instrument spokesman Dick Badler said that the set-top box is still a work in progress. "The current box does not have HDTV capability, but that's anticipated as demand warrants."

—Richard Tedesco

Executive shuffles

By John M. Higgins

There was shuffling in the executive suites of cable and DBS companies last week, as key executives left Comcast and Cablevision Systems and a new president entered EchoStar.

At Comcast, cable division president Tom Baxter resigned, ending nine years as chief of system operations. At Cablevision, COO Robert May exited after just 16 months. And EchoStar picked up John Reardon—a former executive with MTV, TCI Music and failed interactive TV programmer Zing—as president.

Baxter's exit was a surprise. He ran what Wall Street analysts considered one of the most efficient operations in the industry. Comcast executives say that Baxter had talked about leaving the company since last fall. Tiring of a larger company and hoping to take advantage of the financial security afforded him by last year's surge in Comcast's stock price, Baxter wanted to get involved in an entrepreneurial venture.

Comcast Corp. President Brian Roberts praised Baxter and said that he will remain a consultant to the cable division after he leaves in February.

May arrived at Cablevision in 1996 to help CEO James Dolan get his arms around the company's system operations. But he had no background in media. Earlier in his career, he spent 20 years at Federal Express, where he created its much-praised business logistics unit. Cablevision says May resigned to follow "different opportunities." Units reporting to May now will report to Dolan until a replacement is named.

Reardon, EchoStar's new president, worked in advertising for MTV before becoming president for three years until 1990. More recently, he founded Zing Systems, a TCI-backed interactive programming venture that collapsed in 1995. TCI then put him in charge of TCI Music, a venture that is trying to collect various audio, video and computer services to be offered through digital cable. Reardon exited that slot last year. ■

Closed Circuit

NEW YORK

Enough is enough

Negotiations between ABC and its affiliates over how much stations should contribute, if at all, to NFL rights payments could be long and tough, sources say. The ABC affiliate board is on record indicating that a cash contribution doesn't make sense. But many stations are also balking at an inventory contribution. The reason: ABC stations already have between seven and eight fewer minutes a week of commercial time to sell than NBC stations do. As the current ratings leaders, NBC stations have a huge advantage with that much more time to sell, one ABC affiliate says. The network also is more than doubling the length of its pregame show, to 20 minutes, with an 8:20 p.m. kickoff. "We all have our loss leaders," says the source, noting that many ABC affiliates pay money-losing license fees for *Oprah*. But NFL football helps them win their local news, and also to over-index the average ABC performance in prime time, a clear benefit to the network.

WASHINGTON

The state of the agency

FCC Chairman William Kennard this week may shed more light on his plans for 1998. Kennard hopes to discuss his agenda for the year ahead at a Friday (Jan. 30) press conference in Washington, although the FCC had not pinned down the date at press time. Kennard also plans to talk about the Telecommunications Act as the law approaches its second anniversary.

DENVER

The lonely guy

Looks like Charlie Ergen will have to go it alone in his battle for legislation that would allow his EchoStar DBS service to retransmit local TV signals into local markets without must-carry requirements. The powerful broadcasting and cable lobbies are united in their determina-

tion to block any local-into-local legislation that doesn't include must-carry and retransmission consent. And Ergen can't even count on his own trade lobby for help. The Satellite Broadcasting and Communications Association seems prepared to sit out the battle, its members having failed to reach a consensus. SBCA membership includes the cable-backed DBS operator Primestar, major cable programmers and EchoStar's chief rival, DIRECTV, which may not like the idea of EchoStar getting the competitive edge that may come from delivering local TV signals. SBCA is not taking a position on EchoStar's Copyright Office petition that, if approved, would allow EchoStar to do some local signal distribution under current law.

NEW ORLEANS

Never mind

With all the buzz about set-top boxes and Internet TV, NATPE attendees were looking for some news out of that quarter. And they had reason. WebTV was hinting at some kind of news during NATPE, but later canceled an unspecified announcement. In addition, a Microsoft/Intel press conference was scheduled for midway through NATPE, but that was eventually cut back to an Intel demonstration of what it's doing with digital television. Finally, IBM—which has been hinting at participation in the Internet TV and DTV arenas—canceled its press conference. All of which begs the question: Are the companies letting the buzz build or is there no *there* there, at least for now?

Capitol puts off Capitol

The crisis at the White House is affecting more than official Washington. Executives at Capitol Broadcasting put off a planned lobbying trip this week to the nation's capital because of the Sturm und Drang surrounding the President's troubles, says Dianne Smith, special projects counsel. Capitol is pitching legislation that would allow them to resell all local signals in all local markets to satellite TV providers.

Cheers greet Kennard's first address

However, broadcasters differ over new FCC chairman's agenda

By Chris McConnell

It wasn't like Reed Hundt's first NATPE speech.

Addressing broadcasters for the first time, FCC Chairman William Kennard last week greeted the industry with words of praise. Unlike his predecessor, Kennard steered clear of programming issues except to laud the industry's work, particularly its news coverage.

"You have opened up the world to viewers by allowing them to go places and see things they would never have seen on their own," Kennard said. He cited the industry's coverage of Martin Luther King Jr.'s 1963 "I Have a Dream" speech as well as ABC's Jan. 18 *Wonderful World of Disney* movie about civil rights figure Ruby Bridges. At its conclusion, Kennard's speech drew a standing ovation.

Some broadcasters and lobbyists at the NATPE '98 Program Conference and Exhibition in New Orleans appeared to mean it. They contrasted Kennard's compliments with the criticism of TV violence that Hundt voiced when he first addressed the convention in 1994.

"It was a refreshing and important contrast to the Hundt speech," said Washington broadcast lawyer Mickey Garder. "Bill has established himself as a friend of the broadcast community and I think you heard that," added Glencairn Ltd. Broadcast Properties President Eddie Edwards.

But the doubts of others were not assuaged, with some maintaining that the new chairman's agenda will not differ significantly from Hundt's. For instance, Kennard said he soon hopes to write new rules on broadcast public interest obligations in the digital age.

"Broadcasters have been given new ways to expand into the digital age, so it is only fair to expect that they provide new ways of serving the public interest," he said.

Kennard added that he is looking forward to hearing the recommendations of the advisory committee assembled by Vice President Gore to study the public interest issue. "I hope that their process will yield useful suggestions for the FCC," Kennard said.



FCC Chairman Bill Kennard praised broadcasters' news coverage.

"It's the same agenda as Reed Hundt, but he's nice," one broadcaster said in response to Kennard's comments. "I think broadcasters are in for a hard time." Another agreed, pointing to the presence of three Democrats on the

commission, a majority.

Kennard devoted much of his speech to discussing steps that the FCC can take to speed the industry's shift to digital broadcasting. The FCC will vote on a final table of DTV channel assignments this Thursday (Jan. 29), Kennard said. He also said he wants the FCC to implement an electronic filing procedure to hasten broadcast applications.

Broadcasters have asked the FCC to preempt local rules on tower siting as a means of speeding DTV implementation. Kennard said he thinks the FCC should consider preemption "only as a last resort." He instead urged broadcasters to work with local governments "to achieve workable solutions."

He also raised the possibility of establishing a "strike force" of FCC staff members to assist local governments in reviewing technical issues. "You need to reach out to local government," Kennard said. ■

Tauzin slams NFL deals

Says consumers will be forced to pay for unwanted programs

By Harry A. Jessell

House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.) told broadcasters in New Orleans that he is upset by the prices the broadcast and cable networks paid for National Football League rights.

All told, ABC, ESPN, CBS and Fox agreed to pay nearly \$18 billion to the NFL to telecast games over the next eight years.

Speaking at the pre-NATPE conference of the Association of Local Television Stations, Tauzin seemed particularly upset by ESPN's \$4.8 billion bid for a Sunday-night package of games. Consumers shouldn't be "forced to buy programs they don't want to get programming they do want," he said.

Although Tauzin didn't mention ESPN by name, aide Ken Johnson con-



Tauzin says regulatory parity between DBS and cable 'should be our guide.'

firmed that the congressman is concerned because ESPN is passing on some of the NFL cost to cable operators in the form of higher affiliate fees. The operators, in turn, hike cable subscribers' rates and everybody ends up paying for the games, even if they don't watch football. "Is that fair?" Johnson asked.

Marketing ESPN on an à la carte basis to prevent non-football

fans from paying for the NFL doesn't make sense, says ESPN spokeswoman Ronni Faust. That would lead to decreased ad revenue and increased marketing costs, "necessitating higher fees," she says. "ESPN has been built on widespread distribution."

Tauzin also said he supports legislation that would enable DBS operators to distribute local broadcast signals



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within their local markets. Earlier this month, EchoStar initiated such service, offering the Big Four affiliates in six markets.

Delivering local broadcast signals is key to DBS companies competing effectively against cable, Tauzin said. The lack of such signals is the "Achilles heel" of DBS.

Tauzin told the broadcasters that he believes in "regulatory parity," code for a must-carry requirement: DBS operators that offer local service must carry all local stations.

Regulatory parity between DBS and cable should be "our guide," Tauzin said. "We want to make sure we are not picking the winners or losers or leaving

anybody out."

But talking to reporters after the speech, Tauzin said he does not believe satellite companies should be burdened immediately with must-carry obligations if they don't have sufficient channel capacity.

Just like some small cable operators, Tauzin said, EchoStar and others should be exempt from must carry for a "transition period." But at some point in the future, he said, they will have to carry all signals.

Tauzin also renewed his call for the FCC to relax the rules barring common ownership of two TV stations in a market and the common ownership of a broadcast station and daily newspapers

in the same market. The agency should reconsider the rules "as quickly as possible," he said.

Tauzin said he continues to oppose any plan to make broadcasters pay for digital TV spectrum as long as they use the spectrum for HDTV. But as the law stipulates, he said, if broadcasters use any of the spectrum for non-broadcast services they should pay fees.

Tauzin also criticized proposals to make broadcasters give free ad time to political candidates. Among other things, he said, such proposals are "dangerous" to democracy. They represent incumbent politicians' efforts to control how future politicians are elected. ■

Divided FCC debates ownership

Ness, Tristani urge diversity; Furchtgott-Roth, Powell think rules need another look

By Chris McConnell

FCC commissioners appeared to divide along partisan lines at last week's ALTV conference when discussing the TV industry's ownership rules.

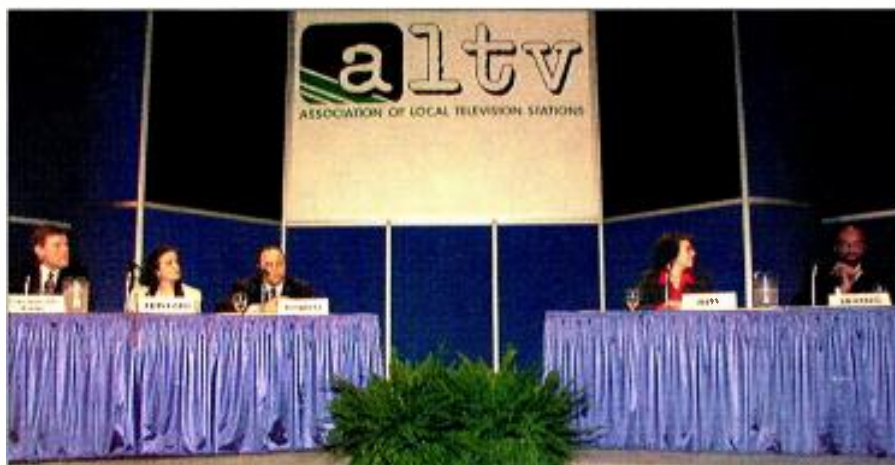
Republican commissioners Harold Furchtgott-Roth and Michael Powell stressed the need to reevaluate the rules in light of changing market conditions,

while Democratic commissioners Susan Ness and Gloria Tristani emphasized the importance of diversity. The fifth commissioner, FCC Chairman William Kennard, did not participate in the ALTV conference panel.

The commissioners currently are reviewing the TV ownership restrictions, including rules that bar companies from owning multiple stations within a market.

"I support a pretty rigorous reevaluation," Powell said, adding that he feels industry changes have undermined some, if not all, of the rationales for instituting the ownership rules.

Powell punctuated his point about programming diversity by holding up a copy of Monday's TV listings. "The role of the commission is to follow the



Weighing in on ownership regulations were (l-r) Harold Furchtgott-Roth, Gloria Tristani, Michael Powell, Susan Ness and Larry Irving

law, not invent it," added Furchtgott-Roth.

But Tristani voiced concerns about the "monopoly of ideas" in a consolidated marketplace. And Ness stressed that a wide range of programming choices does not ensure a diversity of voices: "The underpinning of democracy is to receive a wide diversity of voices."

Also weighing in was Commerce Department Assistant Secretary Larry Irving, who voiced concerns about the consolidation that followed the decision of Congress to relax radio ownership rules. "I don't want to see that happen in television," Irving said.

He also said that the National Telecommunications and Informa-

tion Administration is conducting more research on the industry's use of local marketing agreements (LMAs), deals in which one station operates another in the same market. Irving said he is concerned that some of the LMAs "are duopolies disguised as LMAs."

The FCC commissioners are not expected to take up

the ownership rules before April. Higher on their immediate agenda is the table of allotments assigning each station a digital TV channel. The FCC is expected to vote on the final table at month's end.

Ness said the final table will address the concerns of UHF stations that the original plan did not grant them enough power to broadcast digital signals. "It should be that the signal passes through buildings," she said.

Ness also said a proposal by the Association for Local Television Stations involving the use of tilt-beam antennas to boost power "seems to be a very legitimate way of approaching the problem." The other commissioners did not comment on the allotment table. ■



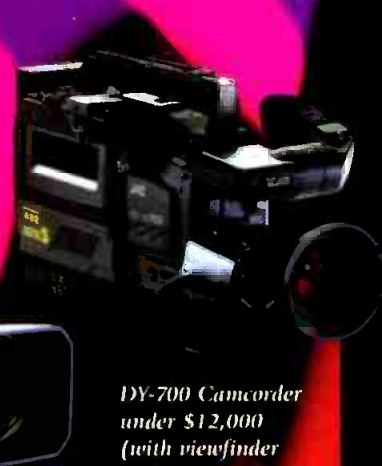
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Copyright to study local-into-local

Office will examine EchoStar request to deliver TV stations in top 20 markets

By Paige Albiniak

The U.S. Copyright Office will examine whether current law allows direct broadcast satellite companies to offer local broadcast signals in certain local markets, said Bill Roberts, the agency's senior counsel.

EchoStar Communications wants to offer local broadcast signals to all viewers in the top 20 TV markets, but needs a change in the law to do so legally. EchoStar last month asked the Copyright Office to rule that the law does allow satellite companies to rebroadcast local signals in local markets. The Copyright Office last week said that it would open an inquiry.

EchoStar earlier this month began offering local signals to viewers in New York, Chicago, Boston, Washington, Atlanta and Dallas who cannot receive local signals clearly over the air. The DBS company plans next month to offer that service to viewers in Detroit, Philadelphia, Baltimore and Miami.

EchoStar's argument turns on the legal interpretation of the term "unserved." Traditionally, "unserved" has been used to describe viewers in a market that could not get a clear broadcast signal over the

air by using an antenna. EchoStar would like the Copyright Office to rule that "unserved" defines viewers who can get over the air only one local network signal from each affiliate.

In some markets, which EchoStar would call "served," viewers receive overlapping signals. In Philadelphia, for example, viewers may be able to receive signals from ABC affiliates in New York and Wilmington, Del., as well as from the Philadelphia affiliate.

In Atlanta, however, a viewer receives only the signal of the Atlanta ABC affiliate, because there is no overlap. EchoStar wants that type of market to be defined as unserved.

That definition also would work to EchoStar's advantage because it would keep many broadcasters happy. If EchoStar retransmits an affiliate's signals into its own designated market area but does not retransmit those signals into another affiliate's market, it will provide affiliates with wider distribution without infringing on someone else's market.

But if EchoStar goes ahead under that business plan, broadcasters still will argue that the DBS company has to adhere to the same must-carry and retransmission consent laws that cable

must abide by. If Congress agrees with broadcasters and the cable industry that DBS should bear much the same regulatory burden as cable, then DBS providers will have to carry all local stations in a market and they will have to negotiate carriage deals with each station.

Changing the law, or at least the way it is interpreted, would make all the difference for EchoStar, which has invested \$500 million in two new satellites specifically to offer local service. If the Copyright Office rules in EchoStar's favor, the company could begin offering local service to all viewers in such markets like Atlanta, where there is no signal overlap between affiliates.

Whether the Copyright Office will rule in EchoStar's favor remains to be seen. Once the *Federal Register* issues a notice of inquiry this week, there will be a 30-day comment period followed by a 30-day reply period. The Register of Copyrights then will issue a final ruling, but she has no deadline for doing so.

Congress will examine the relevant law this session. EchoStar hopes to get something passed before the end of the year, although many Hill staffers and lobbyists do not expect such legislation to pass this year.

Broadcasters concerned about DBS must-carry

Broadcasters last week pressed policymakers on whether they plan to impose must-carry obligations on EchoStar.

"There's some trade-off here," Commerce Department Assistant Secretary Larry Irving said. He added that the administration wants to promote the ability of DBS companies to compete with cable, but also wants to protect local broadcasters.

Irving and other government officials offered their thoughts during the opening session of the Association of Local Television Stations conference in New Orleans.

The congressional and administration officials voiced no plans to act in the interim while EchoStar proceeds with its plan to deliver the local signals to viewers "unserved" by a local broadcaster.

That worried broadcasters, who voiced fears about a renewed court battle over the rule requiring cable systems to carry the signals of local broadcasters. Others were concerned that stations not affiliated with one of the four major networks will be left out of the satellite service. "It will be to the detriment of my station," one broadcaster said.

The policymakers also appeared to be taking no posi-

tions when pressed about their plans for applying the must-carry law to digital television. FCC officials are expected to launch a rulemaking on the issue in February or March.

Anita Wallgren, adviser to Commissioner Susan Ness, said the commission could impose a requirement that the cable companies carry all 6 mhz of the digital channel or carry only the primary broadcast on the digital channel. Wallgren also said the commission could elect to impose no must-carry requirement on the digital channel while cable companies continue to deliver the analog channel.

"The chairman has not come out one way or another on this," Susan Fox, adviser to FCC Chairman William Kennard, said of the must-carry issue. Advisers for the other commissioners also said their bosses are continuing to gather information on the topic.

Robert Pepper, chief of the FCC's Office of Plans and Policy, meanwhile, worried that cable's first wave of digital set-top boxes will not display high-definition signals from broadcasters. Pepper suggested that the demand for high-definition programming might not develop if viewers are not exposed to the service.

—Chris McConnell

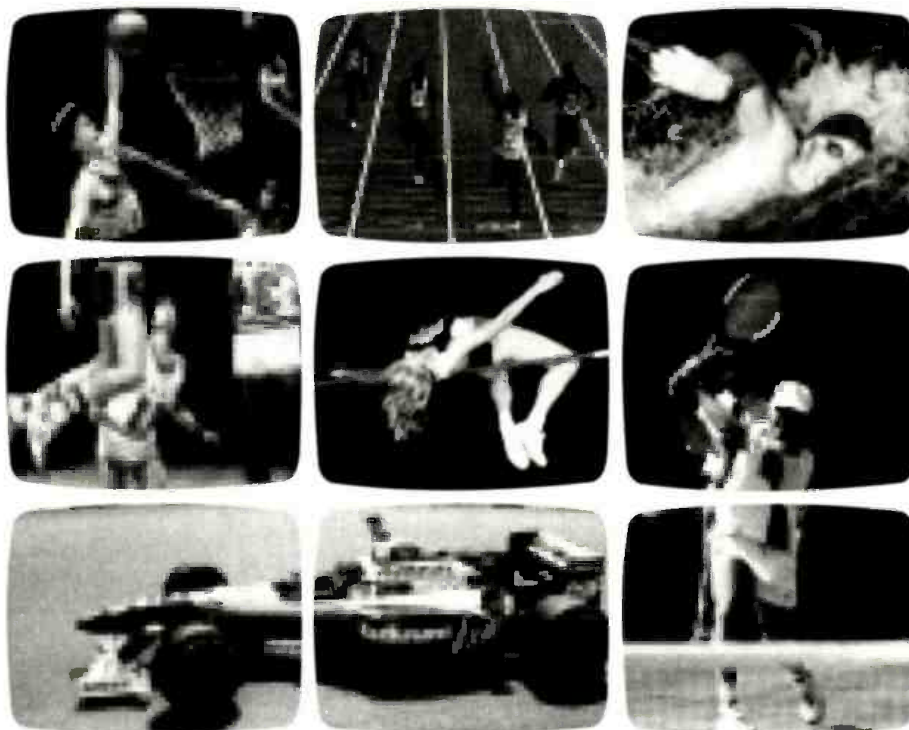
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Disney moving kids to UPN

Animation lineup to air on netlet in 1999

By Joe Schlosser

Word has it that UPN and Buena Vista Television have reached a long-term deal for the network to broadcast Disney animated shows.

The deal will start in the fall of 1999 and will be a two-hour block to air six days a week (Monday-Friday afternoons, Sunday mornings).

Displaced from the UPN lineup will be teen-targeted *Sweet Valley High* and companion *Breaker High*, both from Fox-owned Saban. According to sources, those two shows are out of production and UPN has been given the go-ahead to slate replacements.

But Saban will not be out of the loop. UPN is reportedly poised to create a two-hour Sunday morning block (9-11 a.m.) for the 1998-99 season programmed with Saban product *The Incredible Hulk and Friends*, *Beetleborgs*, *X-Men*

and *Spiderman*. All are from Marvel Entertainment and distributed through Saban.

Sources say that the 1998-99 season will likely feature a one-hour block of Disney shows on the UPN stations, Monday through Friday only. This new deal will not affect the Disney-Kellogg alliance, which will continue 1998-99 season.

The programs currently in that 90-minute syndicated Disney block are *101 Dalmatians*, *Mighty Ducks*, *Quak Pack* and *Ducktales*.

The new long-term deal with UPN that starts in 1999 will almost certainly include *Doug*. Sources say other shows



'Doug,' currently on ABC, will likely move to UPN.

being considered are Disney's *Hercules* and *Pepper Ann*.

Neither parties would comment and sources say the deal is still being finalized. ■

Fox to affils: Show me the money

Network says it needs stations to help with programming costs, promotion, marketing

By Steve McClellan

At the network's affiliate meeting in New Orleans on Jan. 17, Fox executives told station managers that as the stakes get higher, affiliates are going to have to make a greater contribution—in marketing, promotion, programming and probably cash—to make the business work.

"It's an appropriate message," said Fox Television Chairman Chase Carey. "It's a reality that for us to continue to be a strong competitor we have to invest aggressively, and our ongoing working relationship with affiliates must evolve to deal with those realities."

Obviously, the recently completed National Football League rights renew-

al is the most glaring example of soaring program costs. Fox agreed to pay \$550 million a year—a 39% increase—for eight years. Fox did not say how much it expects its affiliates to pony up. But Carey did say that a proposal would be outlined shortly and that the plan called for affiliates to pay more going forward just as Fox is paying more.

For the last NFL package, Fox affiliates agreed to forfeit to the network the retransmission fees connected with the launch of the FX network.

On the digital front, affiliates were briefed on a program that Fox has put together to help them maximize the strength of their new signals as they prepare to convert from analog. One quid pro quo: Fox wants affiliates to

forgo launching any new local-market digital services. Instead, it wants all new digital services to be planned and coordinated with the network.

"Together we must find the business plans that work in the digital world," said Larry Jacobson, president, Fox Television Network. The network will spend much of the next year exploring new services, he said. "We don't have all the answers yet, but the potential for Fox digital services is so profound that we cannot rule anything out. And so we ask you to reserve your broadcast spectrum for these new services to be built together."

The digital signal maximization program has four elements. Fox will help affiliates design their antennas and has

committed up to \$30 million to purchase and install digital satellite receivers at local stations. The network also has secured volume discounts from digital equipment vendors, including The Andrew Corp. (antennas); Comark (transmitters), and co-owned News Digital Systems (compression technology). Fox also will share reams of proprietary research with affiliates, Jacobson said, to help them design better digital stations.

Like Carey, Jacobson stressed that affiliates are going to be paying more to help the network shoulder spiraling programming costs, which he said have "almost doubled" in the past few years. "There must be a financial balance on either side of our relationship if the mutual interdependence of our past is to continue into the future."

Jacobson said Fox "will write off hundreds of millions of dollars on football," as it did with the last rights package. Fox executives declined to speculate on what form affiliate contributions for the NFL might take. Clearly, affiliates want to pay as little cash as they can get away with. "I can't see cash myself," said Kevin O'Brien, executive vice president, Cox Broadcasting, and a Fox affiliate board member.

Carey said that negotiations to restructure the Fox Kids Network will be completed by the end of February. A proposal from the network will be submitted by Feb. 15, and affiliates need to respond by the end of the month. He said that if enough affiliates accept the deal it will be implemented. If not, the old deal will remain intact. Fox and affiliate executives didn't rule out a possible link between whatever new FKN agreement is reached and the contribution that affiliates make for football. Affiliate executives told the network they wanted to see at least an outline for the proposed NFL contribution before signing off on a new Fox Kids Network financial structure.

At the meeting, affiliates not yet in the news business were urged to move swiftly to draw up local news plans. "It is very difficult for the network and 88 affiliates who have invested in news to support those who have not. Your failure to participate puts the entire collective at risk." The network is spending \$30 million annually to upgrade its affiliate

"When we offer you a turnkey sweepstakes package...and I see that only 60 stations participate, that tells me that some of you are trying very hard to make this work and others are not trying at all."

—Haim Saban



news service NewsEdge. Starting this year, affiliates will begin paying for the service, with negotiations to be finalized shortly, said Brian Jones, executive vice president, newsgathering, Fox News.

Jones also said that 30 Fox affiliates have signed up for the network's news module service—turnkey national news segments to fill out local newscasts—which will be ready for delivery in 1999.

Affiliates were chastised by Haim Saban, chairman, Fox Kids Worldwide, for not doing enough to promote and market the kids area. "We need you to clear us in the strongest time periods and in pattern," he said. "We need you to promote us outside of Fox Kids time periods. We need you to reactivate local Fox Kids Clubs and to look upon them as the powerful promotional and revenue-generating vehicles they can be."

Saban also strongly urged affiliates that accept advertising for Nickelodeon and Cartoon Network to reconsider. "Take a hard look at what that really means and what it tells your viewers," he said.

Saban seemed annoyed that less than

half the Fox affiliates are participating in local sweepstakes developed by the network. "When we offer you a turnkey sweepstakes package, complete with third-party sponsorship opportunities, and I see that only 60 stations participate, that tells me that some of you are trying very hard to make this work and others are not trying at all."

Peter Roth, president of the Fox Entertainment Group, briefed affiliates on three prime time program prospects.

One of the network's "toughest assignments" for next fall is developing a contender for the Friday 8 p.m. slot. One leading candidate is *The Invisible Man*, which is being developed by producer Dick Wolf.

Another top contender for that time slot is *Hollyweird*, from the producers of theatrical hits "Scream" and "Scream 2."

One 1999 midseason comedy that looks promising, Roth said, is a claymation series, *PJ's*, with Eddie Murphy supplying the voice of the lead character.

Separately, Fox Sports executive producer Ed Goren said Fox is considering expanding its NFL pregame show from an hour to 90 minutes starting next season.

Fox also said 48 affiliates made it into the "Number 1" club in November by being first in their markets with adults 18-49. Fox arranges a special resort junket for stations who make it to that club during each sweep. ■

Green to head Fox affiliates

Murray Green, senior vice president of Malrite Communications, was elected chairman of the Fox affiliate board of governors at the network's affiliate meeting in New Orleans Jan. 17. Green succeeds Pat Mullen, GM of wxmi(tv) Grand Rapids, Mich., who served in the post for the past two years.

Four new members also were elected to the board: Don Richards, GM, WRLH-TV Richmond, Va.; David Woods, president/owner, Woods Communications; Linda Gray (board secretary), GM, wxin(tv) Indianapolis, and Joe Mazza, GM, kbsi(tv) Cape Girardeau, Mo./Paducah, Ky.

Returning board members are Harry Pappas, owner, Pappas Telecasting Companies; Kevin O'Brien, executive vice president, Cox Communications; Judy Kenney (board treasurer), GM, wsym-TV Lansing, Mich.; Diane Frisch, GM, ktrv(tv) Boise, Idaho; Ron Crowder, GM, kwkt(tv) Waco, Tex., and Cullie Tarleton (board vice chairman), GM, wccb(tv) Charlotte, N.C.

—Steve McClellan

WB affiliates celebrate ratings jump

New WB Tuesday lineup sets record; netlet will turn attention to filling top-100 gaps

By Steve McClellan

WB affiliates drank champagne at their meeting in New Orleans last week to celebrate the growth of their network over the past year.

To cap off the celebration, Nielsen overnight averages showed that WB's new Tuesday lineup got off to a roaring start with a record 5.0 NTI rating/8 share. UPN had a 2.2/3. WB's live national circulation was up to 87%, compared with UPN's 72%. WB beat CBS in every demographic category under 50 for every half hour of the night.

Last week, the same week that five Sinclair stations switched from UPN to WB, the frog network for the first time tied UPN for the season to date with a 3.0 rating. WB has tied or beaten UPN eight of the past 10 weeks.

Russell Simmons hosts 'Oneworld'

Music producer Russell Simmons is set to host a new weekly show that is being billed as "the *Entertainment Tonight* of R&B music."

Warner Bros. Domestic Pay-TV is launching *Oneworld's Music Beat With Russell Simmons* for a September 1998 debut. The show is based on Simmons' *Oneworld* magazine and will feature R&B musical acts and news in its magazine format.

Warner Bros. had tested the market with its quarterly *R&B-TV* specials and had recently expanded it to a weekly syndicated show. *Oneworld* will take over for *R&B-TV* next year.

With new, top-named musical shows coming to the market for 1998, Warner Bros. executives felt compelled to get a top name attached to its program.

"We wanted to do something that really legitimized the show," says Eric Frankel, executive vice president Warner Bros. Domestic Pay-TV, Cable and Network Features. "Getting Russell does that. He is to the '80s and '90s R&B scene what Barry Gordy was to the music scene in the 60's." —Joe Schlosser

Speaking at the meeting, WB head Jamie Kellner said the feeling at The WB was "just like the feeling at Fox in its third or fourth year when it started to take off." (Kellner headed Fox Broadcasting Co. before leaving to start The WB.)

As to the competition, specifically UPN, Kellner said: "I think we're going to kick their ass." UPN, he said, jumped into the fray after WB announced its plans, "tried to buy shelf space and has made no creative advancement in three years."

"Hang on to your seats; this is just the beginning," said Kellner, telling reporters before the meeting that WB in the next two months plans to make a push in the dozen or so top-100 markets where it doesn't have an affiliate. The network will pitch UPN affiliates and available independents. If no broadcasters sign on, Kellner said, WB will pitch cable operators and extend the WeB cable delivery concept to those holes in the top-100 markets. To date, WeB has been using a market 100-plus strategy.

Suzanne Daniels, head of program development for The WB, offered a peek at several dramas and comedies in the works for next fall. In the drama category is a coming-of-age story, *Felicity*, from Imagine Entertainment. Also in the works: a project from John Ridley (*The John Larroquette Show*) that Daniels described as "*The White Shadow* for the '90s."

There's also a drama in the works about an emergency services unit that Daniels described as "*M*A*S*H* meets *NYPD Blue*."

On the comedy side is a project from Michael Jacobs (*Boy Meets World*) that explores a father-son relationship. Also in the works is an *Addams Family* remake with Tim Curry. And Castle Rock is developing a teen-targeted animation project.

Also in development, a comedy about an accountant who finances his wife's catering service, from producer Bentley Evans, who finances his wife's catering service in real life. ■

CBS affiliate bill for NFL pushes \$400 million

Stations say they're 'comfortable' with that; NBC working on football-less Sundays; ABC stations not committing to chipping in for 'Monday Night Football'

By Steve McClellan

CBS affiliates may end up contributing nearly 10% of the \$4 billion in rights fees that their network has agreed to pay to the National Football League over the next eight seasons. That's almost \$50 million a year that will probably be a combination of cash and advertising inventory.

Details aren't yet firm, but CBS affiliate board chairman Howard Kennedy said he believes the affiliates' contribution will be "less than 10 percent of the bid price, and I think it's fair to say the affiliates as a group are very comfortable with that." Network sources confirmed that estimate. "It may be less [than 10%], but it won't be much less."

said one source. The affiliates passed a resolution committing to a financial contribution whereby stations in AFC markets would pay more than those in non-AFC markets.

Meanwhile, CBS affiliates were positively giddy after meeting with CBS officials on Monday, Kennedy said. So giddy in fact that at the end of the meeting, affiliates and network executives took turns applauding each other for recent efforts.

The ABC and NBC meetings also were upbeat, the latter surprisingly so in the wake of having lost the AFC to CBS.

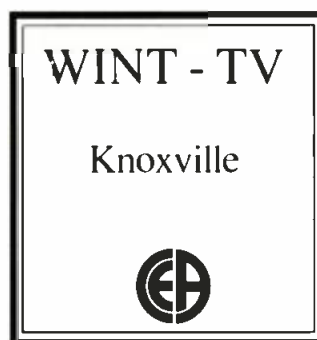
NBC said it was committed to programming the 3-6 p.m. Sunday block without football. Next fall, movies will be used to fill most, if not all, of the

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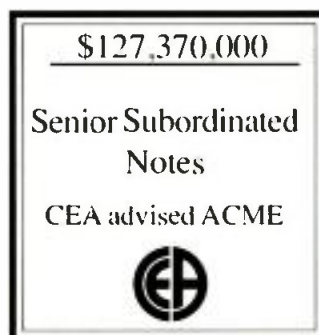
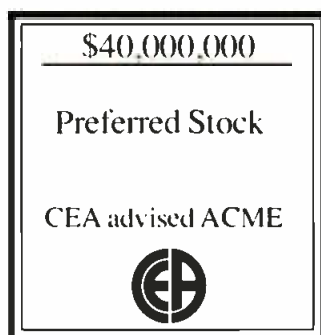
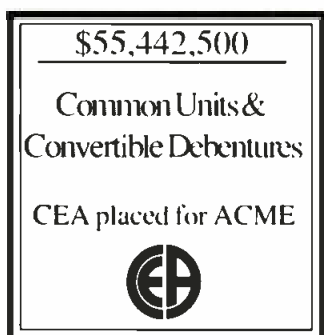
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block. The network already has approached several studios about acquiring all-barter movie packages for that purpose, according to several studio sources.

In addition, both NBC Sports President Dick Ebersol and News President Andy Lack will try to come up with "franchise programming" to fill the block starting in 1999, said NBC Television Network President Neil Braun.

Ebersol also spoke at the meeting, taking affiliates through the events that led to NBC's passing on the \$500 million price tag. What may have deflated some affiliate wrath was that a group of affiliates—including affiliate board chairman Ken Elkins, president of Pulitzer Broadcasting—was kept in the loop as the talks progressed.

Elkins told affiliates that under the circumstances, NBC "made the only prudent decision that it could" when the bidding reached a certain level. Jon Ruby, general manager of NBC affiliate KVOA-TV Tucson, Ariz., applauded NBC for making the right business decision.

Braun also outlined the timetable for a joint-venture agreement between affiliates and the network. A specific proposal and support documents will be distributed to affiliates by April 30. The plan will be discussed at the May affiliates meeting, and summer regional meetings will be convened to go over details. Braun said the hope is that by next fall a "critical mass of affiliates" will be prepared to embrace the venture.

The venture, as envisioned would "fundamentally change the economic

relationship" between affiliates and the network, Braun said. "It would truly be a business partnership that will minimize the supplier nature of the relationship" that now exists.

At ABC, affiliates applauded the network's renewal of *Monday Night Football*, but stopped short of making any financial commitment to help pay the freight. Affiliate board chairman

David Barrett, executive vice president of Hearst Argyle Broadcasting, said a committee has been formed to consider what kind of contribution the affiliates could make.

An ABC official said the network wants its affiliates to ante up at least \$30 million a year, the amount Fox affiliates agreed to when their network landed NFL rights four years ago. ■

Wolf says NBC tightening programming budget

That's result of record fees for 'ER'; network may have to renegotiate some deals, producer told

By Barry Garron

The sky-high license fee NBC will pay for top-rated drama *ER* is not likely to spill over soon to other dramas, said Dick Wolf, creator and producer of *Law & Order*, another NBC hit drama.

Last week, NBC agreed to pay \$13 million for each episode of *ER* for the next three seasons. That more than doubles the highest license fee ever paid, a reported \$5.5 million for *Seinfeld*, also on NBC.

At a Tuesday morning NATPE ses-



sion, Wolf said that he was told by Don Ohlmeyer, NBC West Coast president, that the deal for *ER* left NBC with a tight budget for programming.

Ohlmeyer said NBC would not be ordering additional episodes of *ER* beyond the 22 covered in the three-season deal. "We don't have the money," Wolf quoted the NBC executive as saying.

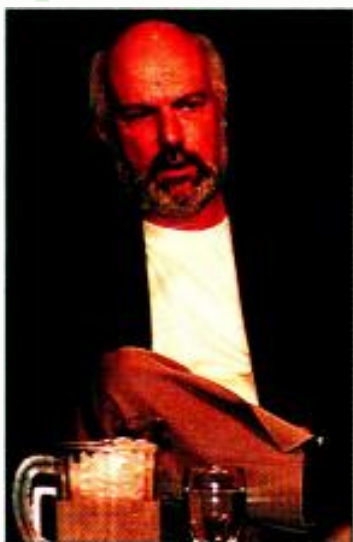
The networks may have to renegotiate with some shows, said Wolf, who also created *New York Undercover* and *Players*. He added that *Law & Order* "is already picked up for next year."

During the NATPE question-and-answer session, Wolf said increasing attention is being paid to the international market, although "I don't think you sit down and write a show that's uniquely appealing to Italy or Germany." Nonetheless, the high cost of producing drama makes it important for a show to have appeal overseas.

Wolf said he is in the early stages of looking at ways in which *Law & Order* can be adapted to the justice systems of other countries. "There's a dream I have. I'd love to do it in England...with Helen Mirren as the prosecutor. I'd love to watch that show."

Wolf said he owes much of his success as a producer to his knack for hiring obsessive people. Production schedules require months of 18-hour workdays, he said. It takes an obsessive person to give

Burrows looks back



James Burrows recalled memorable moments of his directing career last Wednesday morning at NATPE. He told of how he was able to hire Andy Kaufman to play Latka on *Taxi* only after agreeing to give a guest spot to Tony Clifton, Kaufman's obnoxious lounge lizard alter ego. Burrows, who directed the pilots for *Veronica's Closet*, *George & Leo*, *Union Square* and *Dharma & Greg*, also outlined the routine for producing a situation comedy. Burrows said there have been only two times in his career that he has instructed actors to come to a halt until the audience stopped laughing: when Reverend Jim on *Taxi* asked the meaning of a yellow light and when a cat clung to the back of Ross on *Friends*. —Barry Garron



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up any outside life to focus completely on the show.

Wolf said that thoughts of syndication inspired the idea for *Law & Order*: "In 1989, it was the end of hour shows in syndication." He was trying to come up with "an hour that could be split into two parts and sold as half hours. That didn't happen." But that ultimately gave rise to the format of *Law & Order*, with each show told in two distinct parts. ■

BVT ready to deal

Buena Vista is hoping to bring back *Let's Make a Deal*, with Gordon Elliott taking over Monty Hall's role as chief dealmaker, according to industry sources. Stone Stanley Productions has rehearsed the show and hopes to shoot the pilot early this spring, the sources say. Buena Vista sees the show as a replacement for failing half-hours this year and hopes to clear it for national rollout in 1999. Buena Vista distributes three other game shows: *Debt*, which is moving from Lifetime to syndication this year, and *Win Ben Stein's Money* and *Make Me Laugh*, which air on Comedy Central.

Petry picks its syndicated hits

Favorites include 'Roseanne,' 'Hollywood Squares,' 'Friends,' Judges Brown and Lane

By Steve McClellan

Petry Television announced its recommendations for the new crop of syndication shows at a meeting with clients last week in New Orleans. The recommendations were announced by Petry's Dick Kurlander (director), Jack Fentress and Jennifer Getson.

Each show on the recommended list was rated on a scale between 1 (worst) and 10 (best).

Highest-rated among the new talk shows was *Roseanne*, which scored a 6.5. Four others made the cut: *Howie Mandel* (6.0); *Donny & Marie* (5.5); *The Magic Hour* (5.0), and *Forgive & Forget* (4.0).

Among new game shows, the new *Hollywood Squares* topped the Petry list with a 6.5. The only other new talk contender to make the cut was *The Match Game*, which scored a 5.5.

In the court show category, two new

entrants were highly recommended, *Judge Joe Brown* and *Judge Mills Lane*. Both scored a 7 on the Petry scale.

Two relationship shows—*Love Connection* and *Change of Heart*—made the cut, each with a 6.0.

Among the new syndicated off-network sitcoms for next fall, *Friends* topped the list with a 7.5, followed by *The Nanny* (6.0) and *Sister, Sister* (5.0). For sitcoms available in 1999, the highest-scoring ones were *Drew Carey* and *3rd Rock from the Sun*, both of which scored an 8. Among shows debuting in 2000, Petry recommended both *Moesha* (6.0) and *Spin City* (5.0). And for 2001, the rep firm's sitcom picks included *King of the Hill* (8.0), which Twentieth Television is expected to start marketing within a couple of months.

Also recommended among the sitcoms debuting in 2001 were *Everybody Loves Raymond* (7.0) and *Bill Cosby* (5.0).

In the off-net drama category, Petry recommended *Party of Five* (4.5), which debuts in 1999, and *7th Heaven* (4.0), which bows in 2000 (and which already has been acquired by Tribune Broadcasting).

Petry also recommended two new first-run weekly programs, *Malibu, CA* (4.0) and *Better Living with Carrie Wiatt* (5.0).

Two Petry-recommended off-network dramas available for weekly airing (and also being stripped on cable), are *New York Undercover* (5.0) and *ER* (5.5).

Among the crop of new first-run weekly hours, Petry recommended *Stargate SG-1* (7.0), *Mortal Kombat* (5.0), *VIP* (4.5), *Motown Live* (4.0), *Air America* (3.5), *The Crow* (3.0) and *Kickboxer and the Kid* (3.0). ■

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Moonves: Sweeps stunting backfires

CBS Entertainment head argues that forcing viewers to choose among networks' best offerings hurts broadcasters

By Steve McClellan

If broadcasters want to stop ratings erosion, they must start thinking more creatively when it comes to scheduling and stop shooting their programming wads at each other come sweeps time, CBS Entertainment President Leslie Moonves said during last week's NATPE convention keynote address.

Moonves said that programmers run the risk of alienating viewers when popular shows are scheduled against one another. "When that happens, we're not offering viewers a choice, we're forcing one on them. Competitive scheduling moves like these may pass the testosterone test," he said, "but in the process they cheat viewers, who often face viewing decisions that aren't good for them or us."

The situation is exacerbated during the sweeps periods, Moonves said, when all four networks tend to save their biggest movies, miniseries, specials and the best episodes of regular series. "Does this benefit the viewer? I don't think so. Does it benefit the industry? I know it doesn't."

The point is, he said, "programming decisions are made without a clear picture of the wants and needs of our primary consumer. And that's at the cost of our relationship with viewers."

But despite the "foolhardiness" of such scheduling, Moonves said, no other distribution vehicle is even close to displacing the networks as most advertisers' first choice for distributing their messages to viewers.

"The most immediate impact of increased competition and news technologies has been a slight decline in viewership of broadcast television. That has left us concerned about what impact this will have on our relationship with advertisers." But in the near term, he said, the effect has been

"Competitive scheduling moves...may pass the testosterone test, but...they cheat viewers."

—Leslie Moonves



"minimal." In fact, he said, 1998 spending on broadcast television will set another record. "And industry estimates project year-to-year increases for the foreseeable future, with total spending exceeding \$50 billion for the first time in the year 2000."

But Moonves also stressed that broadcasters must continue to create distinctive and high-quality programming. If cable sticks to its current programming philosophy, he said, broadcasters will remain the dominant medium. In November, cable's top 50 shows included 22 theatrical movies not available to advertisers, 12 Nickelodeon kids shows, 16 sports events, wrestling, off-network repeats, one news special, a music special and a handful of movies, according to Moonves. "Hardly examples of original comedy and drama, and collectively they had an average rating of 2.1."

As to regulatory issues, Moonves said his discomfort with the ratings system "imposed" on the industry was "balanced by my reaction as a parent. Ultimately it's my decision whether my children watch a program or not. It's the same decision that, hopefully, is being made night after night in most households across the country."

Moonves also said that the industry is "grateful for the breath of fresh air at the FCC," where in the recent past "an open dialogue hasn't always existed." Going forward, he said, the industry must make it clear to Washington that "there are distinct limits on government's involvement in our business, especially as we head into a new world of technology that is changing daily." ■

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Kids rules, what kids rules?

Panelists say children's TV mandates have had little effect

By Barry Garron

New federal regulations requiring educational programs for children have had virtually no effect, according to members of a NATPE panel on children's programming held last week.

"I don't think more people are watching us, and I don't think fewer

people are watching us," said Carol Monroe, Fox Kids Network senior vice president, program services.

What matters is not whether the program is educational but whether it's good, said John Claster, president, Claster Television.

"The real problem is that the conceptual model and the financial model don't mix," he said. If you spend only

\$7,000 on a program, it's not likely to work, he said.

Cyma Zarghami of Nickelodeon said it is possible to do great educational programs for preschoolers but difficult to make them attractive to older children.

Although panelists disagreed about the extent to which the merchandising of toys pushed children's programs a decade ago, they agreed that toy-driven programs shouldn't have a place on a kids schedule.

"The megahits in television over the past 10 years have all been programs where you had the toys and the shows working together," Claster said. But, he added, citing the popularity of *The Smurfs* in the 1980s, "I think it's a mistake to think that toys can't spawn a television show."

Panelists were asked if the influx of international funding was having a bad effect on the content and quality of the programs that are produced.

Children's programs shouldn't arise out of international negotiations, said Anne Sweeney, Disney Channel president and executive vice president of the Disney/ABC cable networks. "Deal-driven television is the worst television, and kids can spot it in a heartbeat," she said.

Added Zarghami: "You put in too many cooks and too many kitchens and you wind up with a bad meal."

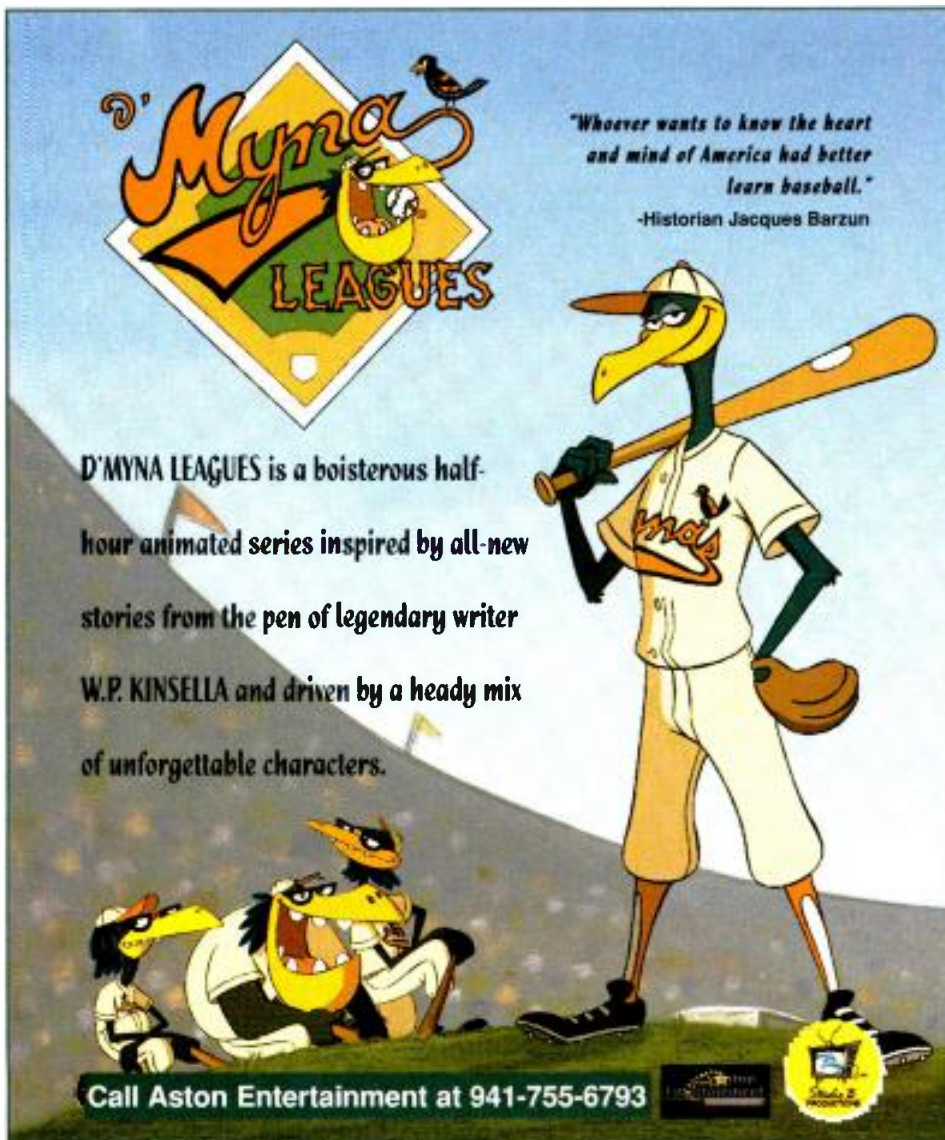
Asked to predict the future of children's TV, panelists said there probably would be few new players; that children will continue to be attracted to good programs, and that technological innovations, such as online viewing, would become more common.

"Kids will go where good programming is, whether it is online, network or cable," said Vanessa Coffey, president, King World Kids/Coffey-Ballantine.

"I'm placing my bets on a total integration of all of this in 10 years," said Kathy Quattrone, PBS executive vice president, programming services. "The content will be delivered in a lot of different ways."

'Howie' hits 90%

Paramount Domestic TV has cleared talker *The Howie Mandel Show* in 151 markets representing 90% of the country. On the reality front, Paramount's *Real TV* strip has been cleared in 90 markets, representing 70% of the country, and *Hard Copy* has been renewed in 91 markets representing 75% of the country for the 1998-99 season.



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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 16	abc	CBS	NBC	FOX	U/P/N	WB
	9.9/15	8.0/13	10.7/17	8.2/12	3.0/4	3.5/5
MONDAY	8:00 34. America's Funniest Home Videos 9.5/14	28. Cosby 10.5/16	38. Suddenly Susan 9.2/14	71. Melrose Place 7.3/11	101. In the House 2.9/5	94.7th Heaven 3.9/8
		30. Ev Loves Raymd 10.1/15	75. Jenny 6.7/10		99. Mal & Eddie 3.1/5	
	9:00 17. 20/20 11.7/17	62. George & Leo 7.9/12	37. Caroline in/City 9.3/14	39. Ally McBeal 9.1/14	101. Good News 2.9/4	99. Buffy/Vampire Slayer 3.1/5
	9:30 62. Style & Substnc 7.9/12		43. Frasier 8.9/13		101. Sparks 2.9/4	
	10:00 53. The Practice 8.4/14	85. Brooklyn South 5.9/10	6. Dateline NBC 15.0/25			
TUESDAY	10:30 10.0/16	7.7/12	10.8/17	8.9/14	2.5/4	
	8:00 41. Drew Carey 9.0/14	34. JAG 9.5/15	25. Mad About You 10.7/17	43. Fox Tuesday Night Movie—Mrs. Doubtfire 8.9/14	101. Moesha 2.9/5	
	8:30 41. Soul Man 9.0/14		46. NewsRadio 8.8/14		105. Clueless 2.8/4	
	9:00 19. Home Imprvmt 11.5/17	69. Michael Hayes 7.4/11	10. Frasier 12.7/19		109. Moesha 2.2/3	
	9:30 43. Grace Undr Fire 8.9/14		25. Just Shoot Me 10.7/16		112. Clueless 2.0/3	
WEDNESDAY	10:00 24. NYPD Blue 11.0/18	83. Dellaventura 6.3/11	23. Dateline NBC 11.1/18			
	10:30 10.4/17	8.1/13	9.0/15	8.1/13	2.5/4	3.6/6
	8:00 34. Spin City 9.5/15	66. The Nanny 7.7/12	62. 3rd Rock fr/Sun 7.9/13	58. Beverly Hills, 90210 8.2/13	105. Star Trek: Voyager 2.8/5	98. Sister, Sistr 3.6/6
	8:30 22. Dharma & Greg 11.3/18	72. Murphy Brown 7.2/11	80. Working 6.5/10			94. Smart Guy 3.9/6
	9:00 12. Drew Carey 12.1/19	62. Public Eye with Bryant Gumbel 7.9/12	58. 3rd Rock fr/Sun 8.2/13	61. Party of Five 8.1/13	109. The Sentinel 2.2/4	98. Wayans Bros 3.4/5
THURSDAY	9:30 46. Ellen 8.8/14		53. Working 8.4/13			97. Steve Harvey 3.5/5
	10:00 29. PrimeTime Live 10.4/18	39. Chicago Hope 9.1/15	19. Law & Order 11.5/20			
	10:30 8.2/13	9.3/14	18.2/28	6.2/9		
	8:00 58. U.S. Figure Skating Chamionship 8.2/13	50. Promised Land 8.7/13	5. Friends 15.7/24	80. The Simpsons 6.5/10		
		33. Diagnosis Murder 9.6/14	8. Union Square 12.9/19	88. Ask Harriet* 5.8/9		
FRIDAY	9:00 56. Sabrina/Witch 8.3/15	27. Kids Say Damd 10.6/19	85. Players 5.9/10	84. New York Undercover 6.2/9		
	8:30 51. Boy Meets Wrld 8.6/15	73. Gregory Hines 6.9/12				
	9:00 56. Sabrina/Witch 8.3/14	91. Family Matters 5.3/9	30. Dateline NBC 10.1/17			
	9:30 74. Teen Angel 6.8/12	92. Step by Step 5.1/9	68. Homicide: Life on the Street 7.5/13	93. The Visitor 4.5/8		
	10:00 11. 20/20 12.3/21	52. Nash Bridges 8.5/15		90. Millennium 5.6/10		
SATURDAY	10:30 11.5/20	7.7/13	6.6/11	6.3/11		
	8:00 19. U.S. Figure Skating Chamionship 11.5/20	66. The Magnificent Seven 7.7/14	85. The Pretender 5.9/10	89. Cops 5.7/10		
				82. Cops 6.4/11		
	9:00 77. Early Edition 6.6/11	69. The Pretender 7.4/12		77. AMW: America Fights Back 6.6/11		
	9:30 46. Walker, Texas Ranger 8.8/15	77. Profiler 6.5/11				
SUNDAY	10:00 7.6/12	13.3/21	10.7/17	12.8/20		2.1/3
	7:00 75. Wonderful World of Disney—Houseguest 6.7/10	7.60 Minutes 13.8/22	46. Dateline NBC 9.8/14	17. NFC Championship Postgame 11.7/20		112. Nick Freno 2.0/3
	7:30 4. Touched by an Angel 15.8/24			13. The Simpsons 11.9/18		114. Tom Show 1.9/3
	8:00 53. ABC Sunday Night Movie—Crimes of Passion 8.4/13	13. 24th Annual People's Choice Awards 11.9/18	13. NBC Sunday Night Movie—The Fugitive 11.9/18	13. King of the Hill 11.9/18		109. Parent 'Hood 2.2/3
	9:00 8. The X-Files 12.9/19					107. Jamie Foxx 2.5/4
WEEK AVG		9.5/15	10.6/17	8.3/13	2.7/4	2.9/5
STD AVG		8.8/15	10.3/17	7.2/12	3.0/5	2.9/5

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 ☐ \$277,500,000 ☐ 3
Combos ☐ \$27,225,000 ☐ 3
FMs ☐ \$6,926,445 ☐ 9
AMs ☐ \$2,630,000 ☐ 3
Total ☐ \$314,281,445 ☐ 18

SO FAR IN 1997:

TVs ☐ \$466,500,000 ☐ 5
Combos ☐ \$246,925,000 ☐ 21
FMs ☐ \$55,558,950 ☐ 30
AMs ☐ \$70,870,942 ☐ 17
Total ☐ \$839,854,892 ☐ 73

SAME PERIOD IN 1996:

TVs ☐ \$179,030,000 ☐ 4
Combos ☐ \$478,421,641 ☐ 29
FMs ☐ \$278,854,168 ☐ 18
AMs ☐ \$6,353,151 ☐ 11
Total ☐ \$942,658,960 ☐ 62

Source: BROADCASTING & CABLE

TV

Swap of KTZZ-TV Seattle and WXMI(TV) Grand Rapids, Mich. for WQCD(FM) New York

Value: \$160 million

Swapper: TVs: Emmis Broadcasting Corp., Indianapolis (Jeffrey Smulyan, president); owns/is buying 12 FMs and three AMs

Seller: FM: Tribune Co., Chicago (John Madigan, president); owns/is buying 18 TVs, one FM and two AMs.

Facilities: KTZZ-TV: ch. 22, 5,000 kw visual, 501 kw aural, ant. 890 ft.; wxmi: ch. 17, 1,300 kw visual, 130 kw aural, ant. 802 ft.; wqcd: 101.9 mhz, 5.3 kw, ant. 1,420 ft.

Formats: WQCD: AC

Affiliation: KTZZ-TV: WB; wxmi: Fox

KOLN(TV) Lincoln and KGIN(TV) Grand Island, Neb., and WEAU-TV Eau Claire, Wis.

Price: \$112 million

Buyer: Gray Communications Systems Inc., Albany, Ga. (J. Mack Robinson, interim president) owns/is buying eleven TVs in eight markets

Seller: Busse Broadcasting Corp., Kalamazoo, Mich. (Jim Ryan, president); no other broadcast interests

Facilities: KOLN: ch. 10, 316 kw visual, 26.3 kw aural, ant. 1,530 ft.; KGIN: ch. 11, 316 kw visual, 55 kw aural, ant. 1,010 ft.; WEAU-TV: ch. 13, 316 kw visual, 37 kw aural, ant. 1,990 ft.
Affiliation: KOLN: CBS; KGIN: CBS; WEAU-TV: NBC

KNLD(TV) and KQDS(AM)-KQDS-FM Duluth, Minn.

Price: \$5.5 million

Buyer: Curtis Squire Inc., Minneapolis (Myron Kunin, president); Kunin has interests in KDLT(TV) Sioux Falls, S.D. and KBRR(TV) Fargo, N.D.

Seller: Fant Broadcasting Co., Birmingham, Ala. (Anthony J. Fant, president/90% owner); owns/is building five TVs

Facilities: KNLD: ch. 21, 955 kw visual, ant. 590 ft.; KQDS: 1490 khz, 1 kw; KQDS-FM: 94.9 mhz, 100 kw, ant. 699 ft.

Formats: Both AOR

Affiliation: KNLD: Ind.

Broker: Kalil & Co.

COMBOS

KMND(AM)-KNFM(FM), KGEE(FM), KBAT(FM) and KODM(FM) all Midland/Odessa, Tex.

Price: \$13.5 million

Buyer: Cumulus Media LLC., Milwaukee (Richard Weening, chairman and Lou Dickey, vice chairman); owns/buying 56 FMs and 24 AMs
Seller: New Frontier Communications Inc., Odessa (Tommy Vascocu, president); no other broadcast interests

Facilities: KMND: 1510 khz, 500 w; KNFM: 92.3 mhz, 100 kw, ant. 985 ft.; KGEE: 99.9 mhz, 100 kw, ant. 574 ft.; KBAT: 93.3 mhz, 100 kw, ant. 500 ft.; KODM: 97.9 mhz, 100 kw, ant. 361 ft.

Formats: KMND: talk; KNFM: C&W; KGEE: C&W; KBAT: AOR; KODM: AC

Broker: Montcalm Inc.

WFRX(AM)-WQUL(FM) West Frankfort, WDDD(AM) Johnston City-WDDD-FM Marion, WTAO(FM) Murphysboro and WVZA(FM) Herrin, all Ill.

Price: \$13.125 million

Buyer: Cumulus Media LLC., Milwaukee (Richard Weening, chairman and Lou Dickey, vice chairman); owns/is buying 56 FMs and 24 AMs.

Seller: Clearly Superior Radio LLC, Marion, Ill. (Dennis F. Doelitzsch, president); no other broadcast interests

Facilities: WFRX: 1300 khz, 1 kw; WQUL: 97.7 mhz, 3 kw, ant. 205 ft.; WDDD(AM): 810 khz, 250 w; wddd-FM: 107.3 mhz, 50 kw, ant. 500 ft.; WTAO: 105.1 mhz, 25 kw, ant. 308 ft.; WVZA: 92.7 mhz, 3.3 kw, ant. 433 ft.

Formats: WFRX: MOR, news, sports;

This announcement serves as a matter of record only



Waller-Sutton Media Partners, L.P.

is pleased to announce the final closing of its private equity fund
with capital commitments totaling

\$104,000,000

Waller-Sutton Media Partners, L.P. focuses exclusively on private investments in the media,
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December 1997

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WQUL: MOR, news, sports; WDDD(AM): country, news; FM: country; WTAO: rock; WVZA: AC

Broker: Media Services Group

WMXY(AM)-WZLG(FM) Hogansville, Ga.

Price: \$600,000

Buyer: Radio LaGrange LLC, Atlanta (Michael D. Easterly, CEO/44.1% owner); owns WMKJ(FM) Peachtree City and WCOH(AM) Newnan, Ga.

Seller: JANZ Broadcasting Inc., LaGrange, Ga. (Steven Zimmerman, principal); no other broadcast interests

Facilities: AM: 720 khz, 10 kw; FM: 98.1 mhz, 14.5 kw, ant. 328 ft.

Formats: AM: urban contemporary; FM: AC, oldies

RADIO: FM

KQIZ-FM Amarillo, Tex.

Price: \$3.057 million

Buyer: Cumulus Media LLC, Milwaukee (Richard Weening, chairman and Lou Dickey, vice chairman); owns/is buying 56 FMs and 24 AMs

Seller: Wiskes/Abaris Communications KQIZ Partnership, Amarillo (Don J. Wiskes and John P. Higgins, principals); no other broadcast interests

Facilities: 93.1 mhz, 100 kw, ant. 700 ft.

Format: Religion

Broker: McCoy Broadcast Brokerage

KIXW-FM Lenwood and KIXF(FM)

Baker, Calif.

Price: \$1,741,444.55

Buyer: Highway Radio Inc., Los Angeles (Howard B. Anderson, president/30% owner); owns KRXV(FM) Yermo, KHYZ(FM) Mountain Pass, KHYY(FM) Essex and KHWZ(FM) Ludlow, all Calif., and KCCN-AM-FM and KINE-FM Honolulu

Seller: Turquoise Broadcasting Inc., Reston, Va. (Thomas Gammon, president); Gammon owns KTRR-FM Loveland, Colo., and KIXW(AM)-KZXY-FM Apple Valley, Calif.

Facilities: KIXW: 107.3 mhz, 440 w, ant. 771 ft.; KIXF: 101.5 mhz, 4.3 kw, ant. 1,322 ft.

Formats: Both country

WDOX(FM) Wildwood Crest, N.J.

Price: \$580,000

Buyer: Margate Communications LP, Atlantic City (Cleo Brooks, general partner/20% owner; Insulated Limited Partners, 80% owner); owns WTHH(FM) Margate City and WBNJ(FM) Cape May Court House, N.J.; has TBA with WBOX(FM)

Seller: Joseph Donald Powers, Wenonah, N.J.; no other broadcast interests

Facilities: 93.1 mhz, 3.3 kw, ant. 291 ft.

Format: Beautiful music

Tribune, Emmis set swap

Tribune Co. is trading its WOOD(FM) New York to Emmis broadcasting Corp. for KTZZ-TV Seattle and wxmi-TV Grand Rapids, Mich. The deal, valued at \$160 million, brings the TV group's holdings to 18 stations covering 35.6% of U.S. TV households. The Seattle station is an affiliate of The WB, of which Tribune owns 21%. The Grand Rapids station is Tribune's fifth Fox affiliate.

WOOD-FM gives Emmis a presence in the nation's largest radio market and an average quarter-hour share of 3.1 among listeners 12 and older. —Sara Brown

WCZT(FM) Avalon, N.J.

Price: \$470,000

Buyer: Coastal Broadcasting Systems Inc., Cape May Court House, N.J. (Edwin Rosenfeld, chairman/31.58% owner); Rosenfeld has a TBA with WFNN-FM Villas, N.J.

Seller: DiDonato Enterprises Inc., Hammonton, N.J. (John DiDonato, president); no other broadcast

interests

Facilities: 94.3 mhz, 2 kw, ant. 300 ft.

Formats: AC

KKOS(FM) Palacios, Tex.

Price: \$350,000

Buyer: Texrock Radio Inc., Austin, Tex. (Dain L. Schult, president/12% owner); owns/is buying 11 FMs and seven AMs

Seller: Unique Broadcasting LLC, Midland, Tex. (John Wiggins, president); no other broadcast interests

Facilities: 99.7 mhz, 59 kw, ant. 331 ft.

Format: Hot AC

Broker: John W. Saunders Media Broker

KIXA(FM) Lucerne Valley, Calif.

Price: \$275,000

Buyer: Regent Communications Inc., Covington, Ky. (Terry S. Jacobs, chairman/80% owner); owns/is buying 20 FMs and 11 AMs

Seller: RASA Communications Corp., Victorville, Calif. (Marcelino Q. Garza, principal); no other broadcast interests

Facilities: 106.5 mhz, 150 w, ant.

1,066 ft.

Format: Country

KEAZ(FM) De Ridder, La.

Price: \$243,000

Buyer: Willis Broadcasting Corp., Nor-

JOURNAL BROADCASTING

has acquired

KBBX-AM/KESY-FM

Omaha, Nebraska

from

BCR, INC.

for

\$5,475,000

The undersigned represented the buyer in this transaction and assisted in the negotiations.



Kalil & Co., Inc.

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

folk, Va. (L.E. Willis Sr., president-owner); Willis and L.E. Willis own/are buying 12 FMs and 29 AMs
Seller: De Ridder FM Radio Inc., Lake Charles, La. (Sidney Simien, principal); Simien and wife own KAOK(AM) Lake Charles
Facilities: 101.7 mhz, 3 kw, ant. 299 ft.
Format: Pure Gold

KUAB(FM) Fairbanks, Alaska

Price: \$205,000
Buyer: CapStar Broadcasting Partners LP; Austin, Tex. (Thomas O. Hicks, owner); owns/is buying 227 FMs and 94 AMs
Seller: University of Alaska, Fairbanks (Joan Wadlow, chancellor); owns KBUC-FM-TV Fairbanks
Facilities: 104.7 mhz, 10.5 w, ant. 1660 ft.
Formats: Diversified, classical, news, talk
Broker: Whitley Media

CP in Sparta, Ga.

Price: \$5,000
Buyer: C.T. Barinowski, Augusta, Ga.; owns WLPF(FM) Ocilla, Ga., and WLGP(FM) Harkers Island, N.C., and is buying WZIQ(FM) Smithville, Ga.
Seller: Christine Broadcasting Co., Decatur, Ga. (John Upshaw, principal); no other broadcast interests
Facilities: 102.7 mhz, 6 kw, ant. 393 ft.
Facilities: Dark

Amplifications

The \$490,000 sale of KPCR-AM-FM Bowling Green, Mo. by Pike County Broadcasting Co. to Indacom Inc. (B&C Jan. 5) was brokered by R.E. Meador & Associates.

The purchase of KVET-AM-FM Austin, Tex. by Capstar Broadcasting Partners LP from Butler Broadcasting Co. Ltd. (B&C, Jan. 5) includes KASE(FM) Austin. The price is \$90.25 million.

Radio One Inc.'s purchase of WCHB-AM-FM Taylor/Detroit, Mich., from Bell Broadcasting Co. for \$35 million (B&C, Jan. 12) includes dark station WJZZ(AM) Frankenmuth, Mich., which has an application pending to change its community of license to Kingsley, Mich.

Errata

The seller of WVOJ(AM) Jacksonville, Fla. (B&C Jan. 19) is Spanish Broadcasting Media Corp. whose principal is Robin Raphael, not Raul Alarcon's Spanish Broadcasting System. Raphael has no other broadcast interests.

RADIO: AM

WERD(AM) East Point, Ga.

Price: \$2.4 million

Buyer: Atlantic Area Broadcasting Inc., Chamblee, Ga. (William E. Corey, president/owner); no other broadcast interests

Seller: Darrell Spann, Doraville, Ga.; no other broadcast interests

Facilities: 1160 khz, 10 kw day, 400 w night

Format: Rhythm and blues

Broker: Cable Media

KDLA(AM) De Ridder, La.

Price: \$150,000

Buyer: Willis Broadcasting Corp., Norfolk, Va. (L.E. Willis Sr., president-owner); Willis and L.E. Willis own/are buying 12 FMs and 29 AMs.

Seller: Victory Broadcasting Inc., De Ridder (Billy R. Averitt, principal); no other broadcast interests

Facilities: 1010 khz, 1 kw day, 40 w night

Format: Solid gospel, religion

WPHC(AM) Waverly, Tenn.

Price: \$80,000

Buyer: Canaan Communications Inc., White Bluff, Tenn. (Duane B. and Mary Alice Jeffrey, owners); has a 15% TBA with WQSE(AM) White Bluff

Seller: Reach Satellite Network, Nashville (James R. Cumbee, president); owns WVRV(FM) Waverly and WBOZ(FM) Woodbury, Tenn.

Facilities: 1060 khz, 1 kw

Format: C&W, news, talk

—Compiled by Sara Brown

Metal station finds home on the 'Net

KNAC's back, using new technology to blast its metal

**By John Merli and
Elizabeth A. Rathbun**

KNAC(FM), the Los Angeles metal rock station that went dark three years ago, is roaring again—this

time on the World Wide Web.

Feeds of old KNAC broadcasts recently began surfacing online at

knac.demonet.com. On Feb. 15—the third anniversary of the demise of KNAC's terrestrial broadcast—new and original KNAC programming will begin via the Website.

In addition to metal music, videos of metal bands and a chat room will be offered, according to Rob Jones, operations manager of DemoNet Inc., which built the site.

There are no plans to take the old KNAC back on the air, except perhaps through syndication of its new programming. In any case, KNAC's call letters were reassigned to a public station after KNAC went dark, Jones says.

More than a decade ago, KNAC was among the first West Coast radio outlets to feature such heavy-metal acts as Guns N' Roses and Metallica.

Former station personalities Nasty Neil, Long Paul, Thrasher and Mike Stark, among others, will be featured

Radio

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on the Internet site.

"We've reassembled the troops," Jones says. "It's no different, other than you've got to have a computer [to listen]."

Since its Web debut Dec. 12, KNAC has logged almost 9,000 hits—"and we haven't even started the campaign," Jones says. The service will be advertiser-based; the most logical buyers are record companies and concert promoters, he says.

The new "broadcasts" will originate



from DemoNet's studios in Long Beach, Calif.

The technology is being provided by Vosaic LLC and Microsoft New-Show. Listeners with the right connection speed can get FM-quality sound,

Jones says. CD quality eventually will be available.

DemoNet's online radio service requires no plug-in or download software.

A network of so-called reflector sites will make the audio stream relatively easy to access worldwide, DemoNet says.

For the future, DemoNet is looking to satellite radio in cars. "It's the next step in broadcasting," Jones says. ■

R I D I N G G A I N

Danny, Chancellor make New York changes

Chancellor Media Corp. hopes that morning-drive talent Danny Bonaduce will steer New York's WBIX-FM (formerly WNSR-FM) to hot AC heights. Bonaduce is moving from Chancellor's WKQI-FM Detroit to WBIX-FM, which debuted last Tuesday as "Big 105 FM." The station previously was dubbed "Buzz" and offered a modern AC format. With music chosen by local research, and production and jingles likewise oriented toward the city, Big 105 offers "a very big New York sound," General Manager Bennett Zier says. WKTU was owned by Evergreen Media Corp., which since has merged with Chancellor. Of New York's 11 AC stations, WBIX-FM ranked fifth, with 2.5, per quarter-hour share among the key 18-34-year-old demographic, according to Arbitron's fall 1997 book. Bonaduce will take over morning drive in mid-February.

It's Mercury time

The call for entries has been issued for advertising's richest radio awards contest, the 1998 Radio Mercury Awards. There is \$225,000 in prize money at stake, including a grand prize of \$100,000, five Mercury Gold awards of \$20,000 each and five Mercury Silvers of \$5,000 each. Categories are humor, music and sound design, local station-produced, Hispanic and non-humor. The nonprofit Radio Creative Fund, which sponsors the competition, also will tap the best public service announcement and pick a promising college student for the Dick Clark Summer Fellowship. All award entries must be submitted by March 8. Call (212) 681-7207 for more information. The awards presentation is scheduled

for June 4 in Manhattan.

Talk Show Hosts take new seat

The National Association of Radio Talk Show Hosts has moved south, from Boston to Washington. The move was effective last Monday, but a permanent home for the association is about a month away. In explaining the move, President Blanquita Cullum notes that most trade groups are based in Washington. The group particularly wants to keep an eye on station consolidation, she adds. As consolidation happens, "the little guys around the country need us even more," Cullum says. The group,

which was founded in 1987, has about 1,500 members, says Executive Vice President Carol Nashe, who is staying in Boston to expand her public relations firm.

Jacor plans stock, notes sale

Jacor Communications Inc. is looking to raise \$450 million from sales of stock and notes. Jacor is looking for proceeds of \$200 million from an offering, 3.8 million shares of common stock. It also will offer to sell \$100 million in 12-year senior subordinated notes and \$150 million in 20-year liquid yield option notes, or LYONs. —Elizabeth A. Rathbun

AP to make radio services more user-friendly

The Associated Press is repackaging its radio wire services and pricing as of Feb. 1. The changes, the first of several planned in the coming months, are attributed to the competitive challenges that have resulted from the Telecommunications Act of 1996, AP says.

"Rather than giving our members too much of what they don't need, or not nearly enough of what they do need," says Corinne Baldassano, general manager of AP's Radio Division, "we'll instead be providing options that will most suit [member stations'] specific needs."

AP will offer its new NewsPower+ and NewsPower Max services with options for 24-hour, morning/evening drive time or morning-only service—at variable prices. "Our new 'Cooler Copy' feature will be a daily compilation of the quirky stories of the day that many stations, especially [those with] morning hosts, like to call on for on-air features. Presenting these all in one user-friendly service rather than scattering the items among all the other wire service activity makes it easier for our stations to locate and use," Baldassano says.

Pricing too will change, for the first time in a decade. Most AP pricing has been based on market size and station classification. Starting next month, cume, format and other specific parameters will be used to make the costs to stations more equitable, Baldassano says. She predicts that nearly 70% of AP stations will see a reduction in prices. As part of its repackaging scheme, AP also will provide its NewsDesk and SoundDesk editing software at no additional charge. —John Merli

Cable

January 26, 1998

COVER STORY

NEW Cable Networks

Things are looking up for fledgling cable services. Thanks to digital technology, they will operate in a far friendlier environment than in previous years.

Digital opens door to new nets

By Kim McAvoy,
B&C correspondent

The promise of digital has made the cable programming business so much more attractive that major programmers are busy creating new services. Even though it's likely to

be three or four years before half the country's cable homes have digital set-top boxes, says Larry Petrella, senior media analyst with Lehman Bros., programmers already are laying claim "to this new digital real estate."

In most cases, the boxes are expected to give viewers access to more than 100

channels, which will ease past problems of scarce channel capacity. New services will have a far better shot at gaining cable carriage than they have had in the past.

The number of new cable networks continues to climb. Last May, BROADCASTING & CABLE's count of new channels reached

Computer geeks or couch potatoes?

Neither, Ziff-Davis says, readying launch of ZDTV

By Donna Petrozzello

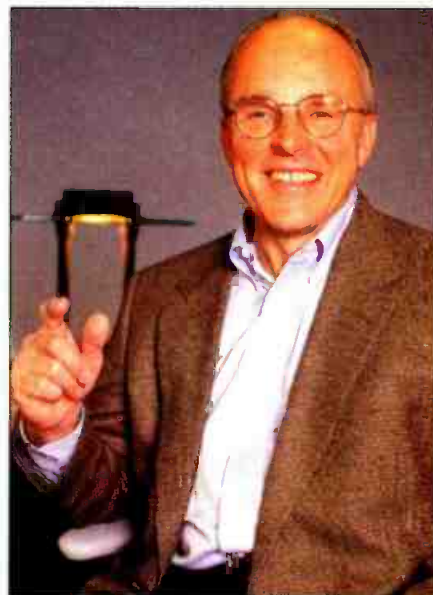
Ziff-Davis Inc.'s \$100 million investment in ZDTV is one of cable's most ambitious and potentially lucrative ventures of the year.

Unlike other recent cable start-ups that have had to fight for funding and name recognition, ZDTV is backed by Ziff-Davis's fiscal clout as well as the prestige that accompanies the publisher's long list of technology and

computer industry publications.

With ZDTV: Your Computer Channel, Ziff-Davis is determined to create a 24-hour network that will entertain and inform, lure heavy Internet users to their TV sets and motivate cable viewers to spend an hour longer on their PCs. In the process, Ziff-Davis wants to change the notion that computers, and the channel, are just for geeks.

"I don't want to just have talking



continues on page 44 ZDTV's Larry Wangberg

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94. This year, there are 100.

Late last year, programming giants MTV Networks and Disney/ABC Cable Networks unveiled plans for new digital offerings. And MSO Telecommunications Inc. and its programming unit, Liberty Media, are planning to distribute a package of 10–12 digital Spanish-language networks this spring.

At MTV Networks, its two music networks—MTV and VH1—will launch in July a seven-pack of digital video services called The Suite. Each service is distinct, including M2, a free-form music channel; MTV Ritmo, a Latino music channel, and VH1 Smooth, a combination of jazz, new-age and adult-contemporary music.

"The Suite is reliant on the growth of digital technology," says Matt Faber, senior vice president of programming enterprises for MTV and VH1. "But we definitely believe digital cable will roll out," he says. The channels are available as a package and à la carte, Faber says.

Disney/ABC Cable is talking about at least four digital networks. Toon Disney, slated to launch April 18, is a 24-hour basic cable network featuring the company's animated programming. Although it's designed for a dig-

ital tier, the new service will also have analog carriage. The rest of Disney's digital offerings have not been revealed.

"Operators told us that they wanted more of Disney, not less," says Anne Sweeney, president of The Disney Channel and executive vice president of Disney/ABC Cable Networks. Toon Disney, packaged with The Disney Channel, will be offered exclusively to operators already carrying The Disney Channel as a basic service.

Also aiming for digital distribution is Lifetime Television's proposed Lifetime Movie Network, slated to launch in September. The new network, which will air made-for-TV movies, will be available for both analog and digital distribution. The Disney/ABC Cable Network owns 50% of Lifetime.

"We look at digital as the the next wave in marketing to cable subscribers," says Doug McCormick, president of Lifetime Entertainment Services.

"If Lifetime were to just time-shift its programming, viewers are not going to pay for that." But McCormick thinks they will pay for movies. Lifetime's movies, he says, have "credibility" that operators can leverage to their

advantage and use to help market their digital tiers.

Also jumping on the digital bandwagon is the Do-It-Yourself (DIY) network, proposed by Scripps Howard. The new network, announced earlier this month, will incorporate material from Scripps's Home & Garden Television (HGTV) and the Food Network. Some of the channel's do-it-yourself programming from HGTV has never aired in the U.S.

"I think we're probably on the front end of this [new technology]. But we need to plant our flag and get our service up and running," says Susan Packard, HGTV chief operating officer.

Packard has high hopes for the new service, which is slated to debut a year from now. "We've learned from HGTV that there's a passion out there for this kind of programming." She also points out that DIY will have interactive elements, which "marries well" with digital technology.

Other than Discovery, most cable programmers have been reluctant to slate networks for digital tiers. Discovery has four digitally delivered programming services. "We have a year and a half [of] experience," says Discovery's Charley Humbard, vice



ZDTV

continued from page 42

heads about the latest computer chip technology or software update," ZDTV Chief Executive Larry Wangberg says. "The programming needs to be timely and relevant, but it also has to be colorful, lively and valuable."

Since the December announcement of this spring's launch, ZDTV has signed four relatively small cable operators. They are Prime Cable, which serves Las Vegas; Harron Communications (Detroit); Prestige Cable (Warrenton, Va.), and Televue (suburban Atlanta).

Harron plans to add ZDTV along with other channels when it completes a rebuild of its analog tier serving 63,000 in Michigan this spring.

Linda Stuchell, vice president of programming for Harron, says that in return for carriage, Ziff-Davis is

providing Harron with access to its database of magazine subscribers living in Harron's service area. Harron will use the list to target consumers to whom it can market high-speed cable modem service, Stuchell says. She adds that Harron was attracted to ZDTV's programming idea, which she thinks will appeal to a niche of underserved viewers.

Wangberg realizes that with limited analog space available to many operators, ZDTV, like other new cable networks, likely will need to offer incentives to potential affiliates.

"We are working closely with cable operators across the board to offer the channel on an analog tier," Wangberg says. "Our goal is analog distribution, but we understand the capacity issue and we are addressing this."

Meanwhile, to make the carriage deal attractive to cable operators, Ziff-Davis has attached a "very aggressive rate card" that includes two minutes of local ad time for the operators, Wangberg says. He declines to say whether Ziff-Davis will pay operators

continues on page 46

Our New Commitment Needs Your Commitment!

As the Ad Council embarks on its new initiative, Commitment 2000: Raising a Better Tomorrow, we've expanded our calendar to include even more dates and events that seek to enrich the lives of our nation's children.

The best way for the Ad Council to serve the public is to serve you in the media. With this in mind, we hope the Calendar will serve as a useful resource in planning your PSA schedule throughout the year.

Our Media Outreach Department is available to answer your questions, provide you with PSA materials and help you with special requests. It's easy to reach us: just call one of our offices listed on the Calendar or our 24-hour Fulfillment Center (1-800-933-PSAS) to request free materials. And don't hesitate to order our compilation kits which contain most of the Ad Council's current creative – they're a real timesaver!

Your suggestions and comments are always welcome, whether by phone, fax or e-mail. Thank you for your donations of time and space in support of Ad Council public service messages!



<http://www.adcouncil.org>

We have created this home page to serve as a resource for the media and the general public. By simply logging on, you can easily access information about the organizations that sponsor Ad Council public service campaigns and the issues they address. Also, you can get more information from Research and Results, News from the Front, Calendar of Events and much, much more.

To order PSAs, or to share your thoughts with us, you can simply e-mail us at info@adcouncil.org. If you want more information on the sponsors of the Ad Council campaigns, you can log on to their web sites as well. They are listed as:

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PSA ad banners are available for use on your corporate web sites. For further information, e-mail banners@adcouncil.org or call (212) 984-1953.

1998 Public Service Events Calendar



🍁 A planning tool for the Media



Dear Colleague:

Since The Advertising Council began its Commitment 2000 initiative three years ago, we have taken a new motto: Stay the course. It wasn't difficult for the Ad Council to identify the problem – in this case the terrible state of American children. And our solution was to focus on creating multiple, multi-year, multi-media campaigns that help kids. The challenge for us has been to realize that our commitment to improving kids lives won't change things overnight, or even in a year or two.

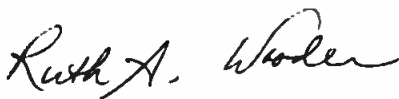
So as we continue our efforts, we are creating new alliances and investigating new outlets to deliver our messages to the public. The Council is committed to improving the quality of life in our communities and the media plays a key role in accomplishing this goal. While the Ad Council is the largest provider of public service announcements, developed pro bono, it's the media who deliver the messages. You hold the power to positively influence the lives of millions of Americans – including our children. We ask you to stay the course.

Our goal is to make it easy for you to support Ad Council messages. We hope this calendar will be useful throughout the year, suggesting events and occasions that will make your schedule of PSAs and editorial content topical, interesting and helpful to the community you serve.

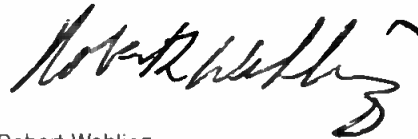
The Ad Council is currently supporting 46 major campaigns. Each year the American media donate hundreds of millions of dollars in time and space for the Council's ads. Advertising Council campaigns have covered a range of governmental and social concerns including: Forest Fire Prevention, The College Fund UNCF, Recruiting New Teachers, Crime Prevention, Child Abuse Prevention, Domestic Violence Prevention, Drunk Driving, Safety Belt Education and Earth Share among others. In all cases, communication makes a unique contribution to helping your communities.

Thanks for your continued support of the Ad Council and our efforts to make America a better place for children.

Sincerely,



Ruth Wooden
President
The Advertising Council



Robert Wehling
Senior Vice President
Procter & Gamble Company

Chairman
The Advertising Council

Ad Council Public Service Messages Make a Measurable Difference

The College Fund/UNCF has been one of the most successful educational support programs in the country for more than 20 years. Nearly 150,000 students graduated from college because of the generosity of donors inspired by the memorable tagline "*A Mind is a Terrible Thing to Waste.*"

Forest Fire Prevention For more than 50 years, Smokey Bear and his message, "Remember... Only You Can Prevent Forest Fires," has taught Americans how to build safe campfires and keep them under control. Since the campaign's inception, acreage of public lands by lost wildfires has been reduced by over 50%, despite the fact that 14 times as many people visit our National Forests as in the 1940's.

Drunk Driving Prevention Using family photos of the victims of drunk drivers and the tagline, "Friends Don't Let Friends Drive Drunk," this campaign serves as a grim reminder of the danger of driving drunk. In a recent survey, more than 84 percent of respondents had seen or heard the ads and, after exposure to the PSAs, 79 percent said that they personally acted to prevent drinking and driving.

Crime Prevention McGruff the Crime Dog and his message, "Take a Bite of Crime," have proved so effective that 98% of children ages 6-12 recognized him.

Safety Belt Education Vince and Larry, the crash test dummies, have successfully educated Americans about the importance of wearing their safety belts. In 1985, safety belt usage among Americans was a paltry 11%, but since the dummies were introduced ten years ago, usage has increased every year and is currently 68%.

Welfare To Work With the advent of welfare reform, nearly four million people will be exiting the welfare system and looking for gainful employment to improve their lives. The mission of The Welfare to Work Partnership is to move people off public assistance and into jobs in the private sector – without displacing existing workers. The campaign is directed at changing many of the erroneous perceptions about welfare recipients and increasing the willingness of businesses to train and hire people formerly on public assistance. A free, practical guide to help businesses hire and retain welfare recipients is available by calling 1-888-USA-JOB1. A website address (www.welfaretowork.org) is also available for more information.

Save The Children The high rates among children and youth of functional illiteracy, substance abuse, pregnancy, and crime reveal a tragic picture of not just a generation at risk - but a nation at risk. Many of these problems stem from the fact that young people have lost their natural proximity to caring, mature adults. Mentoring – the presence of one or many caring individuals who, along with parents and guardians, provide youth with support, counsel, friendship, reinforcement and constructive example – is a proven strategy for dealing with the many problems facing our young people. The goal of Save the Children's National Mentoring Initiative is to inform the public about the proven success of mentoring and the need for resources to dramatically increase the reach of mentoring programs for at-risk youth in America. Callers to a toll-free number will be connected to accredited mentoring organizations in their community.

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Northeast Region 781-393-3601

John Sadler
Regional Director of Affiliate Sales
Central Region 303-205-7917

president, digital television and special projects.

Digital raises the "level of accessibility for consumers. They can see what they want when they want," Humbard says.

Even start-up cable networks, which, without MSO or substantial financial support, have experienced perhaps the most serious difficulty in gaining distribution, are optimistic about the future. "The idea is that new networks now have a chance [for carriage]," Petrella of Lehman Bros. says. But he adds, "They'd better have a good concept, and they'd better have good financial backing."

"We've been holding out for digital," says Doug Ritter, president of the Arts & Antiques Network. The fledgling service has been on the "back burner," he says. But now Ritter is encouraged: "We're certainly going to keep carrying the torch for that reason."

"Digital suddenly seems like a reality," says Barbara London, president of The Boating Channel. While the channel does not have a firm launch date, London also is heartened by the promise of digital. "We're in a better

place than we were a year ago."

"We believe this rollout is real," says Dean Hoke of The Military Channel. "We've started gearing up again." The network, which has targeted July 4 for its launch, says it will be carried in well over a million homes through a combination of satellite and cable distribution. The channel has brought cable veteran Patrick Mulvey on board as president. Mulvey is a former senior vice president of corporate marketing for Cablevision Systems.

As an independent start-up without MSO backing, Hoke admits it is tough to get off the ground. But he believes there is still opportunity for "good ideas and good strong niches."

A strong niche is what Tim Pike is banking on. Pike is president of the Local News Network, a new service that he hopes will attract the attention of cable operators. Pike is talking about rebroadcasting individual local newscasts from at least 48 stations across the country: "We would provide top news, sports and weather coverage from each state daily."

Pike is looking for financial backing, and he has not yet made copyright

arrangements with local broadcasters for their news, but he is hopeful that TV stations and cable operators will like the idea.

Even some fledgling networks with big backers, like CBS's Eye on People, found out last year that gaining carriage in the current analog world is not easy. But the network predicts that it will have 17.5 million subscribers by the end of 1998.

And there's Discovery's Animal Planet, which debuted in June 1996. With 31.4 million subscribers, it appears to be one of the fastest-growing networks.

Thanks to digital, the environment for new cable services may be picking up. My Pet Television Network (MPTV) is finalizing a distribution deal with a significant MSO this week; the deal will put it before viewers on a full-time basis in May. MPTV's Michael Marcovsky believes cable MSOs are ready to go forward with some new networks.

He suggests that operators carry MPTV à la carte: "That will help drive your digital tier." With à la carte, Marcovsky says, viewers can "vote with their wallets." ■

ZDTV

continued from page 44

to take the channel.

Some 13 charter advertisers have signed on, says Michael Mason, vice president of affiliate sales and marketing. These sponsors include Intel, Microsoft, Charles Schwab, Gateway, Sun Microsystems and Dell Computers.

"ZDTV is a huge departure from the normal sphere of cable advertisers because it gives the cable system on a local level the ability to align strategically with the fastest-growing category in advertising, which is technology-oriented products," Mason says. "ZDTV fills a category that is grossly underrepresented in traditional TV."

ZDTV has named Greg Drebin, former senior programming VP at MTV, to head programming and production. ZDTV is counting on Drebin to develop programming that will be highly interactive with its audience and with the companion Website, located at zdtv.com.

ZDTV's initial eight hours of daily programming will include shows about the latest computer games, buy-

ing home PCs and investing in computer and technology industry stocks. However, technology and computer industry news will be the heart of ZDTV, Drebin says. "What CNN is for hard news, we are aiming ZDTV to be for technology and entertainment."

To come up with enough topical programming, Ziff-Davis is building an 11,000-square-foot production studio filled with state-of-the-art equipment in San Francisco, Ziff-Davis's print headquarters.

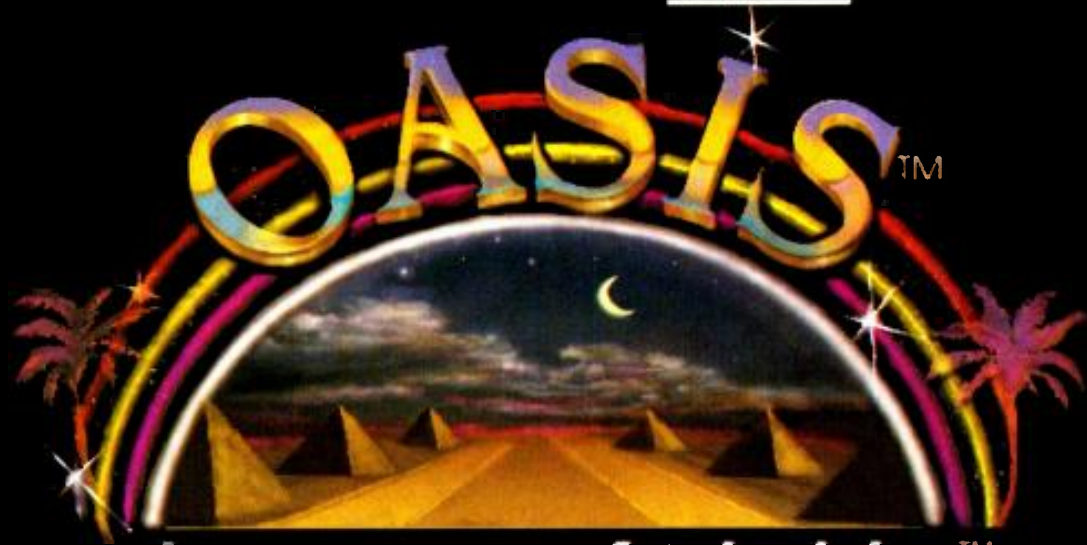
A test run did not fare as well as Wangberg may have hoped. The hour-long computer show *The Site*, which ran on MSNBC in July, dragged down the network's ratings. It was canceled after three months.

Wangberg is encouraged about positive results of consumer surveys. Frank Magid and Associates found that 65% of cable households and 45% of non-cable customers would be interested in a channel such as ZDTV.

Wangberg estimates that there are 100 million consumers who "use computing as an everyday part of their lives at work and at home" who are potential viewers. ZDTV will reach the 20 million-sub mark in three years, he hopes. ■

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Cable channels stake their claims

Digital technology and the promise of increased channel capacity appears to be opening the floodgates for new cable networks. BROADCASTING & CABLE's last look at the fledgling services (May 12, 1997) featured a list of 94. This year's freshman class includes 109 either launched since January 1996 or expected to debut by the end of 1998.

Air & Space Network

Portland, Ore. 503-538-1093

Website: www.airspacemag.com/airspacenet

Programming: family-oriented entertainment, education, information on all aspects of global aviation, space flight

Owner: ASN Ventures Corp.

Launch date: TBA



'Ask the Family Doctor' on America's Health Network

America's Health Network

Orlando, Fla. 407-224-6800

Programming: around-the-clock source for easily accessible health and medical information

Owner: private

Launch date: March 1996

Subscribers: 6.5 million

American Legal Network

Montebello, Calif. 213-724-1466

Programming: provides viewers with constant supply of updated legal information; live call-in programs

Owner: MZE Productions

Launch date: early 1998

The American West Network

Toluca Lake, Calif. 818-841-2003

Programming: classic western films, TV shows; original programming about history, myths of Old West

Owner: private

Launch date: second quarter 1998

Animal Planet

Bethesda, Md. 301-986-0444

Website: www.animal.discovery.com

Programming: 24 hours of animal-themed programming in all genres

Owner: Discovery Communications

Launch date: June 1996

Subscribers: 31.4 million

Anthropology Programming and Entertainment

Los Angeles 310-470-1275

Programming: 24 hours of series, specials, films about man's diverse cultures, human evolution, primates, fossils, pre-history

Owner: TeleMarc Entertainment

Launch date: late 1998

Anti-Aging Network

Los Angeles 310-277-4150

Website: www.antiagenet.com

Programming: designed to help viewers "live better longer" by featuring the latest breakthroughs and cutting-edge advances in anti-aging and rejuvenation, along with "makeover" segments and celebrity corner

Owner: Henley-Fraser Enterprises

Launch date: summer 1998

Applause

Los Angeles 213-850-5000

Programming: 24 hours of general entertainment, including six hours of children's programming

Owner: private

Launch date: TBA



'Emergency Vets' on Animal Planet

Arts & Antiques Network

Washington 703-553-0472

Website: www.annconnect.com

Programming: magazine-style programming including news, information for serious antique collector

Owner: private investors

Launch date: TBA

The Auto Channel

Louisville, Ky. 502-584-4100

Website: www.theautochannel.com

Programming: everything automotive

Owner: Gordon Communications

Launch date: spring 1998

Automotive Television Network

Acton, Mass. 508-264-9921

Programming: automotive news, sports, documentaries, home shopping, infomercials

Owner: Global Television

Launch date: late 1998

BBC Worldwide Americas

New York 212-705-9300

Programming: drama, entertainment, other programs produced by BBC

Owner: British Broadcasting Corp.

Launch date: first quarter 1998

Beauty Channel

Los Angeles 213-656-0242

BET Movies-STARZ!3

Englewood, Colo. 303-771-7700

Programming: premium movie service devoted to showcasing black film artists

Owners: Encore Media Group LLC and BET Holdings Inc.

Launch date: Feb. 1, 1997

Subscribers: 2,250,000

Black Women's-TV!

Los Angeles 213-931-8504

Programming: talk, information, entertainment and home shopping service; topics include public policy, business, personal finance, health, fashion news

Owners: Lynette Bigelow Associates & Evans Venture Partners

Launch date: TBA



The Boating Channel

New York 212-877-0500

Website: www.boatingchannel.com

Programming: 24 hours of nautical programming

Owner: The Boating Channel Inc.

Launch date: TBA



BOOKNET

BookNet

New York 212-332-3279

Website: www.booknettv.com

Programming: featuring books, authors, spectrum of topics found in books; book-shopping services; 24 hours of weekly children's programming

Owner: Vanguard Media

Launch date: fourth quarter 1998

BET on Jazz:

The Cable Jazz Channel

Washington 202-608-2000

Website: www.msbt.com

Programming: jazz and blues

Owner: BET Holdings

Launch date: Jan. 15, 1996

Subscribers: 2.5 million



BET on Jazz

The Box Set Box Classic

Miami 305-674-5000

Website: www.thebox.com

Programming: provides hit music from the '70s to the '90s

Owner: The Box Worldwide

Launch date: November 1997

Box Edge

Miami 305-674-5000

Website: www.thebox.com

Programming: features cutting-edge ultra rock, alternative rock sounds

Owner: The Box Worldwide

Launch date: November 1997

Box Pulse

Miami 305-674-5000

Website: www.thebox.com

Programming: popular contemporary hits of all forms of music

Owner: The Box Worldwide

Launch date: November 1997

Box Urban

Miami 305-674-5000

Website: www.thebox.com

Programming: best of R&B, hip-hop, reggae

Owner: The Box Worldwide

Launch date: November 1997

CEO Channel

Oakland, N.J. 516-626-7730

Programming: geared to interests of corporate leaders

Owner: Varn International

Launch date: TBA



CHANNEL EARTH
COMMUNICATIONS

Channel Earth

Chicago 312-642-8900

Programming: agricultural information featuring programs on rural lifestyles, commodities, crop records with emphasis on weather reports

Owner: private

Launch date: March 28, 1997

Subscribers: 2.5 million on DIRECTV

Channel 500

Chicago 312-346-9321

Website: www.myhero.com

Programming: nonfiction video from around world

Owner: privately held

Launch date: late 1998

Children's Fashion Network

Los Angeles 213-993-6032

Programming: home shopping service featuring fashion designs for pre-teens

Owner: private

Launch date: TBA

Chop T.V.

Los Angeles 818-505-1740

Programming: magazine-style programming on martial arts

Owner: Chop T.V. Enterprises

Launch date: TBA

CNNfn

New York 212-714-6921

Website: www.cnnfn.com

Programming: business-news coverage with companion Website (CNN.com), which provides background to material seen on cable channel

Owner: Time Warner

Launch date: Dec. 29, 1995

Subscribers: 8.5 million

CNN en Español

Atlanta 404-827-1035

Programming: 24-hour Spanish-language news network from CNN

Owner: Time Warner

Launch date: March 17, 1997

Subscribers: 5.2 million

CNN/SI

Atlanta 404-878-1600

Website: www.cnn.com

Programming: 24 hours of sports news

Owner: Time Warner

Launch date: December 1996

Subscribers: 10.5 million



Collectors Channel

Hudson, Mass. 978-568-0856

Website: www.usbusiness.com/capquest/collect

Programming: entertainment, educational programming with some shopping elements for collectors, vendors of eclectic and investment-quality collectible merchandise

Owner: Collectors Channel Inc.

Launch date: TBA

Discovery Civilization Channel

Bethesda, Md. 301-986-1999

Programming: explores people, places and events that have shaped the world

Launch date: November 1997

Discovery Kids Channel

Bethesda, Md. 301-986-1999

Programming: designed to allow children 2-14 to explore their world, satisfy curiosity in hip, hot, entertaining way

Launch date: October 1996

Discovery Living Channel

Bethesda, Md. 301-986-1999

Programming: guides to good life from crafts and collectibles to construction, cooking

Launch date: October 1996

Discovery Science Channel

Bethesda, Md. 301-986-1999

Programming: news, information on high technology

Launch date: October 1997

Ecology Channel

Boston and Ellicott City, Md. 410-465-0480

Website: www.ecology.com; www.eco-mart.com

Programming: news and issues relating to the environment, fiction, nonfiction

Owner: Ecology Communications Inc.

Launch date: Part time since November 1994; full time in 1999

The Enrichment Channel

New York 212-966-3471

Website: www.enrichment.com

Programming: accent on programming in human, creative, social potential

Owner: Worldlink Communications Group

Launch date: May 1998

ESPNNEWS

Bristol, Conn. 860-585-2000

Website: www.espnetsportszone.com

Programming: Sports news

Owner: ESPN

Launch date: Nov. 1, 1996

Subscribers: more than 2 million

ESPN West

Bristol, Conn. 860-585-2000

Programming: sports events in Southern California, Nevada and Hawaii, including Anaheim Angels, Mighty Ducks

Owner: ESPN Inc.

Launch date: fall 1998

CBS Eye on People

Stamford, Conn. 203-965-6000

Programming: entertainment and information about people and personalities

Owner: CBS Cable

Launch date: March 31, 1997

Satellite subscriptions: 3 million

Cable subscriptions: 4.5 million

Total subscriptions: 7.5 million



Discovery's Digital Networks

Do-It-Yourself

Cincinnati 423-694-2700

Programming: instructions on home projects including remodeling, repair, decorating, gardening, hobbies, entertainment; primarily first-run

Owner: E.W. Scripps Co.

Launch date: by the end of 1998

FAD TV (Fashion and Design Television)

New York 212-965-9360

Programming: lives and styles for the fashion- and design-conscious

Owner: private

Launch date: mid-1998

Fashion Network

New York 212-462-4500

Website: fashiontv@aol.com

Programming: in-depth coverage of fashion industry, major fashion designers; lifestyle subjects featuring beauty, travel, entertainment, cuisine

Owner: Private

Launch date: TBA



Fox News Channel's Neil Cavuto and Karen Gibbs anchor a business news program.

Fox News Channel

New York 212-301-3000

Website: www.foxnews.com

Programming: 24 hours of news

Owner: News Corp.

Launch date: Oct. 7, 1996

Subscribers: 24 million

Fox Sports Arizona

Phoenix 206-257-9500

Website: www.foxsports.com

Programming: regional professional and college sports telecasts include Phoenix Coyotes, Arizona Diamondbacks, Arizona Sand Sharks (indoor soccer), Arizona State University, University of Arizona contests

GOD And Television

"So if television can rise to the challenge, there's a huge market of religious viewers to tap into."

TV Guide

March 29, 1997

SPIRITUAL REALITY

"Mainstream media are late in awakening to the avid and expanding interest in religion in the U.S."

FORBES

January 27, 1997

TV Gets Low Moral Ratings in Poll

"Overall, Americans gave primetime low spiritual ratings in a national poll released Thursday, with two-thirds of respondents saying television has become less moral and religious in the last five years."

Associated Press

March 22, 1997

Religion Is Ready For Prime-Time

"As the big three TV networks struggle to hold on to their audiences, CBS seems to have found its salvation: God. (Touched By An Angel) is one of CBS's most-watched programs, attracting some 25 million viewers and generating higher ratings than '60 Minutes,' its lead-in."

Wall Street Journal

December 27, 1996

We couldn't have said it better ourselves!
Isn't it time to carry America's most-watched religious network?



TBN

The Faith Channel More People Value

National Cable Affiliate Relations Office • 2823 West Irving, Blvd. • Irving, TX 75061 • (800) 735-5542

Owner: Fox Sports World
Launch date: September 1996
Total subscriptions: 1 million

Fox Sports Detroit

Bingham Farms, Mich. 248-647-2525
Website: www.foxsports.com
Programming: Michigan sporting events, including Detroit Redwings, Detroit Pistons, Detroit Vipers, CCHA Hockey, Michigan High School Association contests
Owner: Fox Sports World
Launch date: September 1997
Total subscriptions: 2.3 million

Fox Sports West #2

Los Angeles 310-286-3800
Website: www.foxsports.com
Programming: area sporting events, including Los Angeles Dodgers, Los Angeles Clippers, UCLA, USC basketball, football
Owner: Fox Sports World
Launch date: January 1997
Total subscriptions: 2.5 million

Fox Sports World

Los Angeles 310-286-6300
Programming: international sports, including soccer from Italy, English F.A. Cup, 1st Division Spanish League, Germany's Bundesliga, 1st Division Soccer League, Scottish Premiere League, English Rugby League and Rugby Union competition; tennis, boxing, auto racing
Owner: Fox-Liberty Networks
Launch date: November 1997
Satellite subscriptions: 3.4 million
Cable subscriptions: 7 million
Total subscriptions: 10.4 million

Fox Sports Net

Los Angeles 310-444-8123
Programming: live sports, regional NBA, MLB and NHL games plus national programming including MLB, boxing, college football, nightly sports news show, *Fox Sports News*
Owner: News Corp, Liberty Media and TCI
Launch date: November 1996
Subscribers: 58 million

Gay Entertainment Television

New York 212-255-8824
Website: www.GET.com
Programming: alternative lifestyle news, information and entertainment
Owner: GET/Marvin A. Schwam
Launch date: TBA

GETv Network (Gaming Entertainment Television Network)

Reno, Miami, Pittsburgh 412-782-2921
Programming: interactive games, races and tournaments; live simulcast racing; news segments; spotlights on gaming, entertainment industry, shopping, business
Owner: private
Launch date: TBA

The Global Channel

Washington 202-393-3818
Programming: information on international business, foreign lifestyles, culture, shopping, travel, entertainment, news and sports
Owner: Global Village Network
Launch date: 1998



The Gospel Network

Hollywood 213-469-4322
Programming: live concerts, music videos, news, sports, comedy showcase, direct-response and special-interest programs with general-interest appeal
Owner: private
Launch date: April 1998

Guthy-Renker Television

Santa Monica, Calif. 310-581-8250
Website: www.grtv.com
Programming: infomercials and direct-response programming
Owners: Bill Guthy, Greg Renker, Michael Wex
Launch date: January 1996
Subscribers: 30 million

Hobby Craft Network

Solana Beach, Calif. 619-259-2306
Website: www.hobby-craft.com
Programming: craft, hobby how-to programming
Owner: private
Launch date: 1998

Home Improvement Network

San Diego 619-273-0572
Website: www.fixitvideos.com/homefix
Programming: home repair, do-it-yourself instructional programming; also

available in Spanish; mini-pay programming opportunities available for cable companies

Owner: private

Launch date: on hiatus after three years on air; relaunch set for mid-1998

International Channel Network

Denver 303-267-4000
Website: www.i-channel.com
Programming: series of single-language premium services including Chinese, French, Arabic, Italian, Tagalog, Hindi
Owner: Liberty Media, JJS Communications Media Group
Launch date: 1998

Jones Health Network

Englewood, Colo. 303-792-3111; 800-727-5863
Programming: information on health, wellness
Owner: Jones Education Networks Inc.
Launch date: TBA

Knowledge TV

Englewood, Colo. 303-792-3111
Website: www.jec.edu
Programming: instructional information in four blocks: computers and technology; business and finance; culture and language; health and wellness
Owner: Jones Intercable
Launch date: October 1996
Subscribers: 16 million on Jones systems, another 20 million part time on other systems

Lifetime Movie Network

New York 212-424-7000
Programming: 24 hours of contemporary made-for-TV movies, miniseries; select theatricals
Owner: Disney/ABC, Hearst
Launch date: September 1998



Lifetime Movie Network's 'Almost Golden'

Local News Network

Omaha 402-445-2863

Programming: half-hour newscasts from 48 states; news, sports and weather coverage from each state daily

Owner: TAP Network Inc. (private investor)

Launch date: TBA



'La Fuerza G' on
The Locomotion Channel

The Locomotion Channel

Miami 305-894-3500

Programming: animation channel featuring light, fun programs and action/adventure for children; evening programming features cutting-edge and light animation for adults

Owner: Cisneros Television Group of Venezuela and Hearst Entertainment

Launch date: second quarter 1998

The Love Network

New York 212-752-4657

Programming: programs to educate viewers about love, communication, relationships, self-esteem

Owner: private

Launch date: spring 1998

The Martial Arts Action Network

Orlando, Fla. 407-370-4460

Website: www.tmantv.com

Programming: 24 hours devoted to martial arts, action/adventure movies, TV series, original programming, competition, news, how-to, fitness

Owner: The Martial Arts Network Inc.

Launch date: July 1998

The MBC Gospel Network

Dallas 972-402-0997

Programming: telecast gospel church

services from sites throughout the U.S. on 24-hour basis

Owner: Minority Broadcasting Corp. of America

Launch date: first quarter of 1998

The MBC Movie Network

Dallas 972-402-0997

Programming: African-American premium movie service

Owner: Minority Broadcasting Corp. of America

Re-launch date: first quarter of 1998

The Military Channel

Louisville, Ky. 502-429-0200

Website: www.dknops@aye.net

Programming: aviation programming, military documentaries and battle histories; news, information

Owner: Private

Launch date: July 4, 1998

MOR Galleria Network

Nashville 615-650-6000

Website: www.mormusic.com

Programming: live, live-to-tape shows from Nashville; music, entertainment specials

Owner: Speer Communications



The Martial Arts Action Network executives at the Western Cable Show last December: Tony Interdonato, president; Terry Wilson, producer; Ron Tramontano, chairman; Vincent Anthony, senior vice president

Launch date: April 1997

Total subscriptions: 10 million

MSNBC

Secaucus, N.J. 201-583-5000

Website: www.msnbc.com

Programming: 24-hour news and information network

Owner: Microsoft and NBC

Launch date: July 15, 1996

Subscribers: 38 million

December 1997

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THE SUITE from MTV and VH1 (marketed as a package)

M2: Music Television

New York 212-846-4629
(Channel available on à la carte basis in analog form; launched August 1996; 9 million subscribers)
Programming: free-form music designed to appeal to early-adopter musicphile
Owner: MTV Networks
Launch date: July 1998



Robert Bradley's *Blackwater Surprise* on M2

MTV Ritmo

New York 212-846-4629
Programming: rhythmic music for U.S. Spanish-speaking adults
Owner: MTV Networks
Launch date: July 1998

MTV Indie

New York 212-846-4629
Programming: music from independent labels; no major studio releases
Owner: MTV Networks
Launch date: July 1998

MTV Rocks

New York 212-846-4629
Programming: hard-rock videos from the the '80s and the '90s
Owner: MTV Networks
Launch date: July 1998

VH1 Soul

New York 212-846-4629
Programming: classic rhythm and blues, adult urban videos
Owner: MTV Networks
Launch date: July 1998

VH1 Country

New York 212-846-4629
Programming: new country from contemporary country music artists
Owner: MTV Networks
Launch date: July 1998

VH1 Smooth

New York 212-846-4629
Programming: jazz, new age, adult-contemporary videos
Owner: MTV Networks
Launch date: July 1998

The Museum Channel

Los Angeles 213-850-8080
Programming: entertainment-based, dedicated to the wealth and variety of 35,000 museums worldwide ranging from children's museums to the Smithsonian
Owners: Oliver de Courson and Mits Katoaka
Launch date: fall 1998

My Pet Television Network

Los Angeles 213-874-6125
Website: www.pettv.com
Programming: informative, educational and entertainment programs for pet owners and general public, featuring veterinarians, and covering such topics as how to bring home/train a pet; interactive shows
Owner: Michael Marcovsky
Launch date: May 1998



Dr. Jeffrey Werber on *My Pet Television Network*

New Kid City

New York 212-595-3458
Programming: for children
Owner: Children's Television Workshop
Launch date: TBA

New Investment Channel

Los Angeles 213-993-6032
Programming: business matters and new investment input including new public and private issues and venture capital opportunities
Owner: Mervin Evans Venture Partners

Launch date: May 1998

Nick at Nite's TV Land

New York 212-258-7500
Website: www.nick-at-nite.com
Programming: vintage shows from the '50s to the '80s
Owner: MTV Networks
Launch date: April 1996
Subscribers: 19 million

Noggin

New York 212-258-7500
Programming: educational and entertainment for kids
Owner: MTV Networks
Launch date: TBA

Oasis

Los Angeles 310-553-4300
Website: www.oasistv.com
Programming: 24-hour new-age, holistic cable/satellite network
Owner: Movicip Holdings Inc.
Launch date: September 1997
Subscribers: under 250,000; part of TCI HITS digital-delivery system

Orb TV

Culver City, Calif. 310-669-6180
Programming: global perspective on latest scientific, artistic and cultural events and discoveries
Owner: Orb Research Business Group
Launch date: TBA

The Outlet Mall Network

Sarasota, Fla. 941-362-1000
Website: www.theoutletmall.com
Programming: TV and Internet home shopping
Owner: Outlet Mall Network
Launch date: first quarter 1998

Ovation: The Fine Arts Network

Alexandria, Va. 703-518-3095
Website: www.ovationtv.com
Programming: 20 hours of arts programming, including dance, music, literature, artist profiles, opera and museum exhibits
Owner: Ovation Inc.; investors include New York Times Co., Time Warner Cable, J.P. Morgan
Launch date: April 1996
Subscribers: 3.5 million

Parent Television

Los Angeles 310-824-0689
Website: www.parenttelevision.com
Programming: aimed at parents and parents-to-be; advice and instruction, news,

discussion and home shopping

Owner: private

Launch date: early 1999

Performance Showcase

Montebello, Calif. 213-724-1466

Programming: offers a promotional showcase for producers, directors, writers, actors, musicians, commentators, reporters and TV and film crews to exhibit old and new productions

Owner: MZE Productions

Launch date: TBA

Planet Central Television

Hollywood 310-456-7040

Website: www.pctvi.com

Programming: targets the "alternative" information and entertainment audience that sees itself as smart and demands smart media

Owner: private

Relaunch date: spring 1998

Praise TV

Clearwater, Fla. 813-536-0036

Programming: contemporary Christian music videos and original-artist interviews

Owner: Christian Network Inc.

Launch date: December 1996

Premier Horse Network

Burbank, Calif. 818-955-9000

Website: www.horsenet.com/premier

Programming: 24-hour-a-day cable and satellite equestrian network featuring horse shows, professional rodeo, flat and steeplechase racing, equestrian news, instructional programs and home shopping

Owner: private

Launch date: late 1998

The Real Estate Network

Charlottesville, Va. 804-975-1200

Programming: interactive television aimed at merchandising real estate and other services; information on local and national real estate offerings

Owner: private

Launch date: fourth quarter 1998

Recovery Network

Santa Monica, Calif. 310-393-3979

Website: www.recoverynetwork.com

Programming: providing information and support to people dealing with, and affected by, alcoholism, and other chemical dependencies, as well as eating disorders and compulsive gambling problems; prevention programs aimed at juveniles



TELEVISION
NETWORK

as well as information on alternative, healthy lifestyles

Owner: Private investors/executives from cable, entertainment and recovery industries

Launch date: April 1997

Subscribers: 17.5 million

Romance Classics

Woodbury, N.Y. 516-364-2222

Website: www.romanceclassics.com



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Programming: movies, series and original programming with romantic themes

Owner: American Movie Classics/Rainbow Programming

Launch date: Jan. 1, 1997

Subscribers: 9.8 million

Seminar TV

Oceanside, Calif. 760-639-6020

Website: www.seminartv.com

Programming: instructional programming with a focus on self-improvement and personal growth

Owner: Global Mind Network

Launch date: July 1998

Share TV

McKean, Pa. 814-476-7721

Website: www.sharetv.com

Programming: Niche channels with strong viewer-participation element; features Idea channel, Bingo Channel, Heritage Channel, Coaching Channel, Baby Channel, Bridal Channel, Book Channel, Adventure Channel, Wedding Place, Collectibles Channel, Needleworks Channel and Joke Channel

Owner: private

Launch date: TBA

Space Television Network

Venice, Calif. 310-821-1542

Website: www.space-tv.com

Programming: space exploration, technology, science, nature and human adventure programs

Owner: Jules Ross

Launch date: late 1998

Speedvision

Stamford, Conn. 203-406-2500

Website: www.speedvision.com

Programming: automotive, aviation and marine programming

Owner: Cox Communications, Comcast Corp., Continental Cablevision and Times Mirror

Launch date: January 1996

Subscribers: 13 million

The Success Channel

Carlsbad, Calif. 619-496-3300

Programming: personal achievement, career and human potential development and motivational programming encouraging a balanced lifestyle

Owner: Success Broadcasting Network

Launch date: TBA

Sundance Channel

New York 212-708-1600

Website: www.sundancechannel.com

Programming: 24-hour, commercial-free independent film showcase under the creative direction of Robert Redford

Owner: Sundance Institute and Showtime

Launch date: Feb. 29, 1996

Subscribers: 7 million

The Theater Channel

Venice, Calif. 310-823-6508

Programming: Videotaped theater performances of all genres, including children's theater, reviews, festivals, backstage interviews and awards ceremonies

Owner: private

Launch date: spring 1998

Therapy Channel

Los Angeles 213-993-6032

Programming: 24-hour-a-day live viewer call-in programming featuring host therapists

Owners: Community People Press & Mervin Evans Venture Partners

Toon Disney

Burbank, Calif. 818-569-7500



'Aladdin' on Toon Disney

Programming: continuous and exclusive access to Disney animated programming for kids 2-11 and families

Owner: Disney/ABC Cable Networks

Launch date: April 18, 1998

TV5-The French Channel

Montreal, Canada 514-522-5322

Website: www.tv5.org

Programming: movies, series, magazine shows and entertainment from French-speaking countries

Owner: TV5 USA Inc.

Launch date: December 1997

URU TV/The Earth Cast Network

Cave Creek, Ariz. 602-585-7200

Programming: educational programming with an emphasis on personal development, human growth and saving the planet

Owner: URU TV

Launch date: 1998

Wingspan: Air & Space Channel

Bethesda, Md. 301-718-0700

Website: www.wingspantv.com

Programming: 24 hour-a-day aviation and aerospace channel featuring news, documentaries and educational programs on space flight and aviation

Owner: private

Launch date: April 2, 1998

World Cinema Network

Woodbury, N.Y. 516-396-3000

Programming: built for digital platforms, it features top international films

Owner: Bravo Networks

Launch date: 1998

Youth Sports Broadcasting Channel

Montebello, Calif. 213-724-1466

Programming: Home tapes of youth sports, including Little League games, school league games, and games on parks, playgrounds and dirt lots from neighborhoods across the country; score updates

Owner: private

Launch date: first quarter 1998

ZDTV: Your Computer Channel

San Francisco 415-551-4500

Programming: 24 hours of programming targeting PC owners and Internet surfers

Owner: Ziff-Davis

Launch date: first quarter 1998

Garry, 'Larry' signing off

TV critics preview slate of cable offerings

By Donna Petrozzello

Home Box Office created the biggest splash at last week's Television Critics Association tour with the announcement that it would shutter *The Larry Sanders Show* after this season.

Although he called *Sanders* "the most acclaimed series on HBO and

April 5 and May 10. It charts the course of NASA's Apollo space exploration missions and the men who flew them over an 11-year period.

HBO also will feature *A Bright Shining Lie*, the story of one man's experience of serving in Vietnam, adapted from author Neil Sheehan's Pulitzer

Prize-winning book of the same name.

Also inspired by the Vietnam conflict, Showtime will premiere its original feature *The Wall*, a trilogy of short films that tell the stories behind mementos left daily by visitors to the Vietnam Veteran's Memorial Wall in Washington. Showtime also premieres *The Informant*, an original feature based on "Field of Blood" by Gerald Seymour, a book that depicts terrorism in Ireland.

In basic cable, sweeping dramas dominated the TCA tour. In April,



Tom Hanks is executive producer for HBO's 'From the Earth to the Moon.'

the one that's been the most highly reviewed," HBO Chairman Jeff Bewkes said the season of *Sanders* that premieres March 13 "will be the last."

Sanders star and creator Garry Shandling told critics that "this may likely be the last season," adding that he's considering a story line in which *Sanders* co-star Jon Stewart would take over in Shandling's place. But, Shandling said, "I'm not sure yet if I want my show to go on without me." Columbia TriStar TV Distribution is slated to take the show into syndication in 1999.

HBO and the other cable networks represented at TCA stressed big-budget original productions. Discovery, USA, Arts & Entertainment, Showtime and others plan expansive miniseries this year, ranging from dramatic retellings of classic novels to depictions of the Vietnam War.

Home Box Office's presentation of its 12-part miniseries *From the Earth to the Moon*, executive-produced exclusively for the network by actor Tom Hanks, is one of the pay cable network's most ambitious projects. The series will air on six nights, between

MTV NETWORKS



Unless you've been snoozing for the past couple of decades, you've tuned into at least one of our channels. We're MTV Networks, the company of trendsetting VH1, MTV, Nickelodeon, Nick at Nite, Nick at Nite's TV Land, and M2. Total entertainment, right? Well, we're also a totally great place to work. As a growing member of the Viacom family, we're expanding our programming to new markets throughout the world. In fact, we're one of largest entertainment companies on the planet. This means outstanding opportunities for:

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- IS
- Research
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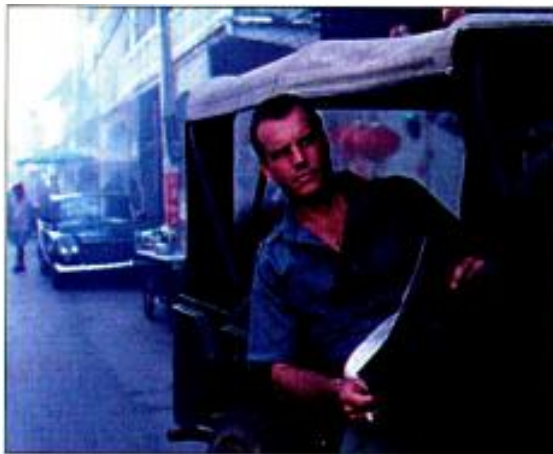
We offer attractive salaries, comprehensive benefits including a matching 401(k), and the progressive environment that you'd expect from the company that's changing the face of cool. So get with the programs. Send your resume to: MTV Networks, Staffing Resources—Prospect, 1515 Broadway, 16th Floor, New York, NY 10036. We regret that we can respond only to those candidates who meet the above requirements. MTV Networks is an equal opportunity employer.



A&E presents the North American premiere of *Tom Jones*, a six-hour retelling of the Henry Fielding novel that was co-produced with the BBC. In 1999, A&E will debut what network executives called its most expensive project to date, the six-hour miniseries *Vanity Fair*. The BBC will collaborate with A&E on the miniseries.

USA Networks will deliver its ambitious two-part miniseries *Moby Dick* to viewers on March 15-16. Starring Gregory Peck and Patrick Stewart, the feature was shot off the Australian coast and is the latest retelling of the Herman Melville classic. Rod Perth, USA Networks' president of entertainment, called the series "absolutely the largest event USA has ever done."

Long-form programming marked CNN's news at TCA. In collaboration with the Time Warner Inc.-owned magazines *Time*, *Fortune*, *Money* and *Entertainment Weekly*, CNN will launch its news magazine series, *CNN Newsstand*. The shows will report on news and trends, with content overseen by the editors of the



'A Bright Shining Lie' is Neil Sheehan's account of experiences in Vietnam.

print magazines.

Last week's TCA tour made it clear that networks are committed to producing original documentaries. Even music-heavy programmer MTV announced two new series—*Ultra-sound*, which features documentary-style profiles of contemporary musicians, and *True Life*, which documents troubling life situations faced by MTV viewers.

CBS Eye on People will launch two series. *David Frost: Interviews I'll Never Forget* will feature selected archival segments from Frost's celebrity interviews; *Great People of the 20th Century* is a 10-part series commemorating the past century that is produced by David Wolper.

Discovery Networks unveiled new reality series on Discovery Channel and The Learning Channel. This

spring, TLC debuts the miniseries *Boot Camp*, about an elite group trained to fight fires, defuse bombs or perform as paramedics. The series will be presented in TLC's *Real Life*, *Real Heroes* anthology program.

TLC's sister network Discovery Channel will debut the half-hour series, *Real Kids*, *Real Adventures*, which will air within Discovery's children's programming block on Sunday mornings. *Real Kids*, which retells stories of heroic deeds performed by children, stars 16-year-old Hamille Rustia.

In children's programming, animation will be king for the coming year. Nickelodeon will bring the landmark cartoon strip "Peanuts" to its program lineup starting in late January. Nickelodeon has acquired rights to 58 *Peanuts* shows totaling 63 half-hours of episodic series and *Peanuts* specials.

Nickelodeon also announced a \$350 million initiative to launch an original animation series, *Oh Yeah, Cartoons!* and to create an animation studio in Hollywood to serve as headquarters for creative talent behind the new series.

Following its top-rated cartoon strip *South Park*, on June 15 Comedy Central will introduce a new animated series, *Bob and Margaret*, about a British dentist and his podiatrist wife. ■

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CNN wants Amanpour to anchor hour newscast

CNN is talking to its star foreign correspondent, Christiane Amanpour, about anchoring its 8 p.m. newscast, which sources say the network plans to expand to an hour later this year. The current half-hour newscast is anchored by primary CNN anchor Bernard Shaw, who was just named co-host of *CNN Newsstand: Time*, a prime time magazine set to debut at 10 p.m. Sunday this spring or early summer (see story above).

During the past year CNN aggressively pursued NBC's Tom Brokaw and CBS's Dan Rather for its expanded newscast. Both decided to re-up with their current employers. Sources say some CNN executives believe Amanpour is the best candidate for the anchor seat. But she has resisted previous overtures, so that sources say she would likely be given opportunities to jump on big stories and report from the field as events warranted.

Network sources also speculate that with her recent engagement to Assistant Secretary of State for Public Affairs Jamie Rubin, a domestic anchor position (with wide latitude to travel) may be more appealing to her than in the past. The expanded newscast is part of a wider effort to develop "appointment programming" throughout prime time, with *Larry King Live* at 9 p.m. and a series of news magazines linked to Time Inc. publications at 10.

—Steve McClellan

Technology

January 26, 1998

Special Report: Domestic Satellites

A year ago, the U.S. satellite industry was in a state of distress after the loss of the Telstar 401 satellite in January 1997. Since then, however, the domestic capacity market has recovered, with ample capacity and stable prices available today. This report takes a look at the major players in the U.S. market, both on the reseller and operator side, and also checks in with the broadcast networks to find out how they'll deliver their new digital television signals to local stations.

Resellers report: Capacity outpaces demand

In U.S. occasional-use satellite prices have come down

By Noel Meyer,
B&C correspondent

Adequate capacity and stable pricing are likely to be watchwords for the occasional-use satellite market in 1998 in both Ku- and C-band, with Ku-band prices stable at about \$750 per hour and C-band going for \$500-\$550.

Segment shortages brought on by the failure of Telstar 401 in early 1997 have been solved by the launch of Telstar 5 and GE 3 and the bankruptcy of AlphaStar.

"The market for occasional use in 1998 is very well positioned," says Carl Capista, director of operations, GE Americom. "The satellite operators have a lot of capacity. Assuming all the upcoming launches go as planned, I don't see any shortages—more of an equilibrium. I would say that it would be pretty much the same in 1999 as in 1998. What you don't have is a lot of satellites reaching the end of their life and not being replaced, as you did a couple of years ago."

GE Americom is launching Ku-band bird GE-5 this year, and Capista thinks it will be operational late in the third quarter or early in the fourth. "We hope to have a number of dedicated transponders for SNG on GE-5, and we are trying to dedicate that satellite as our SNG satellite." Americom plans to launch GE-4 in early 1999; it will also have some dedicated C- and Ku-band

occasional-use transponders.

Loral Skynet will launch Telstar 6 this year, with an in-service date of Nov. 1, and Telstar 7 shortly thereafter; Telstar 7, however, will not see service until 1999. "I see Telstar 6 playing much more of a role in the occasional business; Telstar 7 is targeted more for cable operations," says Joan Byrnes, vice president of marketing for Loral Skynet.

"On Telstar 6 on the C-band side, we will dedicate one or two transponders for occasional—in some cases it might be as many as three or four. On Ku-for SNG we are a little more generous, with two, three or four for occasional use," Byrnes adds. "We will make sure there are enough transponders to manage the SNG market in the afternoon."

"I think the occasional-use transponders will become more and more important to our customers, and more traffic will be driven to them, because fewer clients will want to take long-term contracts," Byrnes says.

"There is ample availability, so pricing will probably stay around \$750 an hour for Ku-band," says Conus Com-



The loss of Telstar 401 cramped transponder space early last year, but Loral Skynet's Joan Byrnes doesn't foresee any shortages ahead.



munications account executive Michelle Petraw. "The market can't support high prices anymore because of the launch of Telstar 5 and the additional capacity that's up there now and not spoken for. I don't expect prices to fall much lower than that, but what I do expect—maybe—is that resellers will become more flexible on their cancellation terms or on their policies involving booking space."

Part of the drive to increased service, Petraw says, is that private industry is willing to pay a little extra for satellite segment if they know that the reseller is willing to service the account and take care of them. "Service has

[become] a bigger issue than price among the resellers," she says.

If some in the industry believe there is adequate capacity for both Ku- and C-band occasional use, others are not so sure. "There is the possibility that certain transponders will be preempted for full-time service, reassigned, which could impact available capacity," says Laura Kenney, president of Tulsa, Okla.-based reseller Vyvx. However, Kenney agrees that for the immediate future the market is stable, with capacity slightly outpacing demand.

"In terms of supply, the U.S. domestic market for both Ku- and C-band occasional use is probably as good as it has been for the last 18 months or so," says Richard Wolf, vice president of telecommunications and distribution for ABC. "Now the issues are: Will that supply continue, or will some of the capacity in the occasional pool be gobbled up for full-time capacity? That's what I think many people in the marketplace believe will occur."

"I don't see any any immediate shortages," Skynet's Byrnes adds. "The launches I see planned seem to be pretty well timed for the evolutions in the industry, with the broadcasters going digital and [to] HDTV. Unless

we have some kind of anomaly, we are keeping pace with content increase and digitization. We have consciously made the decision to hold inventory for the occasional-use pool. It is strategically important for our customers."

Although the market is now stable,

casters Tribune and CBS."

"GlobeCast is finding more and more new users of C-band occasional use in the general broadcasting business," says Keith Buckley, GlobeCast executive vice president, broadcast services division. "More and more people [need] timely contribution services to go into their network feeds, cable or broadcast. There is growth in the traditional market as well as in some of the expanding markets—new cable channels, for example."

For the present, look for improved customer relations in the resellers market. "Resellers have to be more flexible. They have to put it all together," says David Gardner, director of media services for Orion Network Systems.

"I have to be flexible and provide everything the customer needs for their business."

And with the push to digital starting to gain momentum, look for new services and lower rates. "I think we will offer the GlobeCast customer base a variety of service offerings that have not been available," Buckley says. "In its most simple form, the use of multichannel digital systems allows a company like ours to offer multiregional feeds of the same syndicated program at a much more attractive price." ■



GlobeCast's Keith Buckley says C-band demand is growing.



Vyvx's Laura Kenney says the satellite market is stable, with capacity outpacing demand.

occasional use is growing. Vyvx reports 60% growth over the past few years, and Atlanta-based Crawford Communications reports a fivefold increase in C-band use. "I'm seeing more advertising and business-related use for C-band," says Kevin Haymes, Crawford Communications manager of broadcast services, "as well as broadcasting, such as our in-house broad-

TV networks eye digital delivery

Plan for compressed NTSC and DTV feeds

By Glen Dickson

As the major broadcast TV networks gear up to launch digital broadcasts this fall, they are evaluating how best to utilize their existing satellite capacity to support both continuing NTSC service and new DTV transmissions.

NBC, CBS, Fox and ABC plan to "repack" their space segment by digitizing and compressing their existing NTSC service, thus freeing up capacity to simultaneously transmit DTV programming. But none of the four networks has decided which equipment suppliers it will use to encode the signals at the network and decode them at affiliates, and none



Charles Jablonski says NBC will star its digital conversion late this year.



Bob Seidel says CBS hasn't decided on a compression ratio.



Andy Setos says Fox has settled on 4:2:2 as its ratio.



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has announced a definitive timetable for digitizing NTSC service.

Fortunately, all four networks have experience using MPEG-2 compressed feeds, either in their newsgathering operations or for distributing their spin-off cable networks. CBS and NBC, for example, were relying on MPEG-2 4:2:0 feeds last week to bring back coverage of the Pope's visit to Cuba.

NBC plans to begin converting its overall network distribution to digital in late 1998 carrying over into 1999, says Charles Jablonski, NBC vice president of broadcast and network engineering. That means the conversion won't be completed until after some NBC O&Os and affiliates have already begun DTV broadcasts. "We may have to do something different for the first NBC stations going on air with DTV next fall," Jablonski admits. "But I hope not."

While NBC has been successful using Wegener MPEG-2 4:2:0 encoders and decoders for news feeds from affiliates, NBC Newschannel and MSNBC, it still is evaluating about a dozen compression vendors to provide gear for network program distribution, Jablonski says. NBC also hasn't decided whether it will use 4:2:0 or 4:2:2 "studio profile" compression gear, which has more chrominance information and is better suited to post-production, for either its NTSC or DTV feeds.

"Whether we need to go to 4:2:2 for affiliate distribution, it's too soon to tell," says Jablonski. He isn't sure whether sports backhauls will require 4:2:2 compression either, since NBC doesn't do "heavy production" on its sports feeds, he says.

What Jablonski is looking for is a digital compression system with a "multigeneration product plan" that allows NBC to plug in and add on extra pieces as needed.

While NBC was forced to put in what Jablonski calls an "overlay system" for news because of a pressing need for capacity, the network wants its program distribution equipment to handle both digital NTSC and DTV feeds. "I don't want to put in a whole other set of boxes to pitch and catch



Ken Michel says ABC hasn't 'solidified' its digital distribution plans.

signals," he says.

Jablonski also wants to fit two HDTV signals into a 36 mhz Ku-band transponder, which he says is "a bit of a push," but can be done with advanced satellite modems. But NBC will still keep the data rate of an individual feed at 45 Mb/s, so fiber can carry it as well. "Whatever we do, we want to be able to stuff it into a 45 Mb/s circuit, so the encoder could just as easily feed DS-3 fiber," Jablonski says.

Domestic Satellite Guide to the Sky

Satellite	Orbital Location	Frequencies	Owner
Galaxy JR	133 WL	C	PanAmSat
Galaxy III R	95 WL	C/Ku	PanAmSat
Galaxy IV	99 WL	C/Ku	PanAmSat
Galaxy V	125 WL	C	PanAmSat
Galaxy VI	74 WL	C	PanAmSat
Galaxy VII	91 WL	C/Ku	PanAmSat
Galaxy IX	123 WL	C	PanAmSat
SBS 4	77 WL	Ku	PanAmSat
SBS 5	123 WL	Ku	PanAmSat
SBS 6	74 WL	Ku	PanAmSat
Telstar 303	120 WL	C	Loral Skynet
Telstar 4	89 WL	C/Ku	Loral Skynet
Telstar 5	97 WL	C/Ku	Loral Skynet
Satcom C-1	137 WL	C	GE Americom
Satcom C-3	131 WL	C	GE Americom
Satcom C-4	135 WL	C	GE Americom
Satcom C-5	139 WL	C	GE Americom
Satcom K-2	81 WL	Ku	GE Americom
GSTAR 4	105 WL	Ku	GE Americom
Spacenet 3	83 WL	C/Ku	GE Americom
Spacenet 4	101 WL	C/Ku	GE Americom
GE-1	103 WL	C/Ku	GE Americom
GE-2	85 WL	C/Ku	GE Americom
GE-3	87 WL	C/Ku	GE Americom

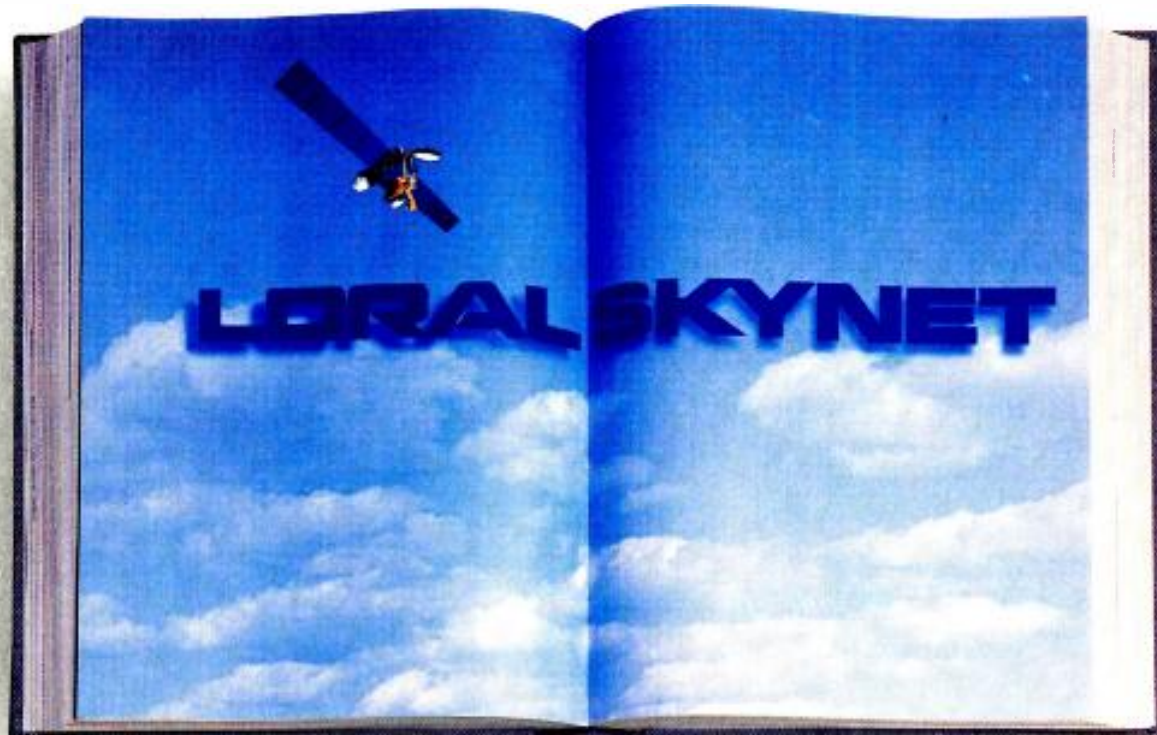
The magic number for CBS also is 45 Mbs, says Bob Seidel, CBS vice president of engineering, because of the compatibility it affords between satellite and terrestrial distribution. "We could probably fit a little more data on the satellite, but that makes transitioning to terrestrial [either fiber or microwave] more difficult," he says.

Seidel is especially concerned about the roughly 60 CBS stations whose studios aren't co-located with their receive sites and which must backhaul incoming network signals to their plants. Because of microwave interference problems, most use DS-3 fiber links, which are relatively economical. Jacking up the data rate above 45 Mb/s on the network feed would require going to OC-3 fiber at 155 Mb/s, which



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is significantly more expensive.

Within a 45 Mb/s satellite circuit, CBS will do one high-definition feed or three simultaneous 15 Mb/s channels for 525-line standard-definition programming. Since the NTSC feeds will remain more regionalized than the nascent HDTV programming, Seidel says CBS might have 10 NTSC feeds going at once and only two HDTV feeds, such as West Coast and East Coast paths.

CBS hasn't decided whether it will use 4:2:2 or 4:2:0 compression, or a mixture of both. "We might use 4:2:2 for backhauls and 4:2:0 for distribution," says Seidel. "It depends upon the function you're trying to achieve. In Cuba, we're bringing back 10 simultaneous digital feeds for the Pope's visit. We're running a much higher data rate for the prime time feed with Dan Rather than for backhauling feeds to stations, which are running at about 6 Mb/s. For football, we might use a different rate. The ability to go either way is important."

Unlike NBC's Jablonski, Seidel doesn't care if CBS winds up using separate compression systems for its NTSC and DTV feeds. "We're not looking for one DTV/NTSC system," he says. "It would be nice to use [the NTSC and DTV systems] interchangeably, but in reality, we'll be operating two parallel paths for many years to come. And we always have a hot standby for on-air paths."

One solid vote for 4:2:2 compression comes from Andy Setos, executive vice president of News Corp.'s News Technology Group. For Fox's program distribution, Setos says there's "no question that whatever we do there is going to be 4:2:2." Setos says that Fox has just sent a request for information on 4:2:2 compression products to a number of manufacturers; he adds that Fox will also focus heavily on satellite modem technology to maximize the achievable payload on a satellite.

"We can offset the cost of the modem against the cost of the transmission channel," says Setos. "The modem is the number-one issue."

To continue to provide affiliates with an analog NTSC signal, Fox plans to send 4:2:2 compressed 480 I digital feeds that will come out of an affiliate's receiver/decoder as either NTSC analog or serial digital component. Like NBC, Fox also wants to incorporate the technology for both

NTSC and DTV distribution into one system and roll out both distribution paths at the same time (with the possible exception of Fox's early DTV stations), although Setos didn't offer a timetable.

"We've actually put our digital [NTSC] rollout on hold because of DTV," Setos says. "Now we're seeing them as a simultaneous project. The two components will coexist."

While Fox hasn't announced the "nitty-gritty" of its digital distribution plans to affiliates, the network plans to hold a day-long DTV symposium for affiliates at NAB '98 in Las Vegas. "A lot of this will come clear then," says Setos. "We understand the deadlines the affiliate stations have, and we plan to complement them at the network level."

ABC isn't talking about its digital distribution strategy. "Our plans have not been solidified," says Ken Michel,

ABC director of technology and equipment planning. "Our focus initially is on the digital distribution of DTV material or HDTV material to our stations, and we're evaluating all possible alternatives."

Rich Wolf, ABC vice president of telecommunications and distribution services and the network's point man on satellites, doesn't have much more to add. "We have no time lines or milestone dates for the digitizing of NTSC service," says Wolf.

As for ABC's choice of 4:2:0 or 4:2:2 compression, Wolf says that decision hasn't been made either. "However, I do think that because of the inherent technical advantages that 4:2:2 offers for contribution-quality service to the ABC Television affiliates, if and when ABC decides to digitize its NTSC service, 4:2:2 could be appropriate," he says. ■

PanAmSat: a huge hit for Hughes

*By merging with PanAmSat,
Hughes picks up a savvy
satellite operator*

**By Peter J. Brown,
B&C correspondent**

Later this year, Hughes Space & Communications Co. will be on the front page. For the first time, a giant commercial satellite will be launched from a floating platform far out in the Pacific Ocean. The satellite, Galaxy XI, will be the newest addition to PanAmSat Corp.'s space-based fleet, and is the first of the Hughes HS 702 series.

"Sea Launch" brings together engineering and design talent from the U.S., Russia, Norway and Ukraine. It is 40% owned by Boeing Commercial Space Co. For Hughes, the HS 702 marks another innovative phase in its history. This will be the most powerful commercial satellite ever launched.

The risk for Hughes is considerable. There will be no preliminary full-scale testing of Sea Launch. The Galaxy XI launch will constitute the first com-



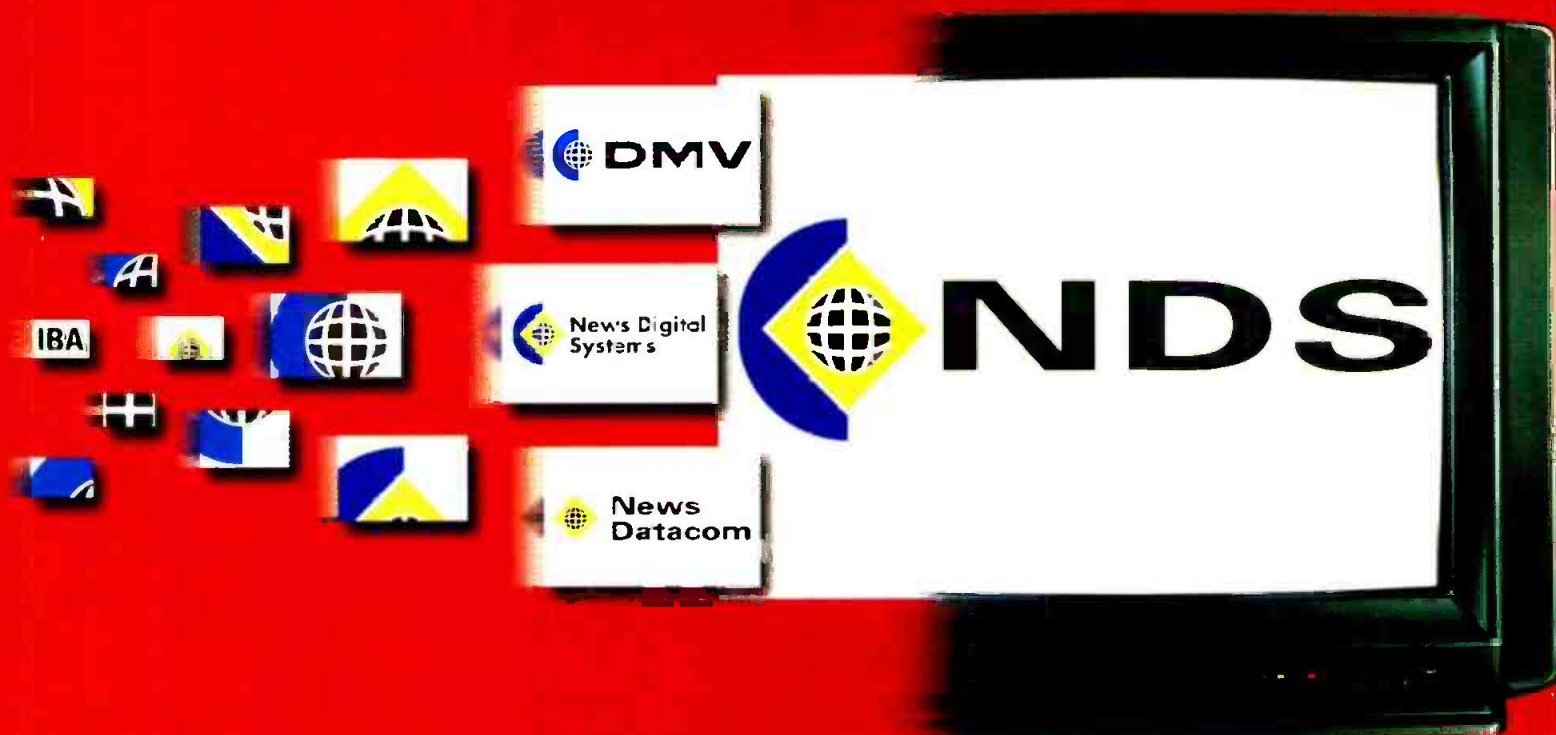
Galaxy XI will be launched from the floating 'Sea Launch' platform.

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Hughes Electronics Corp. has just wrapped up its first full year with a 71% stake in PanAmSat. Under the terms of the merger, according to one Wall Street analyst, Hughes Communications Inc. can grow its stake to more than 80% of PanAmSat or reduce it to almost half.

Hughes is the world's leading operator of commercial satellites. By merging in 1996 with PanAmSat, a dominant player in the fast-growing interna-

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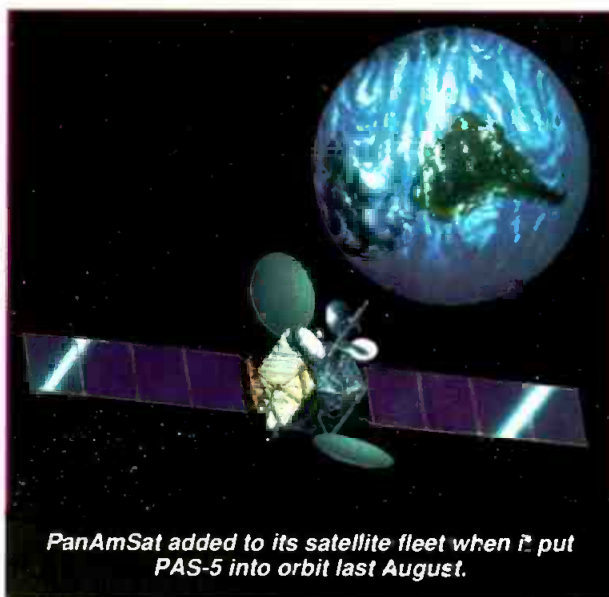
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tional satellite services market, Hughes has become an even stronger space and satellite communications company, with terrestrial wireless communications technology part of the mix.

Besides building satellites, it is growing the largest DBS service in the U.S., DIRECTV. And while some observers consider last year's departure of former Hughes Electronics Corp. chairman C. Michael Armstrong the end of an era, the company is thriving, and strives to be forward-looking. A new stock made its debut a few days before Christmas under the old symbol (NYSE: GMH). On Jan. 16, GMH stock closed at 35-7/16.

"So many things are happening here, and yet we need to reestablish a track record. Our GMH stock is not quite ready to get a track record going. After all, we became a new quantity on Dec. 17," says Steven D. Dorfman, vice chairman, Hughes Electronics. "It's our job now to go out and explain the new Hughes Electronics to the investment community."

"As far as PanAmSat is concerned,



PanAmSat added to its satellite fleet when it put PAS-5 into orbit last August.

we are very satisfied with the outcome of the merger, and Wall Street appears to agree with this assessment. At the end of 1997, we were up to around \$42 from a stock price of approximately \$30 at the start of the year. That represents roughly a 40 percent appreciation," Dorfman says.

PanAmSat's year-end financial data have not been released. For the first nine months of 1997, PanAmSat (Nas-

daq:SPOT) had revenue of \$558.1 million and long-term satellite service contracts of more than \$7 billion.

Hughes must not only introduce potential new investors to the restructured company, Dorfman stresses, but also execute its strategy properly to maintain the lead in its core markets. The goal is to stay one step ahead of the competition, and that has been achieved for now by the merger with PanAmSat. While Hughes is keeping its domestic satellite operations personnel on the West Coast, the finance and marketing arm of the Hughes Galaxy team has moved east to join PanAmSat's cadre of international satellite fleet operators in Greenwich, Conn.

"We felt from the start that the two teams were complementary. To make this a success, we knew that we couldn't keep them as two separate teams. We had to blend them," says Carl A. Brown, executive vice president of PanAmSat. "Operations was perhaps the cleanest part of the whole merger. All of our personnel were

DIRECTV grabs Galaxy III-R capacity

Plans call for niche, HDTV programming

DIRECTV has signed a deal with satellite operator PanAmSat for satellite capacity on the Galaxy III-R bird, which DIRECTV will use to offer niche and special interest programming and to launch HDTV this fall.

Initially, DIRECTV is leasing four 63-watt transponders on PanAmSat's Galaxy III-R bird, which it will use to roll out six channels of ethnic programming from Fort Lee, N.J.-based Ethnic American Broadcasting Co. (EABC) starting in mid-1998. The channels will include Russian programmer WMNB-TV; Network Asia, serving Asians from the Indian subcontinent; Ukrainian Broadcasting Network; Ciao TV—The Italian Superchannel, and both the Egyptian Satellite Channel and Nile TV.

According to a DIRECTV spokesperson, DIRECTV has the option of expanding to as many as 24 transponders on Galaxy III-R, although no timetable has been set for this expansion. That translates into approximately 120 additional channels of programming. DIRECTV's plans also call for both Galaxy III-R and its DBS satellites to beam down high-definition television programming later this year. DIRECTV demonstrated HDTV transmission at the CES show in Las Vegas earlier this month, downlinking two HDTV channels (each running at roughly 12 Mb/s) off a DBS bird.

"We're really looking forward to providing this kind of

service," Lourdes Saralegui, PanAmSat executive vice president, says about the DIRECTV deal. "This was something that several of our programmers were clamoring for, the ability to offer subscribers more and more services. This is the kind of service we love. It's brand-new, and we have been working closely with DIRECTV on the satellite side, as well as pulling the programming together."

DIRECTV subscribers will access both Galaxy III-R, which is deployed at 95 degrees west, and DIRECTV's DBS satellites at 101 degrees west, by using a single 30-inch elliptical DSS system developed by Hughes Network Systems (HNS). HNS has been offering another dual-feed DSS system, DirecDuo, which incorporates a similar elliptical dish. DirecDuo allows subscribers to access DIRECTV, USSB and DirecPC, the high-speed Internet access service developed by HNS, which is beamed down from PanAmSat's Galaxy IV satellite at 99 degrees west.

Galaxy III-R is currently beaming Galaxy Latin America's DIRECTV service to South America and the Caribbean. That service will be flash-cut over to the new Galaxy VIII-i satellite, which is co-located at 95 degree west. Galaxy III-R's switchable beams will be aimed back at North America in a full CONJS configuration.

—Peter J. Brown

retained. We needed all of our satellite control facilities and teleports for domestic uses. ... We're outwardly focused now. We're focused on our customers."

Wall Street apparently has given a thumbs-up to the deal as well.

"It is an excellent fit. From the strategic standpoint, it gives PanAmSat the ability to offer worldwide seamless coverage," says Robert Kaimowitz, satellite industry analyst at C.E. Unterberg, Tobin. "PanAmSat is now the leading commercial satellite operator in the world, with 17 satellites in orbit

and four more planned for launch this year. Their only true rivals are Intelsat, with Loral on the horizon. (There were 64 Hughes-built satellites in service last year for a long list of clients.)

"Satellite transponder capacity isn't necessarily a commodity. You have to see it evolving in what are referred to as good neighborhoods. You could describe it as a real-estate play. And PanAmSat's strategy is to capture those good neighborhoods," Kaimowitz says. Kaimowitz was evaluating both Hughes and PanAmSat at press time but was not ready to share his target price. At Bear,

Stearns & Co., associate director Vijay Jayant has rated PanAmSat's stock as "attractive," with a target price for 1998 of \$53 per share.

"The potential for growth is tremendous. I issued a buy for the stock at 30-3/8. I am concerned about the extremely small float. In other words, out of the 149.1 million PanAmSat shares, only 8 to 9 percent of the stock actually is in the public domain, and that's very small for a company that has a \$6 billion equity cap with over \$2 billion in debt. To generate new interest, Hughes and PanAmSat need to address the liquidity of this stock," Jayant says. "For 1998, it's an important year for PanAmSat with four launches scheduled."

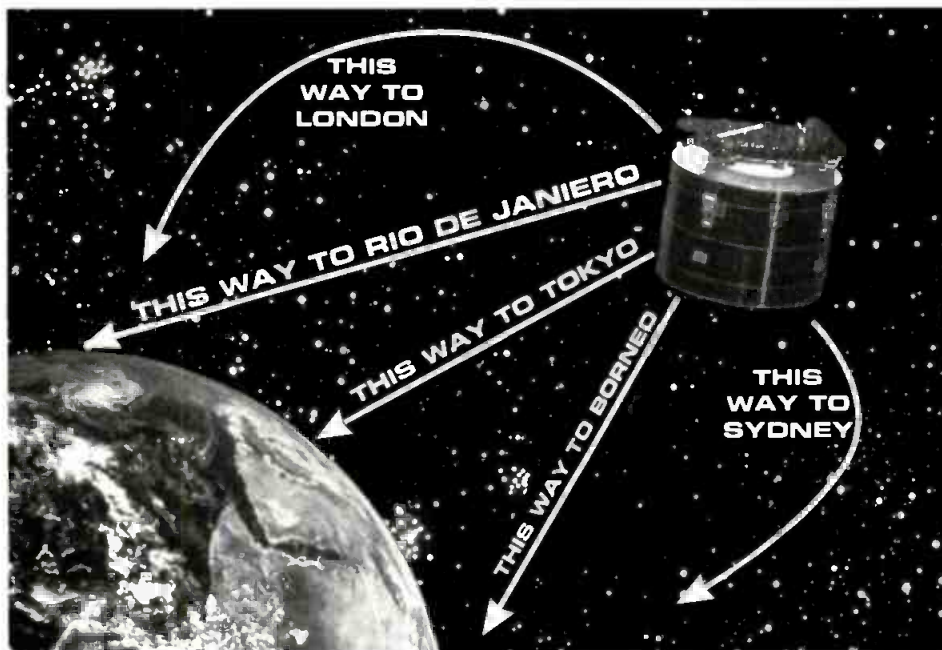
With a dozen satellites in orbit, GE Americom maintains a slight edge over PanAmSat in North American satellite capacity. At the same time, PanAmSat is chasing Intelsat for the top slot in the global satellite race. Brown describes the new PanAmSat as "a condensed, compact organization" involving some 450 employees, or roughly the same number of employees working in both companies before the merger.

As PanAmSat looks forward to the launches of Galaxy X, Galaxy XI, PAS-7 and PAS-8 this year, the demand is there, at least in the domestic market. Transponder capacity on Galaxy X, scheduled for launch in June, is selling briskly. The Asian market is less predictable given its recent financial instability.

"We see the transition to digital combined with the widespread practice of dual feeding—the dual use by a source of both digital and analog feeds—creating some buying pressure. This is why we are putting on increased capacity. Overall, we characterize the domestic market as one where we will see continued growth in video distribution to cable headends, along with broadcast network feeds and DTH," Dorfman says. "Galaxy X and Galaxy XI will each carry 48 transponders, both C-band and Ku-band."

Dorfman predicts that his organization can achieve a 20% growth rate at a time when an annual growth rate of roughly 10% has been the norm. He sees plenty of room for new customers and new applications, including the data-intensive traffic in Internet-based services. With the explosive growth of the Internet, in particular, Dorfman is hesitant to predict how the increasing demand for data services will change

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the mix of services in which video has traditionally occupied about 80% of the pie chart.

Dorfman emphasizes the success of Hughes's DBS service, DIRECTV, and dismisses the talk about slowing DBS sales. However, he also sees a marketplace evolving in which satellite communications provide synergy for the cable industry.

"The FCC has done a terrific job as far as satellite communications is concerned. Consumers have benefited, although we still have concerns about achieving a level playing field for DIRECTV. Cable is still in an extremely strong position," Dorfman says.

"Both cable and satellite communications will flourish, and that has been the FCC's principal role—to facilitate competition and to do what's necessary

to make that happen. DIRECTV and DBS constitute a real success story. Signing a million customers per year for three years is an impressive track record. At the same time, our cable customers are even stronger," he says.

As far as fiber-optic capacity is concerned, Dorfman sees the final hurdle—connecting individual homes to large fiber-optic-based networks—as an enormous challenge.

The new fiber-optic networks emerging from companies such as Qwest Communications International, Worldcom and Williams Cos. will not adversely impact satellite communications, at least not for now.

"The critical issue for anyone using fiber on the ground to compete with satellites is not just the last mile, it is also the last 100 feet from the trunks."

Dorfman says. Building that digital pipeline with HDTV as its cornerstone has been a process that Hughes and PanAmSat have found both challenging and rewarding.

"NHK has HDTV up and running on our satellite today, although it is not yet a full-period channel open for delivery. All of our customers, broadcasters and cable, are concerned about signal quality, and all of them are involved in different levels of development and testing," Brown says. "Cable is obviously where you find more compression-driven business plans. It has the advantage of a lot of small cable programmers who want to try out niche programming, while at the same time they cannot justify the cost of a full transponder. As expected, you see more risk-takers." ■

Loral Skynet: The new Telstar connection

Despite many acquisitions last year, company still seeking new markets through joint ventures, acquisitions or joint marketing agreements

By Peter J. Brown,
B&C correspondent

Loral Space & Communications Ltd. did not sit still in 1997. In one year, the company brought under its umbrella AT&T Skynet Satellite Services, Satellites Mexicanos, S.A. de C.V. (SatMex), Orion Network Systems Inc. (this deal is scheduled to close this quarter) and Spectrum Satellite's gateway in Richmond, Calif.

At the end of last year's third quarter, Loral reported revenue of just over \$1.1 billion, along with a net loss of \$29 million for the nine months ended in September. Loral's ongoing investment in both its Globalstar and CyberStar satellite systems is largely responsible for the net loss. Loral stock (NYSE:LOR) increased from \$13 per share to more than \$24 over the past year. It closed at \$22-1/4 on Jan. 20. Year-end financial data were not available.

According to Joan Byrnes, formerly with AT&T and now vice president for marketing, sales and new business development at Loral Skynet, there is considerable flexibility, with regard to the three SatMex satellites, which may be used for domestic or international broadcasts. The SatMex orbital slots are located just east of the primary U.S. cable neighborhood on the equator, and they are ideal by any measure. With Solidaridad 1 and 2 at 109.2 and 113 degrees west, respectively, and with Morelos II at 116.8 degrees West—to be replaced by a much more powerful Morelos III in late 1998—these three SatMex satellites can cover all of North America.

The FCC has already authorized Televisa International LLC to beam a mid-power Ku-band DTH service into a million U.S. homes using Solidaridad II. In October, Loral teamed with

Telstar 5 went up last May.



Telefonica Autrey in the bidding war for SatMex and won a 75% stake for \$688 million.

"SatMex can currently sell capacity to U.S. customers; however, we would recommend that our U.S.-based services use our Telstar platforms. We feel that we can stimulate traffic between North and South America. That's our objective here," Byrnes says.

She emphasizes that Loral is actively seeking new markets by way of joint ventures, acquisitions and joint marketing agreements. It would be difficult for

Loral to sustain indefinitely the pace of expansion it set last year.

Intelsat's privatization could become a vehicle for Loral's further

expansion: "it's been two years away for three years already," says one Wall Street analyst, who suggested that Comsat may go on the auction block and that Loral could be one of the bidders.

Orion recently has been carving out a niche as a premier pipeline for high-speed data. With its valuable domestic satellite slots, it could become a significant factor in Loral's ongoing development of domestic and international private network services.

In addition, the Orion team's expertise in high-speed data could prove valuable. A recent report issued by Massachusetts-based Pioneer Consulting, "Satellite Data Networks: The Internet's Next Frontier," concludes that the global DTH/DBS and video broadcast markets will grow from \$14 billion to almost \$80 billion in 2011, while the fixed data market will expand from \$2 billion to \$63 billion. Orion's revenue for 1998 is projected to be approximately \$136 million.

By the end of next year, Loral expects to have nearly 60 geo-



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stationary and LEO (low earth orbit) satellites in orbit. These will include Globalstar LEOs and CyberStar, which will use fixed Ku-band capacity to start with, and Ka-band platforms to follow. Loral Skynet's domestic fleet consists of Telstar 5, which was launched in May, Telstar 4 and Telstar 3, which is in inclined orbit. Telstar 6 will follow next September and Telstar 7 in 1999. In addition to Orion-1, which serves Europe, Russia and central Asia, an Orion satellite is scheduled for deployment over the Pacific this year, and a third Orion satellite for the Atlantic region is scheduled for launch in 1999.

Loral Skynet Satellite Services ranks third behind PanAmSat and GE Americom in the domestic fixed-satellite market. Loral Skynet may be dwarfed by the two, but its fast-paced acquisitions of the past year, combined with the fact that Loral's two anchor tenants, Fox and ABC, remain firmly attached to the Telstar fleet, means Loral will be in the spotlight in coming months. However, Loral Skynet is not the exclusive provider of satellite capacity to Fox, which taps GE Americom and PanAmSat for C-band. Loral Skynet oversees about a third of Fox's two dozen North American transponders.

The only significant departures from the Telstar roster in 1997 were PBS, which signed a multitransponder contract with GE Americom last summer while retaining one C-band transponder on Telstar 4, and the DTH service known as AlphaStar, which went bankrupt last summer. At the time of its launch, AlphaStar was Telstar 5's largest Ku-band client.

"It was significant for us to become a Loral company on March 15. It was a tremendous step forward," Byrnes says. "Nineteen ninety-eight is when digital technology will come into its own, and the Telstar 5 footprint—with its ability to reach all 50 states—gives us a tremendous selling advantage."

Byrnes emphasizes that Loral's acquisition of Skynet translated into instant credibility: "It is proving that we are here to stay. . . . With the expansion of our fleet and the advent of digitalization, we are having to expand our view of what constitutes our customer-service base."

"With access to digital spectrum, our broadcast clients will

come into their own, while the cable industry will be able to take advantage of larger and larger doses of content. Overall, we have the ability to serve key neighborhoods, including distance education, business TV, resellers and the syndication market. And, of course, a growing number of Internet service providers," she adds.

Resellers account for perhaps 15% of Loral Skynet's business, according to Byrnes. Specialty programming in the form of ethnic fare from the new Pan-Asian Ku-band SpaceTV service is rolling out on Telstar 5 along with a sizable block of C-band transponders devoted to serving wireless cable affiliates under the TelQuest banner. Telstar 5 also serves ABC News's NewsOne Channel, UPN, Fox and jewelry-oriented home shopping channel America's Collectibles Network.

Byrnes predicts that management will change significantly as a result of digitalization. New varieties of services will emerge with the flood of single channels extracted from digitally compressed transponder capacity. The lower costs will open the door to new and nontraditional



Orion antennas in Mount Jackson, Va.

customers.

The issue of capacity in the sky involves many variables, including the possibility that other distribution technologies may affect satellite distribution and satellite access costs in the next decade. More attention is being paid to contrasting theories concerning elastic demand for bandwidth. Digital compression's ability to instantly increase capacity eightfold to tenfold is opening doors by driving access prices down while simultaneously expanding the market.

"As leasing capacity becomes cheaper," says Vijay Jayant, associate director at Bear, Stearns & Co., "it opens the market to more marginal players. The transition to an all-digital environment will be gradual. Will there be any problems due to overcapacity? With HDTV coming on-line, that's hard to decipher. And when you consider what I describe as the numerous brandlets of cable programming, it means that many new channels will appear on the horizon soon. The result will be that net revenue per transponder is going to be higher, while the cost per channel will be lower."

Making the technological mix even more interesting is a trend toward highly diversified communications companies that offer a broad mix of terrestrial and satellite-based services. Williams Cos., Tulsa, Okla., is a good example. Through its Williams Communications Group, it offers satellite services under the banner of Global Access Telecommunications. Williams also owns Vyvx, which consists of a mix of fiber-optic capabilities and satellite services.

"It is not uncommon to sit down at the table with representatives from another company and find yourself sorting through whether the other party is a customer, a competitor, a collaborator or a potential partner," Byrnes says. "You have to be aware of these different roles."

Since last February, Loral Space & Communications Ltd. has owned 100% of Space Systems/Loral, which also has a booming satellite manufacturing business. It has moved into the second spot behind Hughes in terms of commercial geostationary satellites under construction. ■

Turner signs up on GE-3

Turner Broadcasting has signed an agreement with GE Americom for capacity on the hybrid C/Ku-band GE-3 satellite, which it will use to deliver CNN programming throughout North America.

Under the deal, Turner will use 3 C-band transponders on GE-3 to transmit programming for the CNN spin-off networks CNNfn and CNN/SI. Turner also will use a Ku-band transponder on GE-3 for CNN Newsource, its syndicated news service with more than 500 network affiliates and independent stations in the U.S., Canada and Mexico.

GE-3, which is located at 87 degrees west longitude, is GE Americom's latest bird. The hybrid satellite has 24 C-band and 24 Ku-band transponders, became operational in October 1997.

—Glen Dickson

Broadcasting & Cable's *Tele*media

THE CONVERGENCE OF TELEVISION, RADIO AND NEW MEDIA

Online Services

Microsoft staffers pushed off Sidewalk

Meanwhile, software giant brings out Explorer 4.0 for 3.1

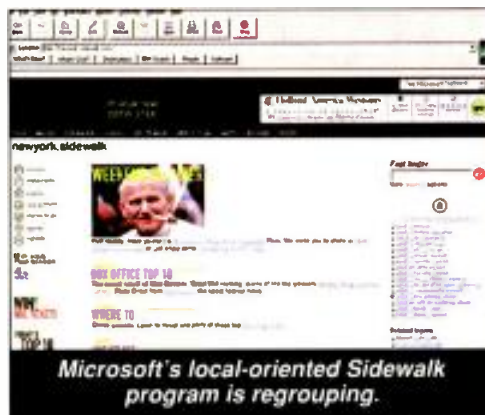
By Richard Tedesco

Microsoft Corp. played give-and-take last week, taking 36 full-time positions from its Sidewalk online service, while giving Internet Explorer 4.0 to Windows 3.1 users.

The extension of IE 4.0 to a larger audience was business as usual and—in a way—so was Sidewalk's 20% workplace slice. Lagging behind its goal of launching a dozen sites this year, the start-up city guide service lost one Sidewalk location when it pulled the plug on its Montreal site.

Newspapers in major cities across the country were anxious about Microsoft's entry into the city guide market. In Sidewalk's second year, Microsoft is redefining its editorial mission; the service is getting leaner as it gears up to grow itself fivefold this year. By year's end, however, Sidewalk will still contribute to the \$300 million–\$400 million Microsoft stands to lose on content development.

Microsoft is discovering that its Sidewalk attraction isn't quite as original as it first imagined, according to Peter



Krasilovsky, vice president and online analyst for Arlen Communications. "They realized, before they were in too deep, that they have nothing unique to provide in the arts and entertainment area," Krasilovsky says. "Now they're finding they're a yellow pages, and they'd better get their act together."

Krasilovsky applauds Microsoft's reappraisal of what he calls its ambitious, overextended editorial approach for Sidewalk. He foresees Microsoft using its extant services, like Cinemania and CarPoint, for localized extensions in Sidewalk as it moves toward a model focused on commerce.

Microsoft claims its Sidewalk business already is booming, beating all its revenue

goals to date, according to Matt Kursh, Sidewalk business unit manager. He says efficiency—not necessarily cost-cutting—is the sole motivation behind the layoffs. "We've found ways to produce high-quality sites more effectively than we knew we could have," says Kursh.

Sidewalk still plans sites in 50 cities—a quantum leap from the nine sites it has now in New York, Washington, San Francisco, San Diego, the Twin Cities, Denver, Houston, Boston and Seattle, according to Kursh. A pared-down Chicago staff will soon launch a site there.

Sidewalk claims that major advertisers such as Sears, Barnes & Noble, BMW, Prudential Real Estate and United Airlines, along with 5,000 local advertisers, have pushed it beyond original ad sales projections. But Kursh declines to project when Sidewalk may start to show a profit.

Competition from CitySearch and America Online's Digital Cities, along with local online newspaper guides, could give Microsoft further food for thought on those plans to launch 41 new sites by the end of the year.

Microsoft, Justice reach contempt settlement

Continuing damage control in its battle with the Department of Justice, Microsoft Corp. has agreed to give computer makers carte blanche to disengage its Internet Explorer browser from the Windows 95 operating system.

Microsoft settled DOJ's request for a federal court contempt citation last week by agreeing to DOJ's demand that it offer original equipment manufacturers (OEMs) a viable alternative for an operating system without Internet Explorer. Microsoft had previously offered OEMs the options of using an outdated version of Windows or one that wouldn't work properly without the Explorer browser.

To comply with the preliminary order to offer OEMs a browserless option, Microsoft will now offer a service release of Windows 95 that can delete the browser or a version of Windows 95 without the browser. The order was issued last month by U.S. District Judge Thomas Penfield Jackson.

Joel Klein, assistant attorney general for the DOJ antitrust division, called the settlement a "victory for consumers and innovators." He said that "competitors and innovators should know that their products can compete on their merits and not be snuffed out by Microsoft's use of monopoly power."

That is the theme of DOJ's case against the Redmond, Wash., software giant as the case moves to the overarching issue of Internet Explorer's integration as part of current and future Windows releases. —Richard Tedesco

The World Wide Web

Online networks, networks online

CBSnow aligns with Oracle, Razor Fish, Icon CMT

By Richard Tedesco

Trumpeting its imminent affiliate network's presence on the Internet, CBS New Media officially embraced Oracle Corp., The Weather Channel and Razor Fish as partners on the CBSnow project.

Oracle Corp. is to supply what CBS calls a "revolutionary" online engine to drive the CBSnow site and offer PC users access to affiliate sites from CBS.com. Oracle is customizing its Web technology for the project and providing consulting services to the network's new media unit.

The primary benefit of the Oracle link for CBS? Oracle's parallel server technology will ensure that scalability for the 100 million Web pages the site will offer monthly will be readily available to Web surfers.

That rounds out the technical online pairings for the Big Three broadcasters; NBC is partnered with Microsoft Corp., and Disney has bought its own in-house development partner for ABC in Starwave Corp.

In a second deal, affiliates will have the option of co-branding weather information on their sites with The Weather Channel. The channel will localize weather

data, including online satellite and radar maps, for affiliate sites. "Reliable and accurate weather information is universal content," says Dean Daniels, vice president and general manager for CBS New Media.

Another content partner, TheTrip.com, will link PC users to travel services through the CBSnow site. Users can track flight availability, make reservations and access maps and travel guides through the site.

In addition to the content from these partners, CBS will rely heavily on links to CBS SportsLine and CBS MarketWatch to drive usage on the affiliate sites—and traffic

back to primary CBS sites.

Razor Fish, the Silicon Alley (New York City) online developer whose clients include Sony, Time Warner and the Smithsonian Institution, figures to bring a sharp edge to the CBS.com interface with CBSnow. That will be sorely needed to maintain an audience for the "bridge" pages that CBS will employ as advertising opportunities between page downloads as PC users push on to their respective affiliate sites.

Finally, CBS New Media has enlisted Icon CMT Corp. to play host and provide network connectivity for CBSnow. TM

Online Programming

An alternative mix

Live Alternative Entertainment goes up online

By Richard Tedesco

The Alternative Entertainment Network kicked off a genuine alternative online last week: live streaming content on a regular weekly schedule.

AEN has been providing an eclectic mix of on-demand content to PC users on its AENTV.com site for almost a year, with a half-hour Judy Tenuta vehicle the marquee feature. Now Tenuta's show has gone live weekly along with another original show and some syndication retreads, among them the *Comedy Shop* series, with Norm Crosby, and former ABC sitcom *Hi Honey, I'm Home*. Add some one-shot productions, including a Connie Francis special and a documentary about Harley Davidson motorcycles, and you have an indefinable online entertainment animal.

Run it up a cyberspace flagpole and see who salutes—that's the basic plan of AEN founder Drew Cummings, a former TV producer who seeks a

"strange demographic" of PC users 25 to 45 years old. "Everybody seems to think the demographic is much younger on the Internet," says Cummings. "[AEN] is a nice mix of drama, comedy, nostalgia and documentaries. We'll see what works."

It's working well enough for AEN to report a modest profit on the strength of equally modest licensing fees for the content, which fills its 10 "channels" with 5,000 shows, series and clips.

AEN has made a major technical transition, recently replacing VDONet's streaming technology with RealNetwork's RealVideo. Its sponsors include Casio, Seagate Technologies and Intergraph Computer Systems, which is supporting the new live channel. AEN will stream ad spots as part of its "live" content, according to Cummings, adapting some on-air TV spots to the purpose.

Cummings claims that more original content will be coming from AEN's



\$200,000 broadcast facility in Simi Valley, Calif. *All in a Day's Work*, a weekly take on dangerous livelihoods hosted by former NFL quarterback Dan Pastorini, is the latest addition.

Coming up soon on AEN's lineup: the *Sonny & Cher Show*, an old Redd Foxx series and a Frank Sinatra special. "It's like TV back in the early '70s," Cummings says.

It's sort of a retro take on TV adapted for a growing Internet audience of high-end PC users likely to gravitate to any multimedia for the sheer novelty of it. In that way, it's the Internet imitating early TV. TM

Classifieds

See last page of classifieds for rates and other information

RADIO

HELP WANTED MANAGEMENT

Is This Career Challenge The Right Opportunity For You?

JS&A has been retained by Broadcast Electronics Inc., Quincy, Illinois, to recruit a senior media executive with established leadership, strategic planning and interpersonal skills, to become Vice President Sales and Marketing for its RF and Studio Systems divi-

sions. We seek a creative individual with outstanding communication skills who will effectively drive revenues. A proven track record of success calling upon major corporate accounts is important. This position reports directly to the President and provides an opportunity for equity, career advancement and an attractive compensation package.

Letter and resume to:

Joe Sullivan & Associates, Inc.

P.O. Box 612
Southold, NY 11971

All inquiries are confidential and will be acknowledged. EOE



Capstar Broadcasting is seeking an experienced professional to serve as the principal corporate coordinator of equal employment opportunity and diversity issues for the company's radio broadcasting stations. Qualifications: College degree; experience managing EEO programs and a working knowledge of other Human Resources programs; excellent communication, interpersonal, presentation and analytical skills; demonstrated ability in using spreadsheets, word processing and database software; and the ability to work independently. Previous experience in the communications or broadcasting fields or in a business subject to governmental EEO or affirmative action requirements a plus. Send resume and references to Capstar Broadcasting Partners, Inc., 600 Congress Avenue, Suite 1400, Austin, TX 78701, Attn: EEO Opportunity.

Operations Manager. Live in desirable mountain resort of Highlands, NC at 4118 ft. Experienced, mature, sober, non-smoker, trustworthy operations manager needed for established successful adult station. Air work, production, included in duties. Good communication/people skills a must. Great benefits including living quarters, free rent and utilities. Send resume, salary history, references, cassette tape to Charisma Radio Corp., PO Box 1889, Highlands, NC 28741. EOE.

General Manager. Atlantic Star Communications, Inc., a division of Capstar Broadcasting Partners, seeks a General Manager for its newly-acquired stations in beautiful Portsmouth, NH. Ideal candidate will be dynamic, sales-driven with a strong sales background and not be afraid to carry a strong house list. You will lead the way to maximizing all inventory and be the creator of dynamic, revenue-producing sales promotions, possess strong people and motivational skills. If you meet the above qualifications, please send resume and references to: Bibi Karim, c/o Atlantic Star Communications, Inc., 500 Fifth Avenue, Suite 3000, New York, NY 10110 or fax 212-302-6457. Atlantic Star Communications, Inc. is an Equal Opportunity Employer.

HELP WANTED NEWS

News Director. News Director needed at WUSY/US-101 FM Chattanooga, TN. We are seeking applications from aggressive candidates who know the value of a strong local news team and can lead by example. US-101 is the market leader and our commitment to news/information is one of the reasons. If you are a proven winner send tape, and employment history to Sammy George, General Manager, WUSY, PO Box 8799, Chattanooga, Tennessee 37414. WUSY/Colonial Broadcasting is an Equal Opportunity Employer.

HELP WANTED SALES

Regional Sales Agent: Broadcasting's oldest promotion company, Community Club Awards, seeks aggressive sales agent for presentations to radio, television, cable and supermarket executives. Six figure potential. Independent contractor. No relocation required. Resume and picture to: Office Manager, CCA, PO Box 151, Westport, CT 06881.

Pulitzer Broadcasting has an opening for the position of Senior Sales Representative for the new WXII-AM radio station. In order to present the WXII-830AM brand to our community, candidates must possess excellent communication, organizational, business and leadership skills. Powerful sales and marketing talent essential. Qualified candidates should have demonstrated success in media sales. Please send resumes to: Personnel Dept. PO Box 11847, Winston-Salem, NC 27116. EOE.

Experienced commission sales rep needed to take over large local account list in PA university town. A great life in one of America's great college towns. AM/FM combo. Rod Burnham, General Manager, WMAJ/B103, 1107 West College Avenue, State College, PA 16801.

HELP WANTED TECHNICAL

Broadcast Engineers. Atlantic Star Communications, Inc., a division of Capstar Broadcasting Partners, seeks qualified broadcast engineers for present and future openings at its rapidly expanding markets. Ideal candidate will have a minimum of 5+ years of broadcast experience and be well versed in maintenance, repair and installation of all high frequency equipment, studio construction and digital automation. Send resume and references to: Bibi Karim, c/o Atlantic Star Communications, Inc. 500 Fifth Avenue, Suite 3000, New York, NY 10110 or fax 212-302-6457. Atlantic Star Communications, Inc. is an Equal Opportunity Employer.

Engineer for Clear Channel Radio - Miami. Radio experience required, plus knowledge of directional arrays, transmitters, studio equipment, computer systems, audio processing and telephone systems. Fax resume: Engineering Position, Clear Channel, 305-654-9090. Equal Opportunity Employer.

HELP WANTED HOST

Leading American popular standards station seeks overnight music host. Familiar with American music from 40's to 60's - Sinatra, Cole, Bennett, Ella, etc. Competitive salary. No phone calls, please. Send tape and resume to Stan Martin, Box B, WQEW, 122 Fifth Avenue, 3rd Floor, New York 10011. EOE.

HELP WANTED ANNOUNCER

WHUD-FM, 50,000 watt AC in Suburban NY seeking evening air personality. Smooth presentation for love songs segment, good production and remotes. Women and minorities encouraged to apply. Tapes and resume to Steven Petrone, Box 188, Peekskill, N.Y. 10566. EOE.

SITUATIONS WANTED MANAGEMENT

Current Vice President/General Manager of six station group located in the Midwest. We started five years ago with a stand alone AM. Stations are almost sold. Young, aggressive and ready to take on new challenges in same capacity. I value and respect good people and have always worked to create a Team Philosophy. Looking for something in the Orlando area. TV considered. Please respond to
Box 01056

Former GM of #1 Radio station in Las Vegas, KJUL, now seeking new position. I have been in Broadcasting and Advertising Management for 29 years with a proven track record. I will improve your bottom line. Call Bill Dimeolo 702-658-6161.

BUSINESS OPPORTUNITIES

Do Your Own FM Radio Show! Can't Clear Chicago?! Affordable time leasing available. Daily/Weekly/Weekends, Primetime and Drivetime slots. Infomercials welcomed! Call Jay @ WCBR-FM. 847-255-5800.

TELEVISION

HELP WANTED SALES

ACCOUNT EXECUTIVE

KGO-TV is seeking an experienced Account Executive with at least 3 to 5 years of major market television sales experience. Excellent communication skills and exceptional organizational and presentation skills are required. Must have superior PC skills with Window software preferred. A four year college degree or equivalency desired. Application deadline is January 30, 1998. Please send cover letter and resume to:

**KGO-TV/Personnel
900 Front Street
San Francisco, CA 94111**

EDE

Local Sales Manager. WFFT TV Fort Wayne's FOX affiliate is adding a street problem solving LSM to move our successful sales team to the next level. Strong team building and coaching skills through positive motivation essential. Candidate needs excellent communication and professional presentation skills plus a knowledge of ratings, local direct selling, and qualitative, successful performance with EDS's System 21 and Columbine traffic system a plus! This is a challenging opportunity with a growing broadcast group. Successful local TV sales management performance history a must! Competitive benefits include salary plus commissions, 401K, Group Health and Dental plans. Drug screen required. If you're results driven, let's talk. Send your resume to: Personnel Dept. WFFT-TV P.O. Box 8655 Fort Wayne, IN 46898-8655. EOE

Business Television. Our half hour network business TV program covers the emerging growth business sector. If you desire to apply your TV news segment production skills to make more money in sales and become part of the exciting new economy, this may be the career change for you. Must have excellent communication skills and be comfortable marketing to CEO's. Position requires a minimum of a college degree and own transportation, flexible office location for the right candidate. All expenses covered, no overnight travel, draw and commission up to \$135K. Positions available in Boston, New York, Washington, DC And San Francisco. Send resume with cover letter via fax to 703-968-8074 or email to cv@batv.com. check our web site at www.batv.com. No phone calls please.

Vice President of Sales: NBC - 13 Birmingham, the NBC O&O, is looking for a bright, dynamic, creative, hands-on leader to take our Sales Department into the next century and beyond. Candidate must possess at least three years of successful sales management experience, as well as knowledge of computers and TAPSCAN, Scarborough and other research tools. Since we will soon be joining the ranks of the metered markets later this year, meter experience is a plus. Inventory control and ability to lead and train are critical to our success. Please send cover letter and resume to: Human Resource Department, NBC 13, 1732 Valley View Drive, Birmingham, AL 35209. No phone calls. EOE.

National Sales Manager. KFVS-TV, the 76th market leader is seeking an individual with a proven track to lead their National team. Three years national experience or comparable television experience with major agencies. Candidate must be a strong leader, sharp negotiator, a master at inventory control, and must also have the ability to develop non-traditional revenue working both the national and local side of the client base. Pre-employment drug screen is required. Send resume to: Human Resources Director, KFVS-TV, P.O. Box 100, Cape Girardeau, MO. 63702. Equal Opportunity Employer.

Local Sales Manager: WTXL-TV in warm, beautiful Tallahassee has a great sales team. now we are seeking a great Local Sales Manager. The successful candidate will have a proven track record in sales and be a strong leader, motivator and coach. If you're a successful Account Executive and feel you're ready to take the step into sales management and have what it takes, then send me your resume today: Denise LeClair, GSM, WTXL-TV, 8927 Thomasville Road, Tallahassee, FL 32312. EOE.

Local Sales Manager. WYFF-TV, the NBC affiliate in Greenville, SC is looking for a take charge leader with proven sales success. Looking for a tenacious, motivated, creative person with excellent communication and organizational skills to join our sales management team. Must understand inventory control and have experience with TV Scan and Scarborough. You will be responsible for achieving local revenue budgets and will be working directly with eight local AES setting quotas, developing new business, training, and coaching. Applicants should have a minimum of four years in television sales, sales management a plus. WYFF is a Pulitzer Station in the 35th market. Send your resume to Human Resources Manager, WYFF-TV. PO Box 788, Greenville, SC 29602. EOE.

Local Account Executive. Univision owned and operated New York station is looking for a dynamic and aggressive account executive. Think marketing and get creative and you will be extremely successful with the fastest growing segment in advertising...Spanish Language Television. Responsible for all aspects of handling local accounts including: utilizing marketing tools and preparing and delivering presentations. Must have full command of the Nielsen Ratings as well as verbal, written and organizational skills. Full knowledge of IBM compatible computers, MS Office 97 (Excel, Powerpoint, Word) and TV Scan. Looking for a person with 5-8 years experience and a four-year college degree. Bilingual is a plus. Candidate should apply in person. 605 Third Avenue, 12th Floor, New York, NY or call 212-455-5420.

KBSI/WDKA-TV has an opening for a Local Account Executive. Proven media background. Salary plus commission. Send resume to: General Sales Manager, 806 Enterprise, Cape Girardeau, MO 63703. EOE M/F

General Sales Manager: WEAU-TV, NBC affiliate in Eau Claire, WI is seeking a GSM with great motivational and organizational skills. Responsible for leading the local sales staff and monitoring pricing of both local and national. Should possess creative sales skills. Prior broadcast management experience required. Send cover letter and resume to Executive Secretary, WEAU-TV, PO Box 47, Eau Claire, WI 54702. EOE.

Account Executive: WYFF-TV (NBC) is looking for a highly motivated Account Executive that has agency experience as well as new business development skills. Minimum of two years television sales experience and knowledge of TV Scan and Scarborough is preferred. Send your resume to Human Resources Manager, WYFF-TV, PO Box 788, Greenville, SC 29602. EOE.

Account Executive. Excellent opportunity cultivating, servicing and renewing local corporate and foundation program underwriting. Seeking self motivated, articulate, detail-oriented, organized, creative individual who is passionate about public television. Minimum two years experience and proven track record in development, marketing or sales. Public television fundraising or media sales experience preferred. Send resume with salary requirements to Human Resources, WPBT2, PO Box 2, Miami, FL 33261-0002. An Equal Opportunity Employer. M/V/D/V.

Norfolk - WTVZ-TV - FOX - Sinclair Communications Inc. - General Sales Manager/Local Sales Manager - Seeking strong individual to lead our aggressive sales effort. Candidates must have a track record of outperforming the competition and developing quality sales executives. Experience should include the management of revenue/expense budgets, forecasting, inventory management and thinking outside the box. knowledge of Columbine, TV Scan, CMR and Excel a

Account Executive. WHIO-TV, Dayton's dominant television station, is seeking an Account Executive to join our sales team. The candidate must have previous television, radio or cable sales experience. In addition, the candidate must be highly motivated, a self-starter and have a passion to win! The candidate must also possess creative skills, assertiveness and an ability to develop new business. Send letter and resume to John Hayes, WHIO-TV, PO Box 1206, Dayton, Ohio 45401-1206. CBS affiliate, Cox Owned and Operated. EOE.

Local Account Executive. WDWL, the WB affiliate in Miami, is looking for an experienced Account Executive who has it all; a high energy individual who has the desire to win and perform in a highly competitive marketplace. The ideal candidate should possess excellent communication skills, a creative outlook on selling, be service oriented and have exceptional organizational skills. Knowledge of computer based television research tools a plus. Minimum 1 year experience TV sales or related field. College degree preferred. If you are that person don't tell us why, show us! Reply to Local Sales Manager, 39WDZL, 2055 Lee Street, Hollywood, FL 33020. Fax: 954-921-6186. *No phone calls please.* EOE.

HELP WANTED MANAGEMENT

HANDS-ON BROADCAST
The Leading Search Firm
Specializing in
Launches for Cable & TV
212-924-5036 jobopts.com
designers...producers...technical...managers...

Central Texas station in Top 100 Market seeks General Manager with proven track record in all areas of station management. Replies confidential. Write fully to Suite 315, 5500 Preston Road, Dallas, Texas 75205.

HELP WANTED MARKETING

Marketing Director. You live TV promotion. You love station marketing. You want to run the show. Here's your chance. WNWO-TV seeks a Marketing Director. We want a high output, creative talent who can write and produce in all media. Experience in News Promotion is preferred. Administrative and coaching skills are expected. Send resume, cover letter and non-returnable demo tape to: Brett Cornwell, General Manager, WNWO-TV, 300 S. Byrne Road, Toledo, OH 43615. Deadline: Feb. 13, 1998. WNWO-TV is an Equal Opportunity Employer.

Director of Marketing/Promotion: DC production firm seeks experienced research-savvy professional to promote and market public affairs/talk TV programs nationally. Press relations, funding proposal-writing, read/evaluate ratings, shares, hut levels, related computer methodology skills. Familiarity with public television important; non-public TV helpful. Fax resume to: (202)785-8670.

HELP WANTED TECHNICAL

Maintenance Engineer. If you're versed in NTSO & PAL, understand 601 digital, speak in GHz, can change an upper drum, and trouble shoot to component level, we'd like to talk to you. Immediate opening. SBE Certification preferred. Send resume, compensation requirements, and professional references to: Human Resources, Eyemark Video Services, 310 Parkway View Drive Pittsburgh, PA 15205. (EEOC) Satellite/Syndication/International distribution.

PROFESSIONAL COMMUNICATIONS SYSTEMS

A Florida based systems integrator for broadcast/industrial equipment is looking for the following experienced personnel to grow within our expanding business:

Service Technicians
Installation Supervisor
Project Estimator
Project Manager
Installation Technicians

Excellent salary and benefits- some travel required. Mail/FAX resume and cover letter to:



Personnel
PCS
5426 Beaumont Ctr. Blvd.
Suite 350,
Tampa, FL 33634
(813)886-9477

EOE/M/F/Drug Test Required

UHF Broadcast Engineer. Television network has an immediate opening in Tennessee for Chief Engineer. Successful candidate will have experience as a chief engineer in transmitter maintenance, microwave, translator, as well as the ability to trouble shoot and repair master control, video tape and audio production systems. FCC or SBE certifications preferred. Forward resume to Manager, 36 Music Village Blvd., Hendersonville, Tennessee 37075. Equal Opportunity Employer.

TV Chief Engineer. Network affiliate in mid-sized Southeast market looking for hands-on leader for its engineering staff. The successful candidate will have extensive satellite, transmitter, microwave, ENG and computer experience. Good communications and people skills a must. Previous experience as Chief or Assistant Chief necessary. Send resume and salary requirements to Box 01306 EOE.

Network Administrator. Immediate opening for an experienced Network Administrator. Duties include systems support for building-wide computer networks, computer systems installation, setup, monitoring, troubleshooting and user support. Must have excellent communication skills, expertise in Windows NT, and Novell Netware. College degree important. Excellent wage/benefit program. Respond with resume to Personnel Administrator-92, WTOL-TV, PO Box 1111, Toledo, Ohio 43699-1111. No phone calls. WTOL is an Equal Opportunity Employer.

Maintenance Engineer. Immediate opening for an experienced broadcast Engineer. Must have a minimum of 2 years experience in broadcast maintenance including systems trouble-shooting and repair of studio video and audio equipment and computer systems. FCC General Class License of SBE Certification is desired. Excellent wage/benefit program. Respond with resume to Personnel Administrator-93, WTOL-TV, PO Box 1111, Toledo, Ohio 43699-1111. No phone calls. WTOL is an Equal Opportunity Employer.

Engineering Manager. WPXI (TV), the NBC affiliate in Pittsburgh, is currently recruiting for a seasoned pro to fill the position of Engineering Manager. The candidate for this second-in-command position should have three to five years experience as a manager in a large television market. This position requires excellent leadership skills, a complete understanding of computers, extensive background in news operations and a strong knowledge of automation concepts. Experience in design and implementation of serial component systems a plus. Excellent growth potential for the successful candidate. Send resume to Glenn Romsos, Director of Engineering, WPXI-TV, 11 TV Hill, Pittsburgh, PA 15214. EOE.

Electronics Technician. NBC 25 has an excellent opportunity for an experienced television maintenance engineer to join our growing operation. Primary job responsibilities include component-level repair of video tape recorders, cameras, switchers, eng. equipment, etc. A minimum of 2 years of broadcast equipment maintenance experience is required for this position. SBE certification and FCC general class license and/or prior transmitter maintenance experience a plus. 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 to NBC 25, Dept. W, 13 West Washington Street, Hagerstown, MD 21740. Faxes or email are also accepted. Fax 301-733-1735. Email to jstanley@nbc25.com EOE. No phone calls please.

Director of Engineering. WDWB-TV, Detroit's WB affiliate, a Granite Broadcasting Station, is seeking an experienced individual with complete knowledge of broadcast and microwave RF Technology as well as in-depth knowledge of the new digital technology. Candidate will be experienced in broadcast engineering management including studio and transmitter maintenance, capital projects planning and implementation, production and on-air operations, scheduling of technical personnel and compliance with all government and industry regulations and standards. We are looking for a strategic thinker with great people skills who will help shape our future. Degree in technically related field or equivalent experience required. Send resume and cover letter (*no calls or faxes*) to WDWB-TV, HR Dept. - BC, 27777 Franklin Road, #1220, Southfield, MI 48034. Granite Broadcasting/WDWB is an Equal Opportunity Employer.

Technical Manager: NTV (Nippon TV) Int'l Corp. Burbank, CA. Japanese TV station will direct and coordinate production and pre-production for satellite news broadcast between the company's Japanese news staff and the American satellite news technicians and crew. Must be fluent in written and spoken Japanese. 8 years experience required. Fax resume to: 818-953-4139. More info. at: www.ntvic.com.

Chief Engineer: KDAF-TV station in Dallas is looking for a Chief Engineer. This position is responsible for day-to-day technical operations related to studio, transmitter, and LAN operations. Must possess the knowledge and advanced understanding of television broadcasting with digital technology and UHF transmitter. Ability to handle multiple projects, general building and electrical power system maintenance. Must have a basic knowledge of applicable laws related to but not limited to employment and television broadcasting. Able to communicate effectively both verbally and in writing with strong interpersonal skills. Demonstrate supervisory experience and ability to interact with all other managers within the station effectively. Qualification: Must have 5 or more years of experience as Chief Engineer or as a proven Assistant Chief with a TV station. A BS Degree or related field is preferred. Send resume to KDAF WB 33, A Division of Tribune Television Company, 8001 John Carpenter Freeway, Dallas, TX 75247. Attn: Human Resources. Resume must be post marked no later than 02/02/98. EOE and drug free workplace. No phone calls please.

Chief Engineer needed immediately in full power, very creative and progressive religious TV station in Orlando, Florida. *Must Be:* highly skilled in all areas of engineering and operations; well experienced in your own right, as well as expecting no less in others; absolute continuous on-air professional perfection; team player; budget sensitive; take criticism undefensively; experienced and effective in managing others. Fax resume with salary history and seven references to 407-830-7302.

Chief Engineer. WUAB-TV, Cleveland, has immediate opening for Chief Operator. Requires knowledge of FCC regulations, FCC license or SBE certification a plus. Minimum 5 years experience in television broadcast engineering, including working with UHF transmitters. Must be solutions oriented, able to lead and work on team and individual projects, and have excellent communication and interpersonal skills. Fax resume and cover letter to 216-348-0614, or mail to Cannell Cleveland, Attn: Station Manager, 1717 E. 12th St., Cleveland, OH 44114. EOE. Women and minorities encouraged to apply.

Engineer. 5+ years UHF transmitter/studio experience. Fax experience/salary history. WATC-TV 57 770-300-9838.

HELP WANTED NEWS

Weekend Sports Reporter-Anchor. Southeast mid-market station needs a sports anchor/reporter who can perform with the best, has a strong work ethic and a can-do attitude. Our growing sports market offers the best in big time college and professional teams/events plus the nation's best college women's sports programs. The successful candidate will be versatile enough to entertain the non-sports viewer and jock talk with the folks at the sports bars. Our weekend anchor is responsible for a high volume of reporting and must be a superb storyteller. You will be asked to shoot, write, and edit your material, and you will also work with great sports photographers. Applicants should have three to five years anchoring experience in mid-size or large markets; be very comfortable with windows-based computer systems; and be organized enough to produce a great cast. Send non-returnable tape/resume to Box 01310 EOE.

PROMOTION WRITER/PRODUCER

KING 5 TV, The Pacific Northwest's leading news station, is seeking a seasoned Promotion Writer/Producer with a focus on News. Successful candidate must be versatile with video, film, graphics, audio, and off-line production. Avid experience a plus.

If you have 3+ years experience, are well-organized with exceptional interpersonal skills, and have a proven track record of successful spots, send 2 copies of your resume and a non-returnable BETA tape to:



KING 5 TV
Attn: HR Dept. #K98R1
333 Dexter Ave. N.
Seattle, WA 98109

An Equal Opportunity Employer- M/F/D/V

NEWS PROMOTION WRITER/PRODUCER

KRON Channel 4, the **NBC** affiliate serving the **San Francisco Bay Area** has an immediate opening on our promo team. We're looking for a skilled writer and top quality producer who knows their way around a news room. Your assignment? Topicals, teases and tie-ins. Nights? Probably. Weekends? Occasionally. We welcome your 2 to 3 years experience with a leading network affiliated station. KRON is locally owned and operated by the Chronicle Broadcasting Company, the Bay Area's news and information leader that includes BayTV cable, and The Gate on-line. In exchange for sharing your talents with our television station, we offer a competitive salary and benefits, and the opportunity to live and work in the most beautiful and creative city in America. We are a drug free company that requires pre-employment drug testing.

Send your tape and resume no later than February 28, 1998, to KRON Human Resources PO Box 3412 San Francisco, CA, 94119.



The Chronicle Broadcasting Company

WWTW (CBS) in Traverse City/Cadillac (#117) has the following positions available: *Assignment Manager:* Management position at #1 station in market. Tired of sending whiny reporters to chase scanner calls? Our newsroom is a positive charged atmosphere, focusing on story development. We need an organizational and communicative zealot who wants to craft and shape the stories we tell. Great reporters, three live trucks, including SNG and five hours of news per day. We work and live in one of the most beautiful places in the country. If you want to work for a great station with great people, send resume today. Must have experience as assignment manager, producer or reporter. *News/Sports Reporter:* Weekend news, weekday sports. One man band. This is a position for someone who is self-motivated and able to balance news and sports storytelling. *Send resume, references and VHS tape to Jon-Michial Carter/Director of News and Operations, WWTW, Box 627, Cadillac, Michigan 49601. Assignment Manager/Producer candidates may call 616-775-3478 #3300. Callers for Reporter position eliminated.*

WRDW-TV, Augusta's #1 news team, searching for photojournalist with 1-3 years experience in professional news coverage. Must be able to shoot, edit and produce packages. Live shot experience a must. Resumes and tapes to: Judith M. Tredore, WRDW-TV, P.O. Box 1212, Augusta, GA 30903-1212. EOE

WFSB, a Meredith Broadcasting Group station, is looking for someone with great organizational and leadership skills to manage our news edit area. Duties include insuring that editors and anchors/reporters meet deadlines, maintaining news library system, assisting in scheduling of editors and website administration. Interested candidates should be prepared to work in a fast-paced, very competitive environment. Send resume to CC Boggiano, News Operations Manager, 3 Constitution Plaza, Hartford, CT 06103-1821. EOE.

WFLA-TV, Tampa Bay's news leader is looking for an aggressive assignment editor. We need an experienced news hound that can join our team and continue our tradition of coverage dominance in one of the best markets in the country. If you enjoy the challenge of the assignment desk and have at least 2 years experience in a television newsroom, then we want to hear from you. Equal Employment Opportunity Employer M/F. Pre-employment drug test required. Send resume to WFLA-TV Personnel Dept., 905 E. Jackson St., Tampa, FL 33602.

WAFF-TV, the NBC affiliate in Huntsville, AL is looking for a sports reporter/photographer to join our award winning team. The successful candidate will often work as a one-man band, and must be able to report, shoot, and edit. Experience with live reporting and anchoring a must. Please send tape and resume to WAFF-TV, Attn: Craig Rickert, Sports Director, PO Box 2116, Huntsville, AL 35804. Absolutely no phone calls. WAFF is an Equal Opportunity Employer and encourages applications from women and minorities.

Reporter for local and national distribution. Full-time reporter with at least two years TV experience. Job will go to the best storyteller. Tapes to Don Decker, News Director, WTEN, 341 Northern Blvd., Albany, NY 12204.

Television Presenter. CNN International, the world's leading television news broadcaster, has an opening for an on-air presenter/anchor to host innovative new weekly popular music news program. Qualified applicants will have on-air experience (particularly in entertainment news), solid knowledge of the popular music world, strong writing ability. Experience in the music television industry preferred. An exceptional opportunity with global exposure. Please submit a letter of application and resume/show reel to: Rena Golden, CNN International, 1 CNN Center, Atlanta, GA 30348.

Producer: We are adding to our staff. If you have solid news judgement and love creative control, join our team. TV News producing experience required. Send resume and tape to Holly Steuart, News Director, WROC-TV, 201 Humboldt Street, Rochester, NY 14610. Calls okay: 716-288-0075.

Producer: WYFF-TV, the Pulitzer NBC station in Greenville, is searching for an aggressive, high-energy *Producer* who understands pacing, graphics, teasing, live and demographics. One year of experience and college degree required. Tapes/resumes to Human Resources Manager, WYFF-TV, 505 Rutherford Street, Greenville, SC 29609. EOE.

Weekend Co-Anchor/Reporter. ABC affiliate serving southern Minnesota and north Iowa seeks co-anchor with great storytelling skills. Send non-returnable VHS tape and resume to News Director, KAAL-TV, 1701 10th Place NE, Austin, MN 55912. EOE.

Opportunities: News Anchors, Weather Anchors, Sports Anchors, Reporters, Producers and Videographers wanted to contribute to a northeast station on the move. *We are serious about finding and rewarding the best.* Reply to Box 01308 EOE.

One of the most successful FOX stations in the country wants you, if you're a solid Anchor/Reporter with a "FOXIFIED" personality, and great journalism skills to boot! Minimum 2 years anchoring required. Reply to Box 01314 EOE.

Newscast Producer! WFLA-TV, the NBC affiliate in Tampa is looking for a morning newscast producer. The successful candidate will have sharp, people-oriented writing skills. You must be able to craft a well-rounded, informative newscast. We are looking for a producer who has a clear vision on what makes a newscast relevant to the community. Send tape, resume and references to WFLA-TV, Personnel Dept., 905 E. Jackson St., Tampa, FL 33602. No phone calls please. WFLA-TV is an Equal Opportunity Employer, M/F, drug free workplace with pre-employment drug screening required.

News Videographer. Applicants with previous TV news experience. College degree preferred. Resume/tape to Judy Baker, WCYB-TV, 101 Lee Street, Bristol, VA 24201. EOE/M/F/H/V.

Weekend Meteorologist/Reporter. Tornado Alley. Experienced meteorologist needed to prepare forecast and present accurate, concise information. You will be a part of an aggressive weather team with common sense presentation. Applicant must be able to look at the "big picture" in weather reporting. Must also be serious about reporting and shooting own news stories three days a week. At least one year of on-air experience required. This is your chance to get excellent experience in the nation's most dynamic weather zone, plus learn excellent reporting skills to enhance your level of experience. Send cover letter, resume and VHS tape to Box 01315 EOE.

News Reporter. Dominant NBC affiliate in 93rd market seeks reporter with live experience. College degree preferred. Resume/tape to Judy Baker, WCYB-TV, 101 Lee Street, Bristol, VA 24201. EOE/M/F/H/V.

News Director: WTVQ, an ABC affiliate and a Media General station is seeking a top-notch News Director to run an aggressive news department. We need someone with a strong commitment to journalism and good people skills. Previous news management experience required. Send resume and statement of news management philosophy to: Human Resources, WTVQ-TV, PO Box 55590, Lexington, KY 40555-5590. EEO. M/F. Pre-employment drug test required.

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

News Anchor. We're looking for an experienced, 6 and 11 anchor to compliment our male anchor. The candidate we'll select will show the impact of the story while anchoring daily on set, live in field or on tape. If you can achieve excellence, we want to hear from you. Send a non-returnable VHS tape and resume to Bob Yuna, WCHS-TV News Director, 1301 Piedmont, Charleston, WV 25301-1498. No phone calls, EOE.

News 4 San Antonio is looking for a solid, aggressive news reporter. The right person must tell great stories, be a terrific writer and think out-of-the-box. They must have a smooth delivery, be deadline conscious and work well with others. Send resume and tape to: Nell Sanchez, Assistant News Director, KMOL TV4, PO Box 2641, San Antonio, TX 78299. An EOE employer.

Meteorologist - WAFF-TV, the NBC affiliate in Huntsville, AL, is looking for AMS Sealed Meteorologist to complement an aggressive and award winning weather team. We are prone to severe weather, but we want someone who can deliver a clear and informative forecast storm or shine. Send tape and resume to Frank Volpicella, News Director, WAFF-TV, PO Box 2116, Huntsville, AL 35804. *Absolutely no phone calls.* WAFF is an Equal Opportunity Employer and encourages applications from women and minorities.

Meteorologist. Market ABC affiliate has immediate opening for a Meteorologist. Qualified candidates will have 3-5 years experience and possess a meteorology degree, and AMS or NWS certification. Previous experience forecasting in the Midwest preferred. Send resume and videotape to: Personnel Department, KDNL TV 30, 1215 Cole Street, St. Louis, MO 63106. Pre-employment drug screening required. Minorities are encouraged to apply. EOE. No phone calls please. Resume/videotape deadline is 1/23/98.

We are part of a large TV group looking for Chief Meteorologist. Can your leadership turn a good weather operation into a dominant one? We are expanding and making significant investments in weather technology, and looking for a personable meteorologist who tells a story when presenting the weather and makes all content decisions with the viewer in mind. Commitment to community and ability to lead a team of meteorologists a must. Reply to Box 01305 EOE. Pre-employment drug screening required.

Hearst-owned station in one of the fastest growing markets in the country needs motivated, high-energy people! PBF News is currently seeking a meteorologist, photographer, producers, and a videotape editor. Must have at least one year experience in television news. If you are ready to join an award-winning team and a great company, send your resume and tape to Margaret Cronan, News Director, WPBF-TV, 3970 RCA Blvd., Suite 7007, Palm Beach Gardens, FL 33410. WPBF is an EOE and managed by Hearst-Argyle Television.

Heard of the San Antonio Riverwalk? It's right outside our door. KMOL-TV 4 is looking for a full-time Photojournalist to help us win. Experience is preferred in network affiliate TV. If you are creative and energetic, send a resume and tape to Jim Myers, Chief Photographer, KMOL-TV 4, PO Box 2641, San Antonio, TX 78299. An EOE Employer.

Crews in Britain: Decent ExPosure T.V. Quality one and two man video shoot crews throughout the UK. Specialists in documentaries, news and sports coverage. PAL or NTSC clients BBC, ITV and SKY. Ian O'Donoghue Phone: 011-44-1494-862667 Fax: 011-44-1494-864583.

Co-Anchors: WICZ-TV, a FOX affiliate in the Binghamton television market (#152) has openings for two co-anchors to deliver our prime time 10:00 pm one hour newscast Monday through Friday. Previous anchor experience required. Send resume and non-returnable tape to WICZ-TV, Attn: Dean Adams, ND, PO Box 40, 4600 Vestal Parkway East, Vestal, NY 13850. EOE.

Associate Producer: FOX 4 in Kansas City seeks Assoc. Producer with strong writing and communication skills for its morning show. One year of TV news experience preferred. Send tape with resume to Glynda Caddess, WDAF-TV, 3030 Summit, Kansas City, MO 64108. EOE.

Anchor/Reporter. Eastern Iowa's 24 Hour News Source is looking for a seasoned anchor with live reporting experience, to join the best news team in the Midwest. We've got it all: four live trucks, live news helicopter, and a satellite truck. This is not a job for beginners. Please send tape and resume to Personnel Coordinator, KCRG-TV, Box 816, Cedar Rapids, Iowa 52406. EOE.

Anchor/Reporter. CBS affiliate in Southeast seeks weekend anchor/weekday reporter. Send resume to Box 01304 EOE.

Producer: FOX O&O in Kansas City has an opening for a floating producer with great writing and communication skills to cover all AM newscasts. Applicants must have 3 years producing experience. Send tape w/resume to Glynda Caddess, Executive Producer, WDAF-TV, 3030 Summit, Kansas City, MO 64108. EOE.

Reporter. Reporters Wanted: WTOL-TV. We lost two reporters, both to Top 10 Markets. If you're competitive, aggressive, can enterprise and tell a great story, you may be the next to join our number one award-winning team. Respond with resume and tape to Personnel Administrator-94, WTOL-TV, PO Box 1111, Toledo, Ohio 43699-1111. No phone calls. WTOL is an Equal Opportunity Employer.

Photographers. Beautiful Top 60 fast-growing southwest market is expanding NPPA contending staff. Excellent benefits. Great pay and liberal overtime. Please send resume, references, and non-returnable tape to: Box 01309. EOE

HELP WANTED PROMOTION

Assistant Director of Creative Services. 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

Promotions Manager. L.A.'s leading Spanish-language television station seeks a Promotions Manager with a minimum of 3 to 5 years experience in broadcast marketing and promotions. Responsibilities include planning and execution of station's promotional strategies, media planning and placement and management of special events. BA degree in Marketing/Communications or similar field required. Excellent written and oral skills in English and Spanish required. EOE. All interested applicants should apply in person at: KMEX-TV, 6701 Center Drive West, Los Angeles, CA 90045. An employment application must be completed and any requested materials for the position should be submitted in addition to a resume and cover letter. If applicants are unable to apply in person, a request for an application should be submitted in writing. No phone calls please.

Promotions Assistant. Bright, resourceful, detail-oriented self starter wanted for the Marketing and Promotions Department of L.A.'s leading Spanish-language television station. Will assist in the daily promotional efforts for the station, working with the Traffic and Production Department, as well as coordinate locals sales promotions and special events. Must be able to work in a multi-task environment. BA degree in Marketing/Communications or similar field preferred; oral and written fluency in Spanish a plus. EOE. All interested applicants should apply in person at: KMEX-TV, 6701 Center Drive West, Los Angeles, CA 90045. An employment application must be completed and any requested materials for the position should be submitted in addition to a resume and cover letter. If applicants are unable to apply in person, a request for an application should be submitted in writing. No phone calls please.

Promotion Producer for daily hands-on news topicals, series, and overall image campaigns at aggressive NBC TV affiliate in upper southeast. Give us brilliant writing, excellent organizational skills, cutting-edge 21st Century thinking. College degree, minimum 1-3 years experience. Resume and VHS reel to Box 01317 EOE.

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

Contact Antoinette Pellegrino

for info ...

ph: 212-337-7073 or

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

Promotions Writer/Producer: WPTV-NewsChannel Five, #1 rated television station in beautiful West Palm Beach is seeking an experienced Writer/Producer. Responsibilities include writing and producing topicals, series and public service announcements. If you like "Toys" we have them...Steadicam, Jib and two Non-Linear Systems. Join a winning promotions team. Send tape and resume to Bernadette O'Grady, WPTV, 622 N. Flagler Drive, West Palm Beach, Florida, 33401. No Phone Calls Please. EOE

Creative, experienced Promotion Director needed in the fastest growing market in America. If you're energetic, dedicated, motivated and want to join a young and expanding station group, send resume and tape to Jack Paris, TV33, 3840 S. Jones Blvd., Las Vegas, NV 89103.

HELP WANTED ADMINISTRATION

Executive Assistant/Administrative - Office Manager. Univision owned and operated New York station is looking for an executive assistant to manage the day to day details of effectively running an office. This includes ordering supplies, checking bills, communicating with department heads as well as office equipment technicians. Secretarial and computer skills are mandatory. Full knowledge of IBM compatible computers, MS Office 97 (Excel, Powerpoint and Word). Looking for a dynamic, outgoing person with 5 years experience who is organized and timely. Bilingual is a plus. Candidate should apply in person. 605 Third Avenue, 12th Floor, New York, NY or call 212-455-5420.

**HELP WANTED
FINANCIAL & ACCOUNTING**

Credit/Collection Manager: Paxnet, 7th Broadcast TV Network (launching 8/31/98) is seeking a Corporate Credit/Collection Manager in West Palm Beach, FL. Responsibilities: establishing and implementing new credit policies, training and supervision of station/corp. personnel, collection of delinquent accts. for 60+ TV stations. Min. 3-5 yrs. media collections exp. required. Degree in related field preferred. To apply send resume w/ references and salary requirements to: Paxson Communications Corporation 601 Clearwater Park Road West Palm Beach, FL 33401 Fax: 561-655-4252 E-mail: resumes@paxson.com Equal Opportunity Employer

HELP WANTED RESEARCH

Research Manager. WFTV, The Cox Broadcasting ABC affiliate in Orlando (DMA22), is looking for a dynamic manager to lead station research efforts for sales, news, promotion, programming and special station projects. Candidates need local station research/marketing experiences, preferably with network affiliate. Must demonstrate strong presentation, analytical and interpersonal skills. Must have 5+ years experience working with Nielsen data, various TV research/avail software, qualitative data such as Marshall Marketing and primary news research. Responsibilities include processing data, developing applicable strategies and integrating relevant information throughout station efforts. Resumes, references and work examples to Susan Adams Lloyd, Director of Programming and Broadcast Services, WFTV, 490 E. South Street, Orlando, FL 32801.

Research Director: NBC 13, Birmingham, the NBC O&O, is offering a tremendous opportunity for our next Research Director. We will become one of Nielsen's newest metered markets this fall, and our Research Director will have the opportunity to impact how this process occurs. In addition, you will get to work with Nielsen and NBC Research personnel to make sure the metering of the market is done the right way. Other duties will include: develop, analyze and maintain all research/marketing information for the station. Daily analysis and distribution of meter overnight numbers; create and layout sales presentation pieces; complete analysis of all rating sweeps, develop all station and competitive sales estimates for TVSCAN system including sports and specials; develop Power Point, and other presentations for Account Managers; assist in utilizing research information as part of daily operation of News, Programming, Promotion. Knowledge of TVSCAN, Scarborough/Qualitap, Excel and Word a must. Please send resume and cover letter to Human Resource Department, NBC 13, 1732 Valley View Drive, Birmingham, AL 35209. No phone calls. EOE.

HELP WANTED CREATIVE SERVICES

**ART DEPARTMENT
OPERATIONS
MANAGER**

FASTEST GROWING BROADCAST NETWORK IN THE US HAS AN IMMEDIATE OPENING FOR AN EXPERIENCED AND SKILLED TROUBLESHOOTER TO ASSIST THE CREATIVE DIRECTOR IN MANAGING A LARGE CREATIVE TEAM OF DESIGNERS.

YOU MUST HAVE:

- 5 YEARS MINIMUM EXPERIENCE IN TV POST PRODUCTION OR AD AGENCY
- SOME KNOWLEDGE OF GRAPHIC PRODUCTION EQUIPMENT
- ACCOUNTING BACKGROUND
- EXCELLENT PEOPLE AND ORGANIZATIONAL SKILLS
- BILINGUAL A PLUS (SPANISH)

SEND RESUME TO:

**UNIVISION NETWORK
ART DEPARTMENT
9405 NW 41 ST.
MIAMI, FL 33178**

Creative Services Director. Network affiliate in Texas is seeking a person to be responsible for writing, shooting, editing and creating ideas for local commercial production. Shooting and editing are on Beta format. Must be able to coordinate post-production in a timely manner. A minimum of one year's experience is required. Send cover letter, resume and VHS tape of work to Box 01316 EOE.

YOUR NAME HERE

If you love a challenge, can handle tight deadlines, and possess a kick-butt demo reel, keep reading. KTLA 5, L.A.'s WB, has immediate openings for energetic creative people. Work in a highly creative environment with all the tools you need to produce great work...state-of-the-art production suites, nonlinear off-line editing, Hal Harriet, and other fine tools. Plus, you'll work on high profile projects like Dodgers Baseball, Live from the Academy Awards, Movies, Sports, Specials and much more. The following positions are now open.

-CREATIVE SERVICES WRITER/PRODUCER #CSWP120

-CREATIVE SERVICES DESIGNER #CSD120

-NEWS GRAPHIC ARTIST #NGA120

If you have 2+ years experience writing and producing promos: 2+ years as a graphic designer: Love working with bright, fun creative people, then send us your reel.



We offer excellent benefits. Please forward your resume and salary history, indicating Job Code to: **KTLA, Attn: (insert job code), P.O. Box 2307, Los Angeles, CA 90078.** Equal Opportunity Employer.

GRAPHICS SUPERVISOR

KGO-TV is seeking a creative, dynamic, hands-on graphic design supervisor to oversee on-air, print, outdoor and interactive art direction. Will be responsible for managing artists within the Creative Services department. Applicants must have 3-5 years experience in a major market commercial broadcast station and must have extensive experience with Quantel and Mac-based design equipment. Advertising/promotion experience a plus. Application deadline is February 20, 1998. Please send resume, cover letter, and videotape to:

KGO-TV/Personnel
900 Front Street
San Francisco, CA 94111

EOE

HELP WANTED HOST

Sports Anchor: L.A. sporting facility with national television shows is looking for a cross between a top market sports anchor and a VH1 personality. Horse racing knowledge preferred, gamblers not preferred. Send tape and resumes to: Executive Producer, Santa Anita Park, P.O. Box 60014, Arcadia, CA 91066-6014.

HELP WANTED PRODUCTION

Television Producer. CNN International, the world's leading television news broadcaster, has a full-time producer opening for an innovative new popular music news show. Qualified candidates will have considerable experience in overseeing all aspects of weekly television program production including directing (on-set and location), scripting, supervising off and on-line editing, primary supervision of a small production team. Experience in the music television industry preferred. An exceptional opportunity for a creative producer. Please submit letter of application and resume/show reel to: Tim Lister, CNN International, 1 CNN Center, Atlanta, GA 30348.

PRODUCTION MANAGER

ABC Sports, the leader in sports television, is seeking a Production Manager with a minimum of 3-5 years' experience and a thorough knowledge of sports remote productions.

The responsibilities of this position call for extensive operational skills and below-the-line financial reconciliation of each assigned event. Candidate must be a strong communicator who will use initiative in handling both complex logistical issues, as well as detailed financial budgets. A college degree and excellent computer skills are required. You can expect extensive interaction with ABC management and personnel, as well as outside sports organizations and vendors. Long hours and heavy travel/phone work are necessary for success.

We offer a competitive salary and comprehensive benefits. For confidential consideration, please send resume to: **Employee Relations Dept-SS, ABC, Inc., 77 West 66th Street, New York, NY 10023.**

Equal Opportunity Employer M/F/D/V



Video Editors. NY based production co. seeks staff video editors for nat'l cable network. Must have working knowledge of CMX, GVG and/or turbo cube & sphere editing systems. Varying shifts available. Must be available to work evenings. News Production experience preferred. Send resumes to: TV Production Co. Murray Hill Sta. P.O. Box 859 NYC, NY 10156.

Producer. Cristina Show, a Univision Network Production, is searching for a *Producer* to be based in Miami. Must have experience, be creative, speak and write Spanish. If you want to be part of a hard-working and enthusiastic production team, in the #1 talk show in Spanish Television, we want to hear from you. Reply to: Osvaldo Onoz, Cristina Show, Univision Network, 9405 NW 41 St., Miami, FL 33178. EOE.

KFWD-TV, a Telemundo affiliate in Dallas/Fort Worth has an immediate opening for a senior editor in video production. Requirements: 1) Bilingual English/Spanish, 2) Experience in computer editing using Grass Valley and Sony editors, 3) Creative graphic artist experience with basic paint programs, 4) Knowledge in directing and technical directing 1-3 cameras, 5) Video photographer, Win 95 computer skills, Chyron operation, audio mixing, and some lighting skills. Please send resume with salary requirements and 1/2" demo tape to: KFWD-TV Channel 52, Attention: Creative Services Director, 3000 West Story Road, Irving, Texas 75038.

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.

Commercial Producer: Can you write and produce exciting and award winning commercials? Then you are the person we are looking for. You must have the ability to write strong copy, shoot creative video and follow a spot from creation to completion. Knowledge of the AVID MCXpress is helpful. If this describes you then send a resume and tape of your best work to Brian Stumph, Director of Creative Services/Operations, WICD-TV, 250 S. Country Fair Drive, Champaign, IL 61821. No phone calls please. EOE.

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.

Assistant Producer/Writer(Television) International Christian Relief Organization located in western North Carolina is looking for an assistant television producer with strong broadcast quality writing and creative skills to write and produce programs, promos, PSAs, direct response, features, and corporate videos. Minimum of 3-5 years experience required. Must be able/willing to travel any time. If interested send resume to: Box 01312 EOE.

Producer/Writer (Television) International Christian Relief Organization located in western North Carolina is looking for a television producer with strong broadcast quality writing and creative skills to write and produce programs, promos, PSAs, direct response, features, and corporate videos. Minimum of 3-5 years experience required. Must be able/willing to travel at any time. If interested, send resume to: Box 01318. EOE

Production Manager. WFFT-TV/FOX, a Great Trails Broadcasting station, is currently looking for a highly motivated/creative minded individual to fill this hands on position. Individual must have experience in various editing formats as well as field and studio production. A working knowledge of Video Toaster 4000 and Sony 8000 digital video switcher is helpful. Must be able to prepare proposals and accurate cost estimates for various projects and meet deadlines. Position requires working closely with clients and staff to ensure client satisfaction. Must have positive leadership/people skills. If you believe you can lead our fast growing production department into the next millennium, please send resume to Production, WFFT-TV, PO Box 8655, Fort Wayne, IN 46898. WFFT-TV offers excellent benefit package. EOE.

Broadcast Personnel. Technical Directors (GVG 300 Switcher with Kaleidoscope), Audio (mixing for live studio and news broadcasts), Studio Camerapersons (studio productions and news broadcasts), Chyron Operators (Infinit), Still Store Operators, Tape Operators (Beta), Maintenance (plant systems experience - distribution and patching), Lighting Director Engineer. Employment would commence 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 PROGRAMMING

Programming Partnerships Wanted. Top 10 TV market station with reputation for local programming excellence and a track record of local programming successes is aggressively seeking proven, entrepreneurial producers with interesting, exciting, commercially viable local programming concepts. If you have a well-developed concept or treatment with a clear path to profitability and appeal to substantial market segments, we can provide a variety of production, distribution and marketing services and equitable business arrangements. Please send a letter of introduction only to Box 6868, New York, NY 10000. Do not send any original materials or concepts until contacted.

Vice President Program Services. WTVI, Charlotte, NC. WTVI, a community-owned station in one of the fastest growing southwestern markets, seeks an outstanding public television professional with a Bachelor's Degree in Communications or related field and 5-10 years senior programming experience. This VP will manage programming, outreach and promotion; develop and maintain a strong, unique, viewable program schedule addressing community needs while adhering to required standards and promote the image and awareness of WTVI on and off-air. Send resume, salary requirement and three professional references to Personnel, WTVI, 3242 Commonwealth Avenue, Charlotte, NC 28205 or FAX 704-371-8805. Closing date 2/13/98. EOE.

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Veteran Network Correspondent seeks Anchor/Special Reporting position. Southeast preferred, but all markets considered. Reply to Box 01302 EOE.

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

Master Control Operator/Technical Director. Applicant must have a minimum of 2 years experience in master control and live switching. Will oversee all on-air operations. Automation experience preferred. Shift will include overnights and weekends. Must be a team player and have the ability to work under pressure. Send resume to: The Weather Channel, 300 Interstate North Parkway, Atlanta, GA 30339. Att: Technical Operations Manager.

HELP WANTED MANAGEMENT

Group cable operator seeking an experienced cable manager to head a cluster of systems. Must have strong leadership qualities and have proven marketing and people skills. Must understand all phases of the cable laws and requirements, including technical. Must have a vision for cable growth being active in the industry desirable. An equal opportunity employer. Please send resumes to: Box 01307 EOE.

HELP WANTED NEWS

New York's first twenty-four hour cable news operation seeks a full time General Assignment Reporter. Candidate must have two years of on-air reporting experience, excellent writing and verbal communication skills, and the ability to report on breaking stories for news and features. A flexible schedule, and excellent live shot ability are essential. For consideration, please send your resume and non-returnable tape to: P.O. Box 999-GAR, Woodbury, NY 11797. EOE.

ALLIED FIELDS

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The ideal candidate will have 5-7 years product management experience in high tech, with emphasis on media markets; MBA preferred; Excellent communication and interpersonal skills; Working knowledge of UNIX, Windows NT, database and spreadsheet applications.

Please send resume to: Weather Services International Corporation, Human Resources, 900 Technology Park Drive, Billerica, MA 01821, FAX: (508) 262-0700 E-mail: rrooney@wsicorp.com (ASCII text only)

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Reply in confidence to Box 01313 EOE.

Telecommunications company has opening for an Ad Sales Technical Supervisor. Position is responsible for providing managerial direction for all local origination programming and production services. Must be familiar with network inserters, play decks and editing suites. College degree preferred or the recognized equivalent in work exp. of at least 5 years related technical exp. Must have valid driver's license and good driving record. Job will be located in Rome, GA. We offer competitive pay and benefit structure. Interested applicants should forward resume to: Comcast Communications, Job# ASTS, Human Resources, PO Box 241, Rome, GA 30161. EOE.

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- Produce interactive and recorded satellite broadcasts
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- Determine and develop appropriate audiovisual presentation format and content for senior postal management
- Communicate orally in order to effectively represent the Postal Service on interagency review boards
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unit objectives, including organizing and monitoring the work, establishing effective work relationships and facilitating the flow of work-related information

- Conduct training on various aspects of audiovisual productions

Qualified applicants must successfully pass a pre-employment drug screening to meet the U. S. Postal Service's requirement to be drug free. Applicants must also be a U. S. citizen or have permanent resident alien status.

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If your qualifications match the above requirements, submit a separate sheet addressing each knowledge and ability requirement, along with a resume or Postal Service Form 2591, to the address below. Failure to address each requirement will result in non-consideration of your application. **U.S. Postal Service, Corporate Personnel Management, 475 L'Enfant Plaza, SW, Room 1813, Washington, DC 20260-4261, Attn:VA# 98-44.**



The United States Postal Service is an Equal Opportunity Employer.

HELP WANTED INSTRUCTION

ASSISTANT/ASSOCIATE PROFESSOR DEPARTMENT OF TELECOMMUNICATIONS BALL STATE UNIVERSITY MUNCIE, INDIANA

Tenure-track position available August 21, 1998. Responsibilities include: Teaching in the areas of multi-media, emerging technologies, digital post-production and studio production and direction. Emphasis for the department is on teaching and supporting an evaluation model which combines teaching, creativity, academic research, professional service and grant procurement to be granted tenure. Minimum qualifications: Master's degree or MBA; one to two years of professional media experience. Send current vita; statement of interest; areas of preferred teaching (and current syllabi if applicable); professional specialization; video/audio/print support samples; official transcripts; and the names, addresses, and phone/fax numbers of at least four references to:

Chair, Search Committee
Department of Telecommunications
Ball State University
Muncie, IN 47306.
Phone: (765) 285-1481; Fax (765) 285-9278

Information about the Telecommunication's program can be viewed at www.tcom.bsu.edu. Screening of applications will begin February 16, 1998; however, applications will be accepted until the position is filled.

Ball State University is an equal opportunity, affirmative action employer and is strongly and actively committed to diversity within its community.

ASSISTANT/ASSOCIATE PROFESSOR DEPARTMENT OF TELECOMMUNICATIONS BALL STATE UNIVERSITY MUNCIE, INDIANA

Tenure-track position available August 21, 1998.

Responsibilities include:

teaching in the primary areas of media writing, law, criticism and analysis and promotion; teaching in the secondary areas of beginning and advanced TV production and direction, media, and news combines teaching, creativity, academic research, professional service and grant procurement to be granted tenure. **Minimum qualifications:**

Master's degree of MBA; one to two years of professional media experience; at least one year of teaching experience. **Preferred qualifications:**

Doctorate; three years of teaching experience; at least one year of professional media experience. Send current vita; statement of interest; areas of preferred teaching (and current syllabi if applicable); professional specialization; video/audio/print support samples; official transcripts; and the names, addresses, and phone/fax numbers of at least four references to: Chair, Search Committee, Department of Telecommunications, Ball State University, Muncie, IN 47306. (Phone: (765) 285-1481; Fax: (765) 285-9278) Information about the Telecommunication's program can be viewed at www.tcom.bsu.edu. Screening of applications will begin February 16, 1998; however, applications will be accepted until the position is filled.

Ball State University is an equal opportunity, affirmative action employer and is strongly and actively committed to diversity within its community.

Communications/Broadcasting. The University of Southern Indiana invites applications for tenure track position as Assistant Professor of Broadcast Communications beginning Fall 1998. Individual will teach 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 enrollment of approximately 8,300 located in the southwestern corner of the state. Applications accepted until position filled. Submit letter of application, curriculum vitae, and names and addresses of three professional references to: Dr. Wayne Rinks, Search Committee Chair, Communications Department, University of Southern Indiana, 8600 University Boulevard, Evansville, IN 47712. AA/EOE.

Assistant Professor, Communications (Telecommunications), Rhode Island College. We invite applications for the above full-time, tenure track position pending budgetary approval for the Fall 1998 semester. Successful candidate will teach undergraduate level courses in Mass Communications, Mass/Multi-Media and New Communications. Required: Ph.D. or appropriate terminal degree with an emphasis in Mass Communications and/or related area; working knowledge in video production and digital portfolio. Preferred: Professional work experience in field of expertise. Applications must be received by March 6, 1998. Send letter of application, resume and three letters of reference to: Office of Human Resources, Rhode Island College, 600 Mt. Pleasant Ave., Providence, RI 02908. Attention: Communications Search. TDD# 401-456-8216. An Affirmative Action/Equal Opportunity Employer. Visit our website at <http://www.ric.edu>.

Eastern Conn State University Position Announcement. Engineer/Studio Support: Leading Connecticut State University seeking highly motivated studio professional. Experienced in maintaining and calibrating University TV Studio. Satellite system, cable channel and editing facilities. Systems include Grass Valley 200. Panasonic S-VHS, DVC-Pro and Media 100 Non-linear. Repair and trouble shooting of all Media equipment required. Administrative staff position, B.S. degree required and SBE certification a plus. Salary negotiable, full benefits including tuition waiver for self and dependents. Interested candidates should send resume and three references to: Jack Boyko, Associate Director of Media Services, Eastern Connecticut State University, 83 Windham Street, Willimantic, CT 06226-2295. ECSU is an AA/EEO employer. Women, members of protected classes and people with disabilities are encouraged to apply.



HELP WANTED ADMINISTRATION

Faculty Position Opening :The Department of Communication at the University of Southwestern Louisiana seeks a full-time instructor in television and electronic media. Qualifications: MFA or MA, significant industry experience, demonstrated capacity for research or creative work, and a commitment to excellence in teaching. The successful candidate will teach in a television studio, and a computer lab setting. That individual may also be assigned to courses in media writing, introduction to mass communication, video production, and television aesthetics. Secondary interests in broadcast advertising, radio, film, multi-media, corporate media, and media management are also desirable. Starting Date: August, 1998. Review of applications will begin on February 16, 1998. Salary: Competitive, based on qualifications and experience. Administrative Unit: The University of Southwestern Louisiana is located in Lafayette, Louisiana, one of the fastest growing metropolitan areas in the nation with a population of 109,957. The University is one of the fastest growing metropolitan areas in the nation with a population of 109,957. The University is one of nine publicly supported universities governed by the University of Louisiana System. The University's approximately 17,000 students are offered undergraduate degrees in 39 disciplines, the master's degree in 27 disciplines, and the doctorate in 7 disciplines. The Department: The Department has a full-time faculty of 13 with approximately 650 undergraduate and graduate majors. The Department is accredited by the Accrediting Council on Education in Journalism and Mass Communications. Please send a letter of application, curriculum vitae, three examples of scholarly or creative productivity, and names, addresses and telephone numbers of at least three references to: Patricia Rockwell, Ph.D. Search Committee Chair Department of Communication The University of Southwestern Louisiana Post Office Box 43650-USL Lafayette, LA 70504-3650 Tel. (318)482-6103 Women and members of minorities are strongly urged to apply. The University of Southwestern Louisiana is an Affirmative Action/Equal Opportunity employer.

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For the Record

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

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

Granted

Marion, Ohio (BTC-971219EJ/EK/EL/EM/EN)—Marion Radio Co. for WMRN-AM-FM, WDIF(FM), WHMQ(FM), WOTL(FM): involuntary TOC from John L. Laubach Jr. to Nicholas A. Galli, executor. *Jan. 9*

State College, Pa. (BTC-971219ES/ET)—Nittany Broadcasting Co. for WMAJ(AM)-WBHV(FM): involuntary TOC from John L. Lubach Jr. to Nicholas A. Galli, executor. *Jan. 9*

Parkersburg, W.Va. (BTC-971219EP/EQ/ER)—PBBC Inc. for WKYG(AM)-WXIL(FM) and WXXK(FM): involuntary TOC from John L. Laubach Jr. to Nicholas A. Galli, executor. *Jan. 9*

NEW STATIONS

Dismissed

Kirtland, N.M. (BPH-950525MM)—Basin Broadcasting Co. for FM at 102.9 mhz, 100 kw, ant. 307 m. *Jan. 15*

Aurora, N.C. (BPH-970227MO)—Aurora Broadcasting Inc. for noncommercial FM at 104.5 mhz. *Jan. 12*

Big Spring, Tex. (BPED-970612MF)—Paulino Bernal Evangelism for noncommercial FM at 89.3 mhz. *Jan. 13*

Returned

Brenham, Tex. (BPED-970828MK)—Denison Educational Foundation for noncommercial FM at 89.7 mhz. *Jan. 14*

Filed

Baker, Calif. (971107MX)—Tortoise Broadcasting Co. for FM at 94.9 mhz. *Jan. 16*

Colona, Colo. (BPED-980107MB)—Educational Communications of Colorado Springs Inc. (Ronald A. Johnson, chairman, 1665 Briargate Boulevard, Colorado Springs, Colo. 80920) for noncommercial FM at 89.7 mhz, .075 kw, ant. 498.4 m., WaterDog Peak electronic site, 11 km ENE of Colona, Colo., 17 km SE of Montrose, Colo. *Jan. 16*

Effingham, Ill. (980105ME)—American Family Assn. for noncommercial FM at 89.5 mhz. *Jan. 16*

Rochester, Ind. (BPED-980105MC)—American Family Assn. (P.O. Drawer 2440, Tupelo, Miss. 38801) for noncommercial FM at 88.5 mhz, .25 kw, ant. 52 m., same as WRO(FM). *Jan. 16*

New Ulm, Minn. (980105MD)—American Family Assn. for noncommercial FM at 88.3 mhz. *Jan. 16*

Wilber, Neb. (980106MA)—Educational Media Foundation for noncommercial FM at 89.9 mhz. *Jan. 16*

Brighton, N.Y. (BPH-971223IA)—American Radio Systems License Corp. for WZNE(FM): new auxiliary station. *Jan. 15*

Rochester, N.Y. (BPH-971223IA)—American Radio Systems License Corp. for WRMM-FM: new auxiliary station. *Jan. 15*

Urbana, Ohio (980105MA)—American Family Assn. for noncommercial FM at 89.1 mhz. *Jan. 16*

York, Pa. (BPED-980107MD)—American Family Assn. (P.O. Drawer 2440, Tupelo, Miss. 38803) for noncommercial FM at 88.7 mhz, .14 kw, ant. 66 m., 2005 South Queen Street. *Jan. 16*

York, Pa. (980107MA)—York City Training Partnership Inc. for noncommercial FM at 88.7 mhz. *Jan. 16*

Sioux Falls, S.D. (BPED-980106MB)—CSN International (Charles W. Smith, president, 3000 W. MacArthur Boulevard, Santa Ana, Calif. 92704) for noncommercial FM at 90.1 mhz, 4.5 kw, ant. 54 m., junction of Hwy. 11 and E. 6th Street, Sioux Falls. *Jan. 16*

FACILITIES CHANGES

Dismissed

Gadsden, Ala. (BPH-971114IH)—Rainbow Broadcasting Corp. for WQEN(FM): change channel. *Jan. 14*

Arizona City, Ariz. (BPH-970312IA)—Brentlinger Broadcasting Inc. for KBZR(FM): change channel from A to C3. *Jan. 14*

Rhineland, Wis. (BPCT-960702)—Northland Television Inc. for WJFW-TV: change ant. *Jan. 9*

Filed/Accepted for filing

Forrest City, Ark. (980105MB)—American Family Assn. for KARH(FM): change TL, ant. *Jan. 16*

Jonesboro, Ark. (971211MQ)—American Family Assn. for KAOG(FM): change TL, ERP, class, ant. *Jan. 20*

Morrison, Colo. (BPED-980108IA)—Colorado Christian College for KWBI(FM): change ant. *Jan. 15*

Homestead, Fla. (BP-971217AA)—Corpo-Mex for WOIR(AM): change ant. *Jan. 21*

Springfield, Fla. (971230IE)—Tideline Broadcasting Inc. for WYOO(FM): change channel from 226A to 228C3. *Jan. 16*

Vernon Hills, Ill. (BMP-971215AA)—Polnet Communications Ltd. for WNVF(AM): change ant. *Jan. 15*

Helena, Mont. (BPCT-971224KG)—Beartooth Communications Co. for KTVH(TV): change ERP, ant. *Jan. 16*

Corrales, N.M. (BPED-980106IA)—Lifetalk Broadcasting Assn. for KSVA(FM): change TL, ant. *Jan. 15*

Altamont, Ore. (980105IA)—George J. Wade for KRAT(FM): CP for auxiliary facility. *Jan. 15*

Portland, Ore. (971231ID)—Alexander Broadcasting Co. for KXL-FM: change TL, ant. *Jan. 15*

Chester, Pa. (BP-980105AB)—WPWA-AM Inc. for WPWA(AM): change nighttime pattern. *Jan. 21*

Lebanon, Tenn. (980107MC)—Cumberland University for WFMQ(FM): change TL, ERP, ant. *Jan. 16*

Bishop, Tex. (971222IF)—Davila Broadcasting Inc. for KFLZ(FM): change ant. *Jan. 15*

Clifton, Tex. (971222IE)—M & M Broadcasting Co. for KWOW(FM): change TL, ERP, ant. *Jan. 15*

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

Seadrift, Tex. (971230ID)—William E. Cordell for KMAT(FM): change TL, ERP, ant. Jan. 15

Yakima, Wash. (971231IB)—NW Broadcast Representatives Inc. for KRSE(FM): change TL, ant. Jan. 15

CALL-SIGN ACTIONS

Minneapolis—KQRS Inc. for KEGE-FM: change to KXXR(FM). Oct. 31

Hazlehurst, Miss.—The O'Neal Broadcasting Corp. for WMDC-AM-FM: change to WOEG(AM)-WDXO(FM). Nov. 24

Picayune, Miss.—Guaranty Broadcasting Corp. for WZRH(FM): change to WKSJ. Jan. 9

Richton, Miss.—Tralyn Broadcasting Inc. for WESV(FM): change to WXHR. Nov. 24

Tunica, Miss.—Tune Broadcasting Inc. for WAUF(FM): change to WJOI. Jan. 9

Yazoo City, Miss.—Gordon J. Lousteau Jr. for new FM: change to WMGO-FM. Dec. 17

Mountain View, Mo.—Karen L. Hunt for KCUF(FM): change to KUPH. Nov. 28

Osage Beach, Mo.—Viper Communications Inc. for KYLC(FM): change to KRMS-FM. Jan. 9

Bellevue, Neb.—Mitchell Broadcasting Co. of Iowa for new AM: change to KAZP. Jan. 9

Hanover, N.H.—Koor Communications Inc. for new AM: change to WOTH(AM). Dec. 19

Bridgewater, N.J.—Bridgewater Broadcasting Co. Inc. for WBRW(AM): change to WSPW. Dec. 22

Cape May, N.J.—The Mullen Group Inc. for WSJL(FM): change to WJSX. Jan. 1

Manahawkin, N.J.—Manahawkin Communications Corp. for WAQB(FM): change to WNJO. Dec. 19

Pleasantville, N.J.—Amcom Inc. for WMID-FM: change to WSAX. Jan. 1

Albuquerque, N.M.—Simmons New Mexico Inc. for KZKL(AM): change to KDZZ. Nov. 28

Carlsbad, N.M.—Roger L. Mills for KAXN(TV): change to KUPC. Nov. 28

Santa Rosa, N.M.—KNXX Inc. for KAWP(FM): change to KRSR. Nov. 21

Batavia, N.Y.—Paxson Communications Corp. for WAQF(TV): change to WXPV. Dec. 8

Glens Falls, N.Y.—Normandy Broadcasting Corp. for WYLR-FM: change to WCQL(FM). Nov. 21

Hague, N.Y.—John A. Bulmer for new FM: change to WWFY. Dec. 8

Carson City, N.C.—ECI License Corp. for KBYA(FM): change to KSSJ. Dec. 31

Fayetteville, N.C.—Paxson Communications Corp. for WFAV(TV): change to WFPX. Dec. 8

Greenville, N.C.—Channel 38 LLC for new TV: change to WAWO(TV). Dec. 19

Beach City, Ohio—Stark Educational Media Inc. for new FM: change to WOBN. Nov. 24

Cincinnati, Ohio—Middle Market Broadcasting Co. for WAZU(AM): change to WCKY. Dec. 12

Columbus—Blue Chip Broadcasting Ltd. for WJZA(FM): change to WCKX. Dec. 26

London, Ohio—Blue Chip Broadcasting Ltd.

for WCKX(FM): change to WMXG. Dec. 26

St. Mary's, Ohio—Jacor Broadcasting Corp. for WCKY(FM): change to WMLX. Nov. 14

Ardmore, Okla.—Cameron University for new FM: change to KLCU. Dec. 8

Chickasha, Okla.—Tyler Enterprises LLC for KWCO-FM: change to KTUZ(FM). Dec. 19

Coalgate, Okla.—Phillip B. Silva for new FM: change to KAZE(FM). Dec. 19

Collinsville, Okla.—Clear Channel Radio Licenses Inc. for KQSY(FM): change to KMRX. Dec. 19

Duncan, Okla.—Monroe-Stephens Broadcasting Inc. for KRHD-AM-FM: change to KKEN-AM-FM. Dec. 19

Holdenville, Okla.—Tyler Broadcasting Corp. for KKNB-FM: change to KTLS(FM). Nov. 14

Lawton, Okla.—Monroe-Stephens Broadcasting Inc. for KSWO(AM): change to KXCA. Dec. 19

Newcastle, Okla.—Tyler Broadcasting Corp. for KTLS(FM): change to KKNB-FM. Nov. 14

Oklahoma City—Clear Channel Radio Licenses Inc. for KNRX(FM): change to KQSR. Nov. 21

Tishomingo, Okla.—South Central Oklahoma Christian Broadcasting Inc. for new FM: change to KAZC. Dec. 8

Weatherford, Okla.—American Family Assn. for new FM: change to KAYM. Nov. 21

Astoria, Ore.—Youngs Bay Broadcasting for new AM: change to KCHT(AM). Dec. 22

Lake Oswego, Ore.—KPHP Radio Inc. for KKUC(AM): change to KKJY. Jan. 10

Milton-Freewater, Ore.—Lifetalk Broadcasting Assn. for new FM: change to KLRJ. Dec. 8

Reedsport, Ore.—Shae Partners LLC for KDUN(AM): change to KLLU. Nov. 21

Tigard, Ore.—Educational Media Foundation for KSKD(AM): change to KLVP. Dec. 22

Tillamook, Ore.—Brian J. Lord for new FM: change to KJUN(FM). Dec. 19

Warm Springs, Ore.—Jay Man Productions Inc. for KTWI(FM): change to KWEG. Jan. 9

Benton, Pa.—Emro Communications Inc. for WKXP(FM): change to WGGI. Jan. 1

Boalsburg, Pa.—Boalsburg Broadcasting Co. for WVCV(FM): change to WBUS. Dec. 30

Franklin, Pa.—American Family Assn. for new FM: change to WAWN(FM). Dec. 19

Red Lion, Pa.—Pioneer Broadcasting Corp. for WGCN-AM-FM: change to WTHM-AM-FM. Dec. 5

Scranton, Pa.—Paxson Communications Corp. for WSWB-TV: change to WOPX(TV). Jan. 1

Middletown, R.I.—Citadel License Inc. for WDFG(FM): change to WHKK. Nov. 19

Pawtucket, R.I.—Back Bay Broadcasters Inc. for WPNW(AM): change to WLKW. Dec. 12

Providence, R.I.—Citadel License Inc. for WLKW(AM): change to WSKO. Nov. 17

Wakefield-Peacedale, R.I.—Citadel License Inc. for WDGE(FM): change to WXEX. Nov. 24

Carlinton, S.C.—Root Communications Ltd.

for WDAK(AM): change to WPFM. Nov. 21

Charleston, S.C.—Regent License of Charleston Inc. for WSUY(FM): change to WLLC. Dec. 8

Charleston, S.C.—WBG License Company LLC for WJZK(FM): change to WSUY. Dec. 8

Cookeville, Tenn.—Paxson Communications Corp. for WKZX(TV): change to WNPX. Dec. 8

Germantown, Tenn.—Flinn Broadcasting Corp. for WJOI(FM): change to WKSL. Nov. 28

Lawrenceburg, Tenn.—American Family Assn. for new FM: change to WAWI. Dec. 8

College Station, Tex.—Bryan Broadcasting License Subsidiary Inc. for new AM: change to KAZW. Jan. 9

Electra, Tex.—High I-Q Radio Inc. for new FM: change to KOLI. Jan. 9

Falfurrias, Tex.—The Evangelistic Worship Center for KPSO(AM): change to KLDS. Dec. 19

Fort Worth—Personal Achievement Radio of Dallas for KPAD(AM): change to KZMP. Dec. 29

Georgetown, Tex.—Simmons Family Inc. for KNNC(FM): change to KAHK. Nov. 14

Hebronville, Tex.—Paulino Bernal Evangelism for new FM: change to KAZF(FM). Dec. 19

Hooks, Tex.—Gulfstar Communications for KLLI(FM): change to KTHN. Dec. 1

McKinney, Tex.—Radio Plano Inc. for KRVA-FM: change to KZDF(FM). Nov. 14

Odessa, Tex.—Educational Media Foundation for KKKK(FM): change to KLVW. Jan. 10

Waco, Tex.—KRZI Inc. for new AM: change to KAXY. Jan. 9

Winnie, Tex.—Tichenor License Corp. for KRTX-FM: change to KOVE-FM. Nov. 21

Logan, Utah—Sun Valley Radio Inc. for KVFM(FM): change to KVFX. Dec. 15

Ogden, Utah—Utah Television LLC for new TV: change to KAZG(TV). Dec. 19

Roy, Utah—Sundance Broadcasting LLC for KRKR(FM): change to KSNU. Jan. 1

Salt Lake City—Citicasters Co. for KISN(AM): change to KNRS. Dec. 19

Salt Lake City—Channel 20 Television Co. LLC for new TV: change to KTMW. Dec. 8

Spanish Fork, Utah—Citicasters Co. for KBKK(FM): change to KOSY. Dec. 31

Chesapeake, Va.—Chesapeake-Portsmouth Broadcasting Corp. for WBBV(AM): change to WCPK. Nov. 28

Harrisonburg, Va.—M. Belmont Verstandig for new AM: change to WEZI. Nov. 17

Norfolk, Va.—Paxson Communications Corp. for WJCB(TV): change to WHPX. Dec. 8

Portsmouth, Va.—Chesapeake-Portsmouth Broadcasting Corp. for new AM: change to WAWT. Jan. 9

Wise, Va.—Clinch Valley College of the University of Virginia for new FM: change to WVCV-FM. Dec. 8

Bellevue, Wash.—Paxson Communications Corp. for KBGE(TV): change to KWFX. Dec. 19

—Compiled by Sara Brown

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JANUARY

- Jan. 26**—**Nebraska Broadcasters Association** state legislative reception. Cornhusker Hotel, Lincoln, Neb. Contact: Dick Palmquist, (402) 333-3034.
- Jan. 26-29**—**Electromagnetic Energy Association** Short Course on Management of Electromagnetic Energy Issues: Relevant Strategies. The Fairmount Hotel, San Antonio, Tex. Contact: (202) 452-1070.
- Jan. 27**—**Federal Communications Bar Association** luncheon featuring Rep. Billy Tauzin. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.
- Jan. 28-30**—"Building the Digital Platform," 10th annual **Society of Cable Telecommunications Engineers** Conference on Emerging Technologies. San Antonio Convention Center, San Antonio, Tex. Contact: (610) 363-6888.
- Jan. 29**—New York Achievement in Radio Awards recognizing excellence in New York-area radio, presented by **The March of Dimes**. The Super Club, New York City. Contact: Brendan Hurley, (914) 997-4588.
- Jan. 29-31**—**Eckstein, Summers & Company** annual conference on new business development for the television industry. Don CeSar Beach Resort, St. Pete Beach, Fla. Contact: Roland Eckstein, (732) 530-1996.
- Jan. 30**—Tampa Achievement in Radio Awards recognizing excellence in Tampa-area radio, presented by **The March of Dimes**. Ramada Inn Airport, Tampa, Fla. Contact: Betsy Herman, (813) 287-2600.
- Jan. 31-Feb. 3**—55th annual **National Religious Broadcasters** convention and exposition. Sheraton Washington, Washington. Contact: (703) 330-7000.

FEBRUARY

- Feb. 2-4**—"Profiling from Research Today," 15th annual **CTAM** research conference. San Antonio Marriott Rivercenter, San Antonio, Tex. Contact: (703) 549-4200.
- Feb. 3**—Reporter Rap Session, presented by **CTAM of the Rocky Mountains**. Loew's Giorgio Hotel, Denver. Contact: (303) 795-5943.
- 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. Wyndham Bel Age Hotel, Los Angeles. Contact: (416) 205-8533.
- Feb. 9-10**—IP Multicast Summit, conference presented by **Stardust Forums**. Doubletree Hotel, San Jose, Calif. Contact: (408) 879-8080.
- 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. 13-14**—**Dan O'Day's PD Grad School**. Summit Hotel Bel-Air, Los Angeles. Contact: Dan O'Day, (310) 476-8111.
- Feb. 17-18**—**South Carolina Cable Television Association** annual winter meeting. Embassy

Suites Hotel, Columbia, S.C. Contact: Patti Hall, (404) 252-2454.

- Feb. 18-20**—"Winning at Credit," 33rd annual **Broadcast Cable Credit Association** seminar. Tropicana, Las Vegas. Contact: Mary Teister, (847) 296-0200.
- Feb. 18-22**—**International Radio & Television Society Foundation** 1998 Faculty/Industry Seminar. Marriott East Side, New York City. Contact: Marilyn Ellis, (212) 867-6650.
- Feb. 20**—**International Radio & Television Society Foundation** newsmaker luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.
- Feb. 24-25**—Great Lakes Broadcasting Conference and Expo, presented by the **Michigan Association of Broadcasters**. Lansing Center, Lansing, Mich. Contact: (800) 968-7622.
- Feb. 25-27**—Texas Show '98, conference and exhibition presented by the **Texas Cable & Telecommunications Association**. San Antonio Convention Center, San Antonio. Contact: (512) 474-2082.
- Feb. 25-28**—29th Country Radio Seminar, presented by the **Country Radio Broadcasters**. Nashville Convention Center, Nashville. Contact: (615) 327-4487.
- Feb. 26**—**Federal Communications Bar Association** luncheon featuring Bell Atlantic Chairman Raymond Smith. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.
- Feb. 27**—Deadline for entries for the 1998 **Radio-Mercury Awards**. Contact: (212) 681-7207.
- Feb. 28-March 3**—**Small Cable Business Association** annual National Cable Conference. Washington Court Hotel, Washington. Contact: (510) 462-2473.

MARCH

- March 5**—**Cabletelevision Advertising Bureau**. Cable Advertising Conference. Marriott Marquis Hotel, New York. Contact: Nancy Lagos, (212) 508-1229.
- March 5**—**International Radio & Television Society Foundation** newsmaker luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (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.
- March 10**—**Cable Television Association of Georgia** 30th annual convention. Peachtree Plaza Hotel, Atlanta. Contact: Patti Hall, (404) 252-4371.
- March 10-12**—**NIMA International** spring conference. Hyatt Regency Capitol Hill, Washington. Contact: (202) 289-6462.
- March 11**—**Radio & Television News Directors Foundation** Annual Banquet & Celebration of the First Amendment, featuring presentation of the Len Zeidenberg Award to Mike Wallace. Renaissance Mayflower Hotel, Washington. Contact: Eric Swanson, (202) 467-5211.
- March 11-12**—**North Carolina Cable Telecommunication Association** winter meeting. Washington Duke Inn, Durham, N.C. Contact: (919) 834-7113.
- 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 18-20**—**CTAM Digital & Pay-Per-View** Conference. Century Plaza, Los Angeles. Con-

tact: (703) 549-4200.

- March 25**—**International Radio & Television Society Foundation** Gold Medal Award dinner. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.
- March 26**—**Federal Communications Bar Association** luncheon featuring Tribune Broadcasting President Dennis FitzSimons. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.
- March 31**—"The Business of Entertainment: The Big Picture," eighth annual **Variety/Schroeders** media conference. Pierre Hotel, New York City. Contact: Margaret Finnegan, (212) 492-6082.

APRIL

- April 1**—**Association of National Advertisers** Television Advertising Forum. The Plaza Hotel, New York City. Contact: (212) 697-5950.
- April 3-6**—**Broadcast Education Association** 43rd annual convention and exhibition. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5354.
- April 4**—**Broadcasters Foundation** charity golf tournament. Las Vegas National Country Club, Las Vegas. Contact: G. Hastings, (203) 862-8577.
- April 6-7**—**Television Bureau of Advertising** annual marketing conference. Las Vegas Hilton, Las Vegas. Contact: (212) 486-1111.
- April 6-9**—**National Association of Broadcasters** annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5300.
- April 8**—**Broadcasters Foundation** American Broadcast Pioneers Breakfast. Las Vegas Hilton, Las Vegas. Contact: G. Hastings, (203) 862-8577.
- April 10-11**—20th annual **Black College Radio** convention. Renaissance Hotel, Atlanta. Contact: Lo Jelks, (404) 523-6136.
- April 16-19**—**New Mexico Broadcasters Association** 52nd annual convention. Sheraton Uptown, Albuquerque. Contact: Paula Maes, (505) 881-4444.
- April 16-19**—SkiTAM '98, program of events to benefit the U.S. Disabled Ski Team, presented by **CTAM of the Rocky Mountains**. Vail, Colo. Contact: Deborah Kenly, (303) 267-5821.
- April 21**—**Broadcasters Foundation** Golden Mike Award. Plaza Hotel, New York City. Contact: G. Hastings, (203) 862-8577.

MAY

- May 3-6**—Cable '98, 47th annual **National Cable Television Association** convention and exposition. Georgia World Congress Center, Atlanta. Contact: Bobbie Boyd, (202) 775-3669.
- May 17-20**—38th annual **Broadcast Cable Financial Management Association** conference. Hyatt Regency Hotel, New Orleans. Contact: Mary Teister, (847) 296-0200.

SEPTEMBER

- Sept. 17**—**BROADCASTING & CABLE** Interface XII conference. New York Grand Hyatt, New York City. Contact: Circles Special Events, (212) 213-5266.
- 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.

NOVEMBER

- Nov. 9**—**BROADCASTING & CABLE** 1998 Hall of Fame Dinner. Marriott Marquis Hotel, New York City. Contact: Circle Special Events, (212) 213-5266.

Major Meeting dates in red

—Compiled by Kenneth Ray
(ken.ray@cahners.com)

Rison (Ark.) star at Eyemark

When Ed Wilson graduated from the University of Arkansas in December 1979, he thought he'd wind up working at a local bank in the Little Rock area. The finance major was all but set on getting into the finance/banking industry—maybe not a savings and loan—in Bill Clinton's hometown.

But after going to an Arkansas football game just weeks before graduation, Wilson changed his mind. Through mutual friends, he was introduced to former Viacom executive Jim McCormick, who talked him into a job in television. Two days after graduation, Wilson was on his way to New York to sell Viacom programming.

"They taught me to read a ratings book, they told me what a spot was and they basically taught me the business," says Wilson, now president of Eyemark Entertainment and CBS Enterprises. "I really didn't know anything, and I had never been in a TV station before."

The green kid from Rison, Ark. (population 1,200) was suddenly working in a Manhattan high-rise that had more than double the population of his hometown. Wilson caught on quickly and was sent out into the marketplace to sell a variety of products from Viacom's library. In his bag was everything from *I Love Lucy* to *The Andy Griffith Show*. "I made my first cash sale the following May," the 40-year-old Wilson says. "It was *Have Gun Will Travel* and *Gunsnake*, and I sold it in Ada Ardmore, Arkansas. I think the total deal was \$10,000."

After a few years in New York, Wilson moved to Chicago and then on to Dallas, selling Viacom product and moving up the company ladder. He met his wife, Leslie, in Dallas and decided it was time to get off the road and into a more stable family environment. Also wanting to learn the broadcasting side of the business, he wound up as sales manager at KATV(TV) Little Rock in 1983. Wilson sold local advertising time and oversaw a group of salesmen at the local ABC affiliate for a year.

After learning a little about what went on on the other side of the table, Wilson yearned to get back into the syndication business. A friend of his in Dallas—a guy named Greg Meidel, whom Wilson had met during his days with Viacom and had dealt with at KATV—had a plan.

"We ended up working out a deal where I replaced him in Dallas," says Wilson, who in 1984 was named head of Para-



"I guess you could say I've come a long way from selling 'Andy Griffith.'"

Royce Edrice Wilson

President, Eyemark Entertainment, CBS Enterprises Division, CBS Inc., Westwood, Calif.; b. Feb. 19, 1957, Rison, Ark.; BS/BA in finance, University of Arkansas, 1980; Viacom: sales manager (New York, Chicago, Dallas), 1980-83; sales manager, KATV(TV) Little Rock, Ark., 1983-84; Paramount Television: VP, Southwest, Dallas, 1984-87; Eastern regional manager, New York, August 1987-90; senior VP of syndication, Columbia TriStar Domestic Television, Los Angeles, 1990-94, founded MaXaM, Los Angeles, 1994-96; current position since January 1996; m. Leslie Zahn, May 14, 1983; two children: Ashley, 12, Royce Jr., 10.

mount Television Sales in Dallas and the Southeast. "Greg was being promoted to head of sales at Paramount in Los Angeles, and it just worked out perfectly." Meidel is the current head of Universal Television and USA Networks.

Wilson remained in Dallas for three years, moving on to New York in 1987 to head Paramount's sales division in the Big Apple. "This time I went to New York with a wife and two children and some knowledge of the business," he says. Three years later, Wilson once again was packing his bags, this time headed west to Los Angeles. Named senior vice president of syndication at Columbia TriStar Domestic Television, he worked under Barry Thurston, whom Wilson calls a "true legend in the industry."

After selling such product as *Married ... With Children* and *Seinfeld*, Wilson thought the timing was right to start his own syndication outfit. In fall 1994, Wilson and A.H. Belo Corp. founded MaXaM.

"After doing it for a while, you start thinking you're entrepreneurial enough to do it on your own," Wilson says. "I had known the Belo people from my days in Dallas, and Ward Huey [vice chairman of Belo] is one of the classiest guys in the business."

MaXaM opened up three regional sales offices, acquired a Hallmark Entertainment film package and launched *Psi Factor* into syndication. In what Wilson calls "a wonderful 14 months," the independent syndication company built a reputation, with a launching pad for new shows on the valuable Belo stations. MaXaM was nearly acquired by one Hollywood studio only a year after its start. But just after Group W and CBS merged in late 1995, the Tiffany network came calling. In January 1986, CBS acquired MaXaM and turned it into Eyemark Entertainment.

"There is a little irony to all of this," Wilson says. "My first job in the business was with Viacom. Viacom was created when the FCC said that CBS couldn't be in the syndication business back in the late 1960s. When the FCC said they could be in the business, we created Eyemark. So I almost feel like I have come full circle in my life."

Today, Wilson runs Eyemark's syndication unit, successful recently in first-run series with Martha Stewart and in off-network sales of CBS series, including *Touched by an Angel*.

"I guess you could say I've come a long way from selling *Andy Griffith*," he says.

—Joe Schlosser

BROADCAST TV

Rich Karolczak, general sales manager, WDJT-TV Milwaukee, joins WKYC-TV Cleveland as national sales manager.



Goldberg

Dick Goldberg, staff writer, *Los Angeles Daily Journal*, joins *Life & Times*, KCET(TV) Los Angeles, as managing editor. Appointments at Warwick Communications' KFSL(TV) Longview, Tex.:

Randy Roberts, general sales manager, KJTV(TV) Lubbock, Tex., joins in same capacity; **Vicki McRae**, account executive, Tyler, Tex., office, named local sales manager; **Keith Paxton**, promotions manager/senior producer, KXTX-TV Dallas, joins as director, marketing; **Annette Justiss**, promotions director, KYKX(FM)

Longview, joins as promotions assistant.

Tamara Haddad, executive producer, Fox News Channel, Washington, joins Universal Television Group's new *Maury Povich Show*, Universal City, Calif., in same capacity.

Trey Fabacher, local sales manager, WFTC(TV) Minneapolis, joins WDWB(TV) Southfield, Mich., in same capacity.



Wolf

Julie Wolf, whose responsibilities at CBS Sports include talent negotiations and licensing and rights agreements, has been named VP, business affairs, CBS Sports, New York.

Appointments at KBYU-TV Provo, Utah: **Jim Bell**, editor, *Brigham Young Magazine*, joins as creative and information

services manager; **Phil Munoa**, editor, Four Square Productions, join as post-production supervisor; **Ruston Jones**, free-lance editor/director/cameraman, joins as on-air promotions coordinator.

Appointments at WESH(TV) Orlando/Daytona Beach, Fla.: **George Reed**, executive writer/producer, WBAY-TV Green Bay, Wis., joins as on-air promotions manager; **Bill Reeves**, graphic artist, named art director.

Appointments at WUPL(TV) New Orleans/Slidell, La.: **Kathy Sparks**, general sales manager, WBFS-TV Miami, joins as VP/GM.

PROGRAMMING



Kaufman

Sidney Kaufman, president/CEO, Total Licensing Services Inc., joins Nelvana Limited, Los Angeles, as executive VP, worldwide marketing, Nelvana Communications Inc.

Appointments at Saban Entertainment, Los Angeles: **Barry Seaton**, lawyer, Small, Larkin and Kidde law firm, joins as director, business and legal affairs; **Michael Cutler**, contract administrator, legal department, Caesar's World Entertainment, joins as manager, business affairs; **Johanna Candido**, paralegal, named manager, business affairs, licensing and merchandising.

JOURNALISM

Appointments at KYMA(TV) Yuma, Ariz.: **Melissa Rito**, reporter and co-anchor, *First News Today*, moves to the station's 5 p.m. newscast, *First News—The Evening Report*; **Shannon Stone**, weather anchor, KSWT(TV) Yuma, joins as reporter/co-anchor, *First News Today*.

Appointments at WBTV(TV) Charlotte, N.C.: **Jim Newman**, managing editor, named assistant news director; **Karen McFeeters**, executive producer, named managing editor; **Moir Quinn**, morning anchor, named executive producer.

Elizabeth Wilder, reporter/weekend anchor, WBMG(TV) Birmingham, Ala.,



ALTV honors B&C's West

Don West, editor at large of the BROADCASTING & CABLE publishing group, received the Association of Local Television Stations' Distinguished Service Award last week. West accepted the honor to a standing ovation at an ALTV luncheon ceremony at the New Orleans Convention Center.

In presenting the award, Michael Eigner, Tribune Broadcasting executive vice president, cited West's 40-plus years of service to the Fifth Estate, and particularly his unwavering stand for full First Amend-

ment protection for broadcasters.

"He is truly a man of principle," Eigner said of West. "Occasionally he has scolded us for accepting the politically expedient and cautioned us that the government—given the opportunity—would attempt to curtail our editorial control. The landmark Telecommunications Act of 1996 is a case in point. Spectrum flexibility and ownership relief were included, but so was the V-chip. Don warned us of the pitfalls. In that instance and others, Don swam against the tide of public opinion."

West urged the industry to fight harder and with a unified voice for First Amendment parity: "Until broadcasters rise up as one to demand and secure those rights, the nation's freedom and your businesses will continue to be at risk."

But West also stressed that with freedom comes responsibility: "Yes, we defend the broadcaster's First Amendment right to be irresponsible, but we reserve our applause for those who take seriously their public trusteeship and whose instinctive response to duty is to perform beyond its call." At a time when cost control and profit margins are under constant pressure throughout the industry, West said he was reminded of the question once asked by former NAB president Justin Miller: "'How close to the line [of unacceptability] do you come? How much profit is enough?'"

Concluded West: "As you enter the digital age, broadcasting has the wind at its back. At BROADCASTING & CABLE, we wish you Godspeed."

AMFM signs on

AMFM Radio Networks, Dallas, a division of Chancellor Media Corp., has signed on the air in one of the largest network debuts in more than 20 years. Management appointments: **Rhonda Munk**, VP, Western sales, ABC Radio Networks, joins as VP, advertising sales; **Marla Bane**, VP, business administration/affiliate marketing, ABC Radio Networks, joins as VP, operations; **Karen Childress**, VP, affiliate marketing, ABC Radio Networks joins in same capacity.



Munk

Bane

Childress

joins WNCN-TV Greenville, N.C., as morning news anchor.

RADIO



Nagler

Harvey Nagler, GM, CBS News, radio, New York, named VP.

David Hall, program director, KFI(AM) Los Angeles, named VP, product development, Cox Radio Inc., in addition to his

responsibilities at KFI.

Norman Becker joins WVXU(FM) Cincinnati

as director of membership and financial development for the station and the XStar Radio Network.

Appointments at WTLC-FM Indianapolis: **Brian Wallace** joins as program director; **Vickie Buchanon**, program director, named music director.

Ardie Gregory, VP/GM, WMMX(FM) and WOCT(FM) Baltimore, joins Capitol Broadcasting Co.'s WRAL(FM) Raleigh, N.C., as GM.

CABLE

Appointments at ESPN: **Steve Raymond**, VP, Western division, ESPN, ESPN2



Hamilton



Burkhardt

and ESPNNEWS, adds ESPN West to his responsibilities and relocates to Anaheim, Calif.; **William Burkhardt**, VP, strategy, business development and administration, Turner Broadcasting Systems, Atlanta, joins ESPN International, New York, as senior VP; **Minard Hamilton**, VP, programming, ESPN International, New York and Bristol, Conn., offices, named senior VP; **Randy Brown**, VP, Central division, ESPN, Chicago, adds Rocky Mountain region to his responsibilities.

Mike Boyd, senior manager, strategy, Discovery Channel Pictures, Bethesda, Md., named director, marketing and field relations.

Jim Head, VP, programming operations, TBS Superstation, Atlanta, named VP, original programming.

Laura Nelson, director, corporate affairs and publicity, Comedy Central, New York, named VP, corporate communications.

Jill Davis, director, program research, Showtime Networks Inc., New York, named VP, research, programming and audience analysis.

Appointments at Florida News Channel, Tallahassee, Fla.: **Jim Hillger**, chief engineer, WBXX-TV Knoxville, Tenn., joins as VP, engineering; **George Thorry**, regional director, customer communications and branding, Continental Cablevision (now MediaOne), joins as VP, marketing.

Ronald Schneider, senior VP, advertising sales, A&E Television Networks, New York, named senior VP, sales.

ASSOCIATIONS/LAW FIRMS

Michael Carowitz, legal adviser, enforcement division, FCC's Common Carrier Bureau, joins Dickstein Shapiro Morin & Oshinsky LLP, Washington, as of counsel.

Appointments at CTAM, Alexandria, Va.: **Carter Maguire**, executive VP, Turner Network Sales, elected to board of directors; **Marcia Cram**, program manager, National Recreation and Park Association, joins as member services manager.

DEATH

Jack Lord, 77, actor, died Jan. 21 of heart ailments at his home in Honolulu. Lord, born John Joseph Patrick Ryan in New



Lord

York City, starred as Steve McGarrett in the CBS crime show, *Hawaii Five-0*. For 12 years, Lord, who produced and sometimes directed the show, ended most episodes by saying "Book 'em, Danno!" *Hawaii Five-0* ended in 1980. Lord also made guest appearances on such television shows as *The Untouchables* and *Have Gun, Will Travel*.

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

Appointments at Tribune



Leach



Mazzaferri



Cray

Thomas Leach, director, planning and analysis, named VP, strategy and development; **Gina Mazzaferri**, director of Renaissance transition, named controller and director of finance; **Anne Cray**, accounting manager, named manager, financial reporting.

FCC officials are ready to wrap up the digital TV allotment table Jan. 29.

As expected, the commission last week placed the item on its agenda for this Thursday's open meeting. Sources expect changes to the table in the northeast as well as in Los Angeles. Sources also expect the new table to permit UHF broadcasters to boost their digital power.

House Telecommunications Subcommittee Chairman **Billy Tauzin (R-La.)** and subcommittee member **J. Dennis Hastert (R-Ill.)** have asked FCC Chairman **Bill Kennard** to keep channels 2-6 for broadcasting only. The FCC has been suggesting that it might move broadcast signals out of the lower frequencies to make way for other services. Tauzin and Hastert argue that the stronger signals in the lower frequencies reach much farther than signals in the higher frequencies, "which results in more extensive and efficient television ser-

vice to those people residing in small towns, rural areas and mountainous terrain."

Children's advocacy groups are still working to get naysayers NBC and BET to use the content-based ratings system. The National Parent Teacher Association has launched a call to action on its Website at www.pta.org. The association is asking parents and concerned adults to e-mail NBC President Bob Wright, BET President Robert Johnson and the general manager of their local NBC affiliate. Meanwhile, NBC shows no sign of budging. Wright told reporters at the Television Critics Association tour in Pasadena, Calif., last week that he has no plans to add S for sex, V for violence, L for language and D for dialogue to NBC's shows.

Once Congress returns tomorrow (Jan. 27), **Senate Commerce Committee Chairman John McCain (R-Ariz.)** hopes to move legislation that

would stay the U.S. Copyright Office decision to raise the rates that satellite TV providers pay to carry broadcast network signals. McCain also plans to hold hearings on rising cable rates and the Telecommunications Act of 1996 during the second session of the 105th Congress, he said during a press conference in Phoenix last week.

The National Cable Television Association and children's advocacy groups next month will announce "Tools to Help You Choose," a series of broadcast public education spots to help parents understand the television content ratings system. NCTA and nine advocacy groups will unveil the campaign at a press conference on Feb. 5. Ratings advocates Senate Commerce Committee Chairman John McCain (R-Ariz.), Rep. Ed Markey (D-Mass.) and former Captain Kangaroo Bob Keeshan will attend,

sources say. "John McCain applauds Decker Anstrom and the associations for doing great work in this area," says Pia Piorosi, McCain spokeswoman. Keeshan, as Captain Kangaroo, narrates spots that explain the ratings to parents. Some advocacy groups plan to make the spots available on their Websites as well.

NFL International used virtual signage for the first time in a worldwide Super Bowl broadcast in the telecast of Super Bowl XXXII yesterday. At press time, NFL International was planning to use electronic imaging technology from Princeton Video Image to insert virtual signage from Coca-Cola in the broadcast, which would reach 670 million viewers outside the U.S. and Canada. The virtual signage from Coca-Cola, inserted into the live video feed via computer, was to include a "Scoring Button" that indicated points for touchdowns and kicks and "Fun Facts" trivia dur-

NATPE clearance update

Columbia TriStar has cleared talker *Donny & Marie* in 97% of the country, action hour *V.I.P.* in 83%, *Vibe* for a second season in 82% of the country and off-net *The Nanny* in 93%.

Kelly News & Entertainment has cleared *Rebecca's Garden* on 61 stations representing 63% coverage. Stations that renew the show are eligible to win a trip for two to Holland for the Tulip Festival in mid-April. Series star Rebecca Kolls will serve as guide on the 10-day trip.

Worldvision as of last Thursday had cleared *Pictionary* in 45% of the country for year two, *Judge Judy* in 78% for year three, *Judge Joe Brown* in 70% for its freshman outing and *America's Dumbest Criminals* in 55% for year three.

Pearson All American has cleared *Kickboxer and the Kid* on 73 stations representing 61% of the country; *Air American*, the action hour starring Lorenzo Lamas, has been cleared on 81 stations (75% coverage); *Match Game* has been cleared on 64 stations (66% coverage).

Tribune Entertainment Co. has renewed *Gene Rodden-*

berry's Earth: Final Conflict and *Nightman* for second seasons. Both shows have been cleared in 39 of the top 40 markets. *Earth* is now cleared in 70% of the country and *Nightman* in 77%. *Earth: Final Conflict* is the highest-rated new first-run action hour, averaging a 4.3 cume rating, season to date, according to Nielsen Media Research. *Nightman* is averaging a 3.4 household rating in its first season. The distributor has also cleared *Malibu, CA* on 80 stations representing 74% of the country.

PolyGram Television's new first-run series *The Crow: Stairway to Heaven* has been cleared in more than 70% of the country. The series, based on the Ed Pressman films of the same name, has been sold to 60 stations, including WCIU-TV Chicago, WDCB-TV Washington and KTXA-TV Fort Worth. PolyGram has also cleared its new one-hour weekly music series *Motown Live* on 77 stations representing 75% of the U.S. Clearances include WWOR-TV New York, KCOP-TV Los Angeles and KRON-TV San Francisco. —Joe Schlosser and John Eggerton

ing bumpers. NFL International also produced educational vignettes for foreign broadcasters to use as interstitial material.

Scientific-Atlanta, saying it's 18 months ahead of General Instrument in the set-top box race, **will ship just under 1 million of its two-way interactive Explorer 2000 boxes this year.** S-A says it has signed deals with MediaOne, Cox Communications, Adelphia Communications and Marcus Cable in the U.S. and with Rogers Cablesystems, Videotron and Cogeco in Canada. That's in addition to early orders from Time Warner for 550,000 Explorer boxes and from Comcast for 365,000 boxes. TCI is not part of the list, but S-A President Jim McDonald said he's talking with TCI about possible orders. He said the initial average price of the Explorer 2000 will be in the high \$300 range but will come down over time to the \$300-box average of the GI order. Shipments of the boxes are expected to begin in 60 days.

Fox/Liberty Networks and Rainbow Media Holdings are gearing up to unveil Fox Sports New York, Fox Sports Chicago, Fox Sports Ohio, Fox Sports New England and Fox Sports Bay Area when the Rainbow's SportsChannel

Errata: The Jan. 19 "Fifth Estate" feature should have identified Fox's FX cable network as being three and a half years old, rather than 10 months old. Also, the Fox Sports news show that starts one hour earlier than ESPN's *SportsCenter* should have been identified as *Fox Sports News*, not as *The Last Word*.

Harris and Lucent unveil DTV encoder

Harris Broadcast and Lucent Technologies introduced an ATSC-compliant digital television encoder last week. Harris will begin delivering the encoder in March.

The modular product, which will be marketed as the Harris FlexiCoder, will be capable of SDTV and HDTV encoding in both interlace and progressive scan formats. It can deliver multichannel SDTV encoding now, which Harris and Lucent demonstrated in New York last week, and will be able to deliver HDTV encoding by October. A base 480i encoder starts at about \$90,000, while a full-blown unit capable of encoding 480i, 480P, 720P and 1080i will sell for around \$450,000.

Initial FlexiCoder customers include Cox station and ABC affiliate WSB-TV Atlanta and three A.H. Belo stations: ABC affiliate WFAA-TV Dallas, CBS affiliate KHOU-TV Houston and NBC affiliate KING-TV Seattle. All of the stations will get SDTV models in March; the three Belos have ordered HDTV capability as well, while WSB-TV is sticking with a 480i SDTV unit for now.

"We want to come up with converters that match what the networks' formats are going to be," says John Swanson, vice president of engineering for Cox Broadcasting. "The last information I got [was that] they were leaning toward 720P. That's what I've heard, but we're waiting to make a determination until they tell us something."

—Glen Dickson

Regional Networks officially join the Fox Sports Net family on Wednesday (Jan. 28).

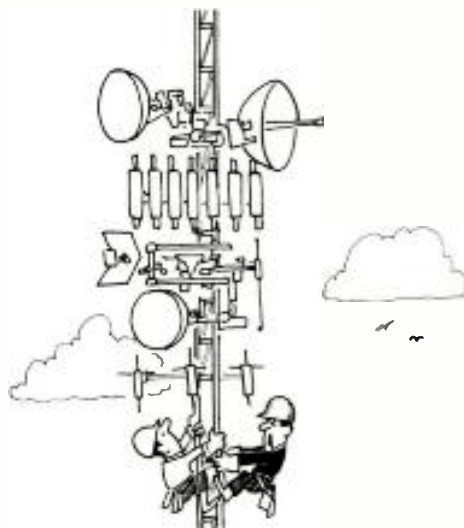
kwtx-tv Waco, Tex., reporter Kathryn Dettman was found beaten to death in her Temple, Tex., apartment last week, just days before she was to start a new job at CBS affiliate KTVT (TV) Dallas-Fort Worth. Dettman, 36, apparently had just stepped out of the shower when she was attacked in her home. Police are questioning a young male neighbor they found covered in blood. Dettman's friends said the man had "been calling her a lot. But she seemed unconcerned about it," according to Temple police spokesman Tony Hennes. Charges were not filed

Thursday, but the man remained in custody and underwent more questioning. Dettman was to leave her job at kwtx-tv Friday to start work as a general assignment reporter at KTVT today (Jan. 26).

The House Judiciary Committee will continue its oversight hearings on satellite and cable

compulsory licenses

Feb. 4. Invited to testify are Charlie Ergen of EchoStar, Sid Amira of PrimeTime 24, Eddie Fritts of the NAB, Peter Boylan of United Video Group, Matt Polka of the Small Cable Business Association and Bob Phillips of the National Rural Telecommunications Cooperative.



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"We've leased out so much space on our tower that we can't get up to our antenna!"

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Incorporating The Fifth Estate TELEVISION Broadcasting

Polite applause

FCC Chairman Bill Kennard drew from past and present last week to praise broadcasters for their contributions to society. Citing Martin Luther King's "I Have a Dream" speech and ABC's airing last week of the story of civil rights figure Ruby Bridges, Kennard hailed the NATPE audience for showing viewers things "they would never have seen on their own."

The speech was in stark contrast to the broadside delivered by predecessor Reed Hundt in his inaugural speech at NATPE. Hundt's criticisms of TV as contributing to a "wasteland of crime" created some instant animosity that future events would only reinforce.

Kennard's speech was not without a red flag. He emphasized that he wants to write new public interest rules for the digital age, which smacks to us of more content regulation. The Kennard speech received a standing ovation from the NATPE crowd. For now, we'll keep our seat until we've seen more of the Kennard agenda.

Free speech at steak

While we are confident in TV superstar Oprah Winfrey's ability to defend herself against the beef industry, we are concerned about the laws under which her current litigation has been brought. We find both fascinating and worrisome the notion that lawmakers in Texas—and several other states—took time from their presumably busy legislative agendas to write a law that seeks to protect food from insult.

Growers and sellers of perishable foods make the point that theirs is a fragile industry, especially vulnerable to quick turns of the marketplace. They say it can suffer great and irreversible damage when disparaged recklessly. Advocates insist these "disparagement statutes" are not overly burdensome, and that plaintiffs have to meet a substantial burden of proof to win.

But the flow of information can also be fragile. We worry about the small-market radio and TV reporters who can be intimidated by laws restricting speech about particular industries. If a remark from a talk show is attacked, how many journalists can we expect to vigorously pursue consumer issues? Human beings are fragile too, and unsafe food products can harm people faster than speech can harm an industry. How many potential health hazards will go uninvestigated?

It's been noted that if Oprah is successful defending against the dubious notion that her on-air remarks were defamatory and cost the beef industry millions, there will be no appeal and the law could remain intact. We hope, however, that Winfrey's defense will shed the light of truth on this law and that legislatures in Texas and other states will do the right thing and repeal this unnecessary and unconstitutional burden on speech.

The game's up

We want to add our voice to those already raised to challenge the federal law banning truthful speech about legal gaming. Two lower courts already have ruled that the ban violates the First Amendment. Now the Supreme Court has a chance to put an exclamation point on those decisions. Among the arguments against the ban: While ads for state-sanctioned gaming are legal, ads for state-regulated casino gambling are not, in what the Association of National Advertisers accurately describes as a "crazy quilt of content-based discrimination." The ANA also points out that the government was trying to resurrect an exception for so-called vice products, an exception which the high court already has said is invalid.

We would add the argument that, as the high court made clear in its *Liquormart* decision in 1995, "government may not suppress speech as easily as it may suppress conduct." That means that the government may not treat a ban on gaming ads as a more narrowly tailored means of achieving its interests than a ban on gaming.

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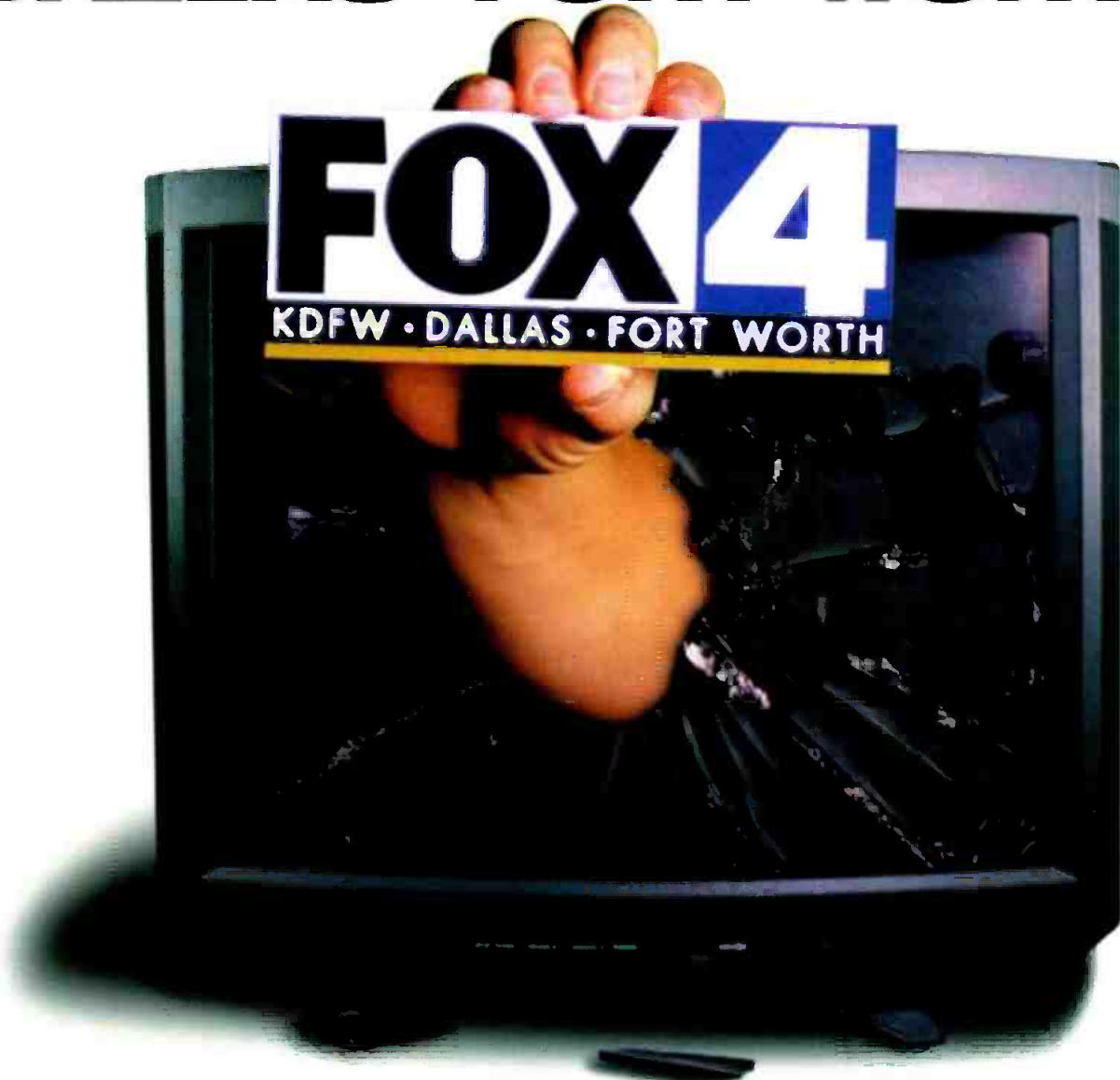
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- ◆ #1 Sign-on to Sign-off in Adults 18-34, Adults 18-49 and Adults 25-54
- ◆ #1 in Common prime in Adults 18-34, Adults 18-49 and Adults 25-54*
- ◆ #1 in Total prime in Adults 18-34 and Adults 18-49
- ◆ #1 Morning news, *Good Day Dallas*, in Adults 18-34 and Adults 18-49**
- ◆ *Sports Sunday on FOX* is #1 among Sunday night sports shows in Men 18-34 and Men 18-49

#1 News Share Growth

- ◆ #1 in Early News growth
FOX 4 News at 5p +33% in Adults 25-54
FOX 4 News at 6p +50% in Adults 25-54
- ◆ #1 in Late News growth
FOX 4 News at 9p +50% in Adults 25-54
FOX 4 News at 10p +25% in Adults 25-54



Source: A.C. Nielsen November 1997 VIP Report. Sign-on to Sign-off is Sun-Sat 7a-1a. Common prime is Mon-Sat 7p-9p/Sun 6p-9p. Total prime refers to traditional Affiliate prime Mon-Sat 7p-10p/Sun 6p-10p. * In Common prime, KDFW is tied for #1 with an 8.1 rtg in Adults 25-54. ** In Morning news, Good Day Dallas is tied for #1 in Adults 18-49 with a 2.4 rtg (MF 6-9a).

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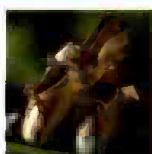
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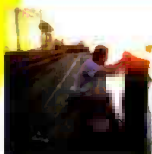
Performing
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Writer's
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7:00 PM TO 8:00 PM

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