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The Newsweekly of Television and Radio

Vol. 128 No. 7 67th Year 1998 A Cahners Publication

The Newsworthy of Television and Radio

Vol. 128 No. 7 67th Year 1998 A Cahnors Publication

CBS's Olympics
Welcome
Ho-hum

Critics turn cold shoulder; downhill ratings begin to climb

Loesch heads to Henson TV

Gianni Romme of the Netherlands sets a new world record in the 500 meters.

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Telemedia
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Switzerland	Tel. 41-41-259-9090		Tel. 58-2-285-6440
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U.A.E.	Tel. 971-4-719000		

Fast Track

Must Reading from

**Broadcasting
& Cable**

February 16, 1998

TOP OF THE WEEK / 6

COVER STORY



CBS's Olympics: So Far, So-So

Poor weather, bad timing and some question programming calls all made for some pretty tough sledding for CBS in its first week of Olympic coverage from Nagano, Japan. / **6**

CBS affils hopeful for week two

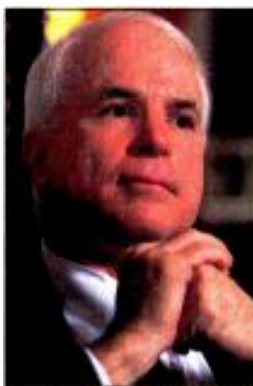
Despite early setbacks,

CBS affiliate general managers are optimistic that the network will raise its Olympics ratings with this week's marquee events. / **10**

TNT's low-risk Olympics TNT is seeing the same downhill slide in Olympics ratings as CBS, but it isn't suffering as badly because the broadcaster is taking all the financial risk. / **11**

Cover photo by Robert Hanashiro/USA Today

DTV debut may suffer from FCC delay Hopes for major market viewers to get an early glimpse of high-definition pictures on Nov. 1 are fading, as officials haggle over plans for matching each TV station with a new channel for DTV. / **12**



EchoStar Communications gains another ally in its fight to provide local television stations via satellite: Senate Commerce Committee Chairman John McCain. / 14

AT&T using cable to get into local telephony AT&T's pending investments in @Home Corp. and Tele-Communications Inc. will pave the way for the nation's largest long-distance provider to enter local telephone markets—but not in the conventional way. / **13**

Primestar pushes rollup Primestar Partners has decided not to wait for regulatory approval on license transfers before creating a new direct broadcast satellite company. The partners have agreed to pool interests into a single entity as soon as possible. / **13**

FCC in crossfire Congressional leaders and the White House are forcing the new FCC to take sides in a political

fight over free political airtime. / **18**

BROADCASTING / 21

Loesch heads to Henson TV Former Fox Kids vice chairman Margaret Loesch will lead the Jim Henson Co. as president of the newly created TV group. / **21**

Tristani criticizes violence on TV Addressing broadcasters, FCC Commissioner Gloria Tristani last week discussed studies linking TV violence and antisocial behavior. / **22**



KTVX's look at fowl conditions in Salt Lake City restaurants led to a lawsuit. / 23

Young blasts networks

Young Broadcasting Chairman Vincent Young told analysts last week that it was "outrageous" that the networks, particularly ABC and CBS, were trying to get affiliates to help pay for National Football League rights contracts. / **23**

Reviews mixed on Clinton coverage Pros and public offer far-ranging views on the media's coverage of the White House scandal. / **24**

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CABLE / 32

Jones, BTH square off The latest spat between Jones Intercable and 30% shareholder BCI Telecom Holdings focuses on Jones's high-speed Internet service, but the real target may be Chairman Glenn Jones. / **32**



Comedy Central's 'South Park' hosted a battle for the ages. / 32

ATI back in data business

American Telecasting Inc. this week will use a national launch in Denver to unveil a wireless high-speed digital data service for businesses. / **34**

Encore launching ad blitz Encore Media Group will spend \$60 million this year to build consumer awareness of its core networks—Starz! and Encore. / **35**

TECHNOLOGY / 40

Snell & Wilcox expands HDTV line Snell & Wilcox is bringing an expanded range of high-definition equipment to NAB '98, including HDTV production switchers and an HD router. / **40**

Telemedia / 42

AOL stirs it up America Online appeared to be moving in several directions last week, adding content, cutting staff, and trumpeting an imminent rate increase. / **42**

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*Beta Cable Subscriber Study-11/97. Value among basic cable entertainment networks. ©1998 Lifetime Entertainment Services.

Top of the Week



NAGANO 1998

Critics Cold as Ice

Reception is mostly chilly on TV coverage

"The games are supposed to celebrate excellence, but CBS's coverage was a tribute to mediocrity."

—Tom Shales,
The Washington Post

"Somebody send CBS a storyline. Fast."

—Barry Horn,
The Dallas Morning News

"This can't be the way CBS wanted to start its Olympics coverage."

—Josh Duhow, AP

"It has been near-catastrophe for CBS."

—Mike Penner,
Los Angeles Times

"CBS is now experiencing its worst nightmare, as are the viewers."

—Robin Romano,
The Boston Globe

CBS in Nagano: So far, so-so

Olympics suffers from weather, other problems; network, advertisers hoping for better numbers in week two

By Steve McClellan

Poor weather, bad timing and some questionable programming calls made for some pretty tough sledding for CBS in its first week of Olympic coverage from Nagano, Japan. Network and ad agency executives remained hopeful that the games would catch on with U.S. viewers in a big way when skating and skiing events with U.S. medal hopefuls are scheduled.

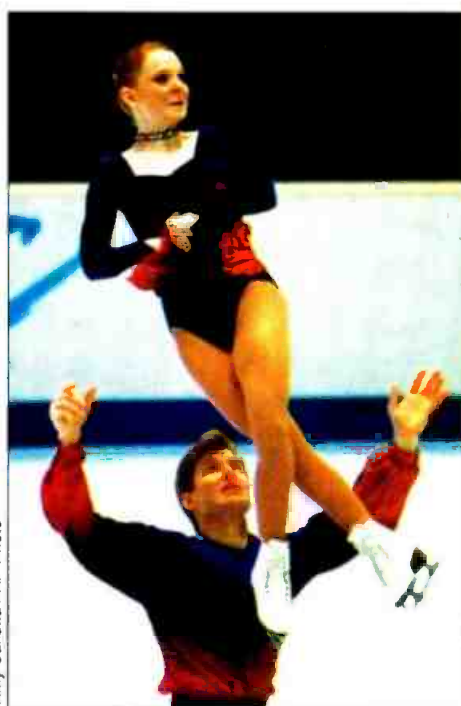
By Olympic standards, the ratings for the first week of coverage were not good. The Nielsen prime time average from Friday, Feb. 6, through Thursday, Feb. 12, was a 16.8 rating/27 share. CBS is

guaranteeing major advertisers ratings of

19-19.7 in prime time. The first week's average was down a whopping 32% from the Lillehammer games in 1994, when Nancy Kerrigan, Tonya Harding and a group of knee-bashing thugs led by Harding's husband played out a sordid tabloid tale that drove U.S.



COVER STORY



Amy Saretta / AP Photo

GMs hope marquee events such as the skating of the U.S.'s Todd Sand and Jenni Meno may boost ratings.

CBS affiliates hopeful

Despite early setbacks, CBS affiliate general managers are optimistic that the network will raise its Olympics ratings with this week's marquee events.

"They've caught a few bad breaks," says Peter Diaz, vice president of KHOU-TV Houston, "but it's still very early."

Most affiliates agree. "They, as a network, performed as well as they could," says Tom Griesdorn, GM of WOIO-TV Cleveland, adding, "The events that America has fallen in love with are yet to come."

The primary ratings problem during the first week of coverage was beyond network control, GMs say: namely snow, and lots of it.

Bad weather delayed men's downhill competition several times, and high winds threatened Thursday's live broadcast of the event. "When you have an event canceled," says Brian Jones, GM of KTVT-TV Dallas, "you're forced to cover other events that might not have such a high profile or to do background pieces or packages."

"People love features when they are woven in with the events," says Christopher Rohrs, GM of WFSB-TV Hartford, Conn., "but when you don't get enough events, people don't savor the features."

Snow delays weren't the only problem. Several sta-

viewership to record heights.

CBS has been encouraging comparisons with the 1992 Albertville games. Still, the first week of Nagano coverage was down 12% compared with week one of Albertville.

Normally, the Olympics provide the network rightsholder with landslide ratings victories across every half-hour of prime time for households and key demographics throughout the games. Not so for CBS last week. It won every



Jim Rippey (inset) was "stoked" to cover Ross Rebagliati's gold medal snowboarding run. Rippey's analytical style drew ire from television critics such as the New York Times's Richard Sandomir, who wrote, "Snowboarders must speak a different language," and Milton Kent of the Baltimore Sun, who wrote an article titled "Like, wow, dude, Rippey has to be, like, the worst." CBS this week demoted Rippey from analyst to on-air reporter.

Robert F. Bukaty / AP Photo



NAGANO 1998

"Unless Tonya Harding and her posse show up during a rehearsal, or a couple of skaters smash into one another, this is must zzzz TV."

—Greg Hall,
The Kansas City Star

"CBS's coverage was clean and efficient."

—Prentice Rogers,
The Atlanta Journal
and Constitution

"[Scott] Hamilton is such a cheerleader-as-analyst that he invests nearly every routine with exaggerated quality."

—Richard Sandomir,
The New York Times

In reference to cut-away from "Ode to Joy": "A fitting gesture would be for [executive producer Rick] Gentile to commit seppuku—the ritual self-disemboweling, with which dishonored samurai end their lives—an event that would be cheered by music lovers on five continents."

—Marvin Kitman,
(New York) Newsday

A 30-YEAR HISTORY OF OLYMPICS RATINGS

Olympics	Prime Time Site	Rating / Share
1998 Winter*	Nagano	16.8 / 27
1996 Summer	Atlanta	21.6 / 41
1994 Winter	Lillehammer	27.8 / 42
1992 Winter	Albertville	18.7 / 29
1992 Summer	Ba celona	17.5 / 34
1988 Winter	Seoul	19.3 / 30
1988 Summer	Seoul	17.9 / 32
1984 Winter	Sarajevo	18.2 / 28
1984 Summer	Los Angeles	22.9 / 43
1980 Winter	Lake Placid	23.6 / 37
1980 Summer	no Games, US boycott	
1976 Winter	Innsbruck	21.7 / 34
1976 Summer	Montreal	24.8 / 48
1972 Winter	Tokyo	17.2 / 29
1972 Summer	Munich	25.0 / 45
1968 Winter	Grenoble	13.4 / 21
1968 Summer	Mexico City	14.3 / 26

* Week one

Source: Nielsen Media Research

for second week

tions received complaints on the first night of coverage about CBS's handling of the five-continent choral rendition of Beethoven's "Ode to Joy." The network cut away from the event for a commercial break and returned not to the finale of the piece but to a taped interview with American figure skater Michelle Kwan. "I think that complaint is valid," says Steve Mauldin, president/GM of WTSP(TV) Tampa, Fla.

And what about the advertisers? CBS reportedly guaranteed national advertisers an average 19.7 rating for prime time and thus far hasn't reached that number.

"Network is a guarantee business," Fiohrs says, "local TV is not." Nevertheless, "We have begun to run some bonus rates just to keep [sponsors] on track."

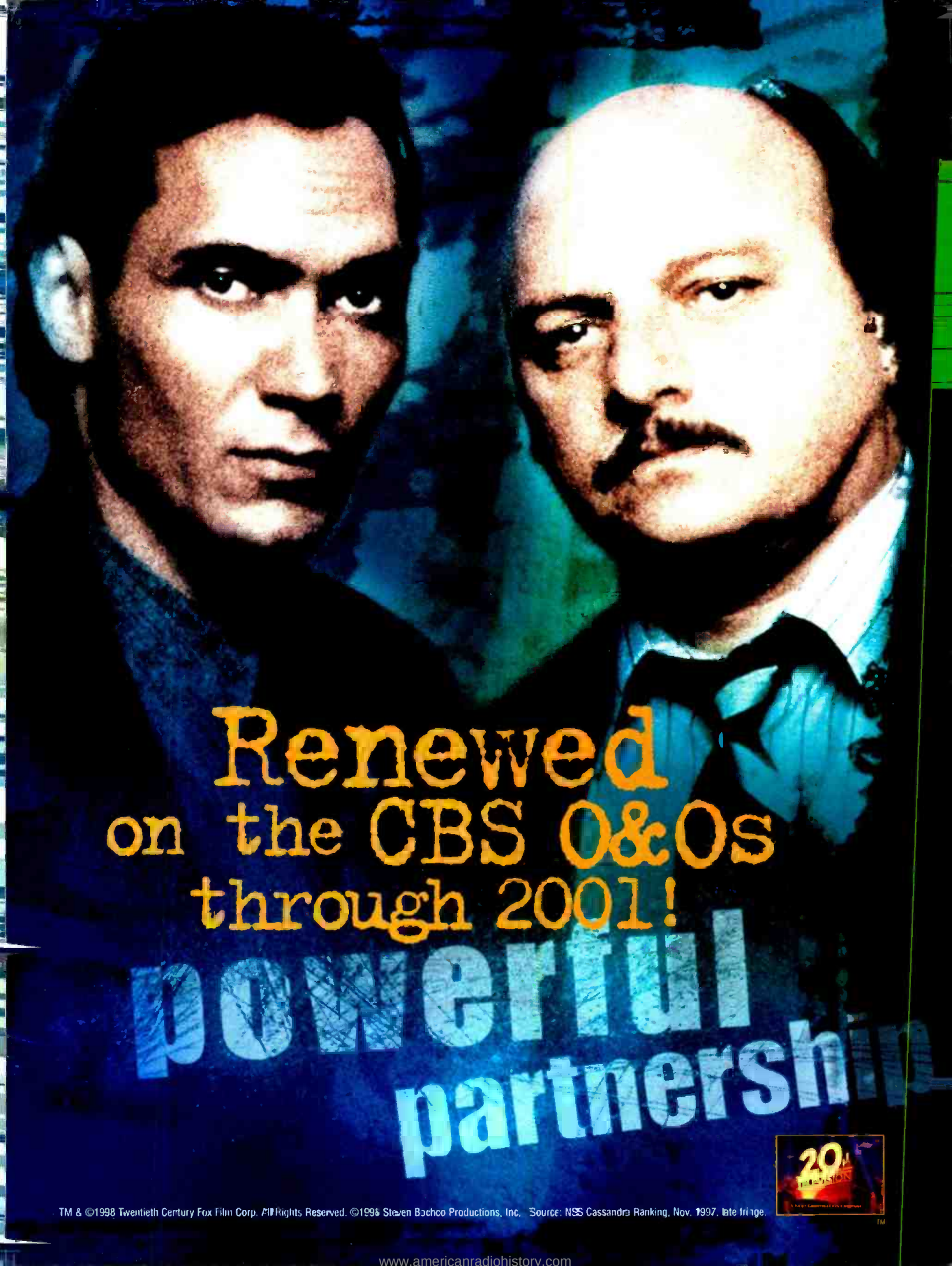
Other GMs don't expect to have any make-goods but are prepared to shuffle spots if the need arises.

With the NCAA basketball tournament around the corner and AFC football back on CBS's schedule, "you really want the advertisers to get what they're paying for," Jones says. —Sara Brown

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on the CBS O&Os
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NAGANO 1998

"[TNT executive producer Mike] Pearl and his crew have done sensational work so far, offering a comprehensive and usually fascinating package that plays to both the sports fan and the curious observer."

—Milton Kent,
The Baltimore Sun

"Diligent viewers now might know more about the practice routines of sumo wrestlers and figure skater Tara Lipinski than some people within their entourages."

—Michael Hirsley,
Chicago Tribune

"I'm having trouble with the time change. It's 14 hours, but it seems like two weeks. CBS is giving race results that newspapers have already reported."

—Tony Kornheiser,
The Washington Post

"Figure skating has become CBS's best pitch."

—Kayh McFadden,
The Seattle Times

Top of the Week

well. Oregon native Picabo Street provided what should have been the quintessential Olympic moment for viewers. Having battled back from reconstructive knee surgery last fall, Street slalomed to gold late Tuesday night (ET), just as CBS was wrapping up its extended prime time coverage about 11:50 p.m.

If Street's run had come just a few hours earlier, ratings would have soared, researchers say. As it turned out, Tuesday did bounce back to an 18.9/29, driven by U.S. skier Jonny Moseley's gold medal performance in mogul skiing.

The network withheld Street's performance for 24 hours—much to the annoyance of viewers and critics—in a bid to boost Wednesday's prime time numbers. The gambit didn't work: Wednesday's average was an anemic 15.3/24.

The number of commercials that CBS aired in prime time caught some observers by surprise. A tally of national and local commercials during three randomly selected stretches of



CBS Olympics anchor Jim Nantz interviews U.S. figure skater Tara Lipinski.

prime time last week found an average of 13.5 minutes per hour of spots (not including promotion time taken up by both the network and local station). In a study of the commercial load in the 1996 Atlanta games, *Competitive Media Reports* said national spots averaged 8.4 minutes per prime time hour, but that does not include local commercial minutes.

Agency executives were somewhat disappointed with the ratings but not overly alarmed

COVER STORY

Baskin memo causes furor at CBS

As if CBS didn't have enough problems covering the Nagano Olympics, an internal memo from the news division leaked last week in which *48 Hours* correspondent Roberta Baskin accused CBS News of going soft on major Olympic sponsor Nike. Baskin alleged that CBS was concerned that examining the sports-apparel maker's labor practices could jeopardize millions in advertising for the network.

The accusation shocked higher-ups at CBS News, who vehemently denied the charge. "It's amazing, ludicrous and totally baseless," said CBS News President Andrew Heyward.

In the memo, which circulated in the news division on Feb. 6, Baskin recounted unsuccessful attempts to do a follow-up to her story on Nike's alleged abusive labor practices in Vietnam, as well as attempts to get the network to rebroadcast the original story, which aired in October 1996.

In her memo, Baskin recalled a conversation with *48 Hours* executive producer Susan Zirinsky, "who told me she overheard CBS News Senior Vice President Jonathan Klein talking to Andrew Heyward, discussing a letter Nike had sent to the head of CBS Sales, expressing concern over the relation-



Roberta Baskin

ship between Nike and CBS at the upcoming winter games. I assumed it meant Nike probably was going to be a prime sponsor of CBS's Olympics coverage at a cost of millions of dollars and that Nike's concerns had to do with my report."

Both Heyward and Zirinsky dispute Baskin's account. Zirinsky told the *Washington Post* (which broke the story) that Heyward asked her about responding directly to an internal Nike memo complaining about

Baskin's piece. Heyward said Baskin's recollection about the Nike letter was "fantasy."

Neither Baskin, Zirinsky nor a Nike spokesperson returned calls.

In his response to Baskin, Heyward said that "the senior executive overseeing the program did not believe the piece was strong enough to merit repetition" and that he agreed with the decision. Many stories don't get rebroadcast, he noted.

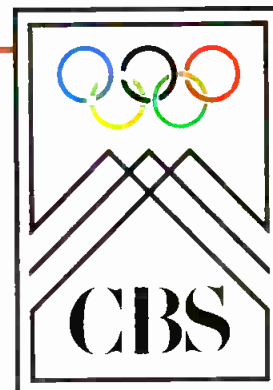
Heyward also replied that there was no basis "to your truly preposterous assertion that the stories didn't run because of Nike's Olympic deal."

Heyward said that the two would talk face-to-face about the issue "at some point when it is convenient to me." Baskin's contract is up later this year. —Steve McClellan

by the commercial load. And for the most part they didn't blame CBS. "There was no Nancy-Tonya story line, and the first couple of nights were kind of boring with the downhill being postponed," says Steve Sternberg, senior partner, TN Media. The ratings should go up once figure skating kicks in, with the Americans expected to do very well, he says. Still,

Sternberg adds, "I'd be very surprised" to see the numbers rebound high enough to meet most ratings guarantees.

"The numbers are disappointing, but I think to write them off is premature," says media buyer Paul Schulman. "The best is yet to come." He predicts that if the network doesn't meet its guarantees, "it won't be far off." ■



NAGANO 1998

TNT's low-risk Olympics

By John M. Higgins

TNT is seeing the same kind of downhill slide in Olympics ratings as CBS, but it isn't suffering as badly because the broadcaster is taking all the financial risk.

Through the middle of last week, TNT's Nagano coverage was running 25% behind Nielsen ratings for the 1994 winter games, averaging a 1.2 vs. the 1.6 at Lillehammer. Worse yet, the games can't even match the 1.3 rating TNT averages for its normal daytime schedule of old TV series and movies.

TNT blamed the same problem cited by CBS: heavy snow that delayed downhill skiing events. Bereft of the sexier sports, TNT has had to cover such events as long-track speed skating, biathlon skiing and—the quirkiest sport of the games—curling. Turner Sports spokesman Greg Hughes said that network executives expect ratings to increase to a 2 or 3 when women's figure skating kicks in this week.

The good news is that TNT isn't on the hook for make-goods to advertisers. In contrast to TNT's past deals to carry daytime Olympics coverage, this time CBS wanted to control all the advertising inventory to prevent the cable network from undercutting the broadcaster's rates. That means CBS has to make up any shortfall in ratings guarantees to advertisers. TNT paid a mere \$10 million for rights fees, holding back some time



Kyoto Japan Out / AP Photo

Bereft of the sexier sports, TNT covered such events as biathlon skiing and curling (above), in which Tim Solin of St. Paul, Minn., competed.

to promote its other programming and to offer cable systems time for local spots.

In return for the lower rights fee, TNT is providing CBS with production, marketing and on-air promotional support of CBS's prime time coverage.

TNT's other big cost is giving up all that advertising time to CBS for two weeks. One analyst estimated that TNT was relinquishing \$35 million–\$40 million. TNT would not comment.

Turner Sports sent a production staff to Nagano that is triple the size of crews it has used for previous Olympics coverage. Turner also built a production facility in Nagano larger than any of its past Olympics setups. TNT is airing 50 hours of coverage, up from 45 hours in years past,

mostly in weekday blocks up to five hours long. TNT also will host 60-minute Olympics weekend specials. Its coverage kicked off on Feb. 7 and extends through Feb. 21.

TNT's coverage is limited to day-after tapes of events that CBS has aired, some of which already had been delayed 24 hours. Like CBS, TNT loads the schedule with profiles of athletes plus some coverage of Japanese culture. TNT's biggest departure from earlier Olympics is adding original magazine shows, *The Cutting Edge* and *Tales of the Rings*.



The network's coverage has produced some oddities. Perfectly blow-dried anchor Jim Nantz is encamped in an outdoor set in Nagano. But since local time has him going live in the

middle of the night, an open backdrop overlooking the city is usually closed off by a photo mural of mountains, making it seem as if he's in an indoor set. The big tip-off: When he talks, fog flies out of his mouth.

Covering curling has been a challenge. The problem? As the competitors play shuffleboard with 40-pound pucks and furiously scrub the ice with push brooms, so many people crowd the ice that TNT often can't get an unobstructed camera angle of where the puck lands.

—Donna Petrozzello
contributed to this story

"What we're fed as Olympic coverage is slickly packaged, highly stylized segments in which the presentation of the actual games is sacrificed for heartwarming features about the athletes."

—David Nakamura,
The Washington Post

"What's with the Nike swooshes all over the CBS announcers? I mean, am I imagining this or has the network rented these people out like billboards?"

—Mike Boaz, (Wilmington, N.C.) *Morning Star*

"Still, [TNT's] doing it without much of the fluff that accompanies CBS's coverage, and we like the edge displayed by host Jim Lampley, who does the show live, even though TNT is on during what is usually 3-7 a.m. Japan time."

—Bob Condotta, (Tacoma, Wash.) *News Tribune*

"Couldn't TNT afford to heat its Olympic anchor desk for poor Jim Lampley?"

—Jeff Gordon
St. Louis Post-Dispatch

DTV debut may suffer from FCC delay

Stations say Nov. 1 deadline for new service could slip if allocation table isn't finished soon

By Chris McConnell

Last April, FCC commissioners hoped their new digital TV rollout plan would give viewers in the top markets an early glimpse at high-definition pictures on Nov. 1.

Now officials are seeing those hopes threatened as they haggle over their plan for matching each TV station with a new channel for DTV. Some broadcasters said last fall that they needed the final table by Jan. 2 to make the early construction schedule. With the commission six weeks behind that target, several broadcasters are questioning whether they will be able to meet the Nov. 1 deadline.

"There are problems," says one industry source, pointing to both the lack of a final allotment table and continuing problems in securing spots in some markets for a DTV transmitting antenna.

"We're becoming more and more concerned," another broadcaster says, adding that the Nov. 1 target still is possible but may not be if the commissioners cannot release an allocation table before next Friday (Feb. 27).

Stations say they need to see the FCC's final allotment list before they can order equipment to send out the digital signals. Last spring, 26 stations in the top 10 markets pledged to put digital signals on the air this fall. Last week, the FCC had granted construction permits for four of those stations, and another three applications were pending.

Regulators in April issued an allocation table that matches each analog channel with a digital TV counterpart. But the FCC received more than 200 petitions to reconsider the plan, and broadcasters expect at least some of the channels to change when commissioners vote on a revised allocation table.

The FCC had hoped to vote on the new channel plan on Jan. 29. However, it postponed action to consider requests by VHF broadcasters that chs. 2-6 be included in the chunk of spectrum (the "core spectrum") that will remain with the industry after broadcasters return

the channels they are using to transmit analog television.

In January, FCC Chairman William Kennard said the commission would need between 10 days and two weeks to complete its work on the channel assignment plan, but two weeks later the core spectrum issue remained unresolved.

At issue is whether the commission will shift its set of core broadcast channels from 7-51 to 2-46 or simply designate a broadcast core covering chs. 2-51.

While three commissioners appear to favor the latter, Kennard has been concerned about the potential impact on the FCC's ability to raise sufficient auction revenue from a reduced pool of returned analog channels. But he has not ruled out expanding the core spectrum if the budget concerns can be addressed, sources say.

Last year, lawmakers and the President struck a budget agreement that counts on raising \$5.4 billion in 2002 from an auction of returned analog spectrum.

Broadcasters who have promised the FCC that they will have digital stations on the air by Nov. 1 must wait for the commissioners to resolve the budget problem. FCC officials are confident that broadcasters still can meet the early construction deadlines despite the delay. But they also say they know the clock is ticking. "We realize we have to get this out," one official says, predicting commissioners will vote on the table this week.

"This short delay should not delay the ability of stations to get on the air next November," adds Commissioner Susan Ness. "But in fairness to all broadcasters and equipment manufacturers poised to fulfill new orders, we must decide this matter immediately."

Some broadcasters say they are moving ahead while assuming that the channels issued last spring will remain unchanged. Fox, which pledged to build DTV stations in three markets by Nov. 1, is on track to meet the deadline, a company source says.

LIN Television Vice President Gregory Schmidt says his company

WHO'S ON FIRST (WITH DTV)?

Stations in the top 10 markets promising to broadcast a digital signal within 18 months

Market % of TV Hhs	Calls	Owner	Affil
New York 6.9%	WCBS*	CBS	CBS
Los Angeles 5.1%	KNBC	NBC	NBC
	KTLA	Tribune	WBN
	KABC	ABC	ABC
Chicago 3.2%	WMAQ*	NBC	NBC
Philadelphia 2.7%	KYW	CBS	CBS
	WPVI	ABC	ABC
	WCAU	NBC	NBC
	WTXF	Fox	Fox
San Francisco 2.4%	KRON	Chronicle	NBC
	KPIX	CBS	CBS
	KGO	ABC	ABC
Boston 2.2%	WGBH	Public	PBS
	WCVB	Hearst	ABC
	WMUR	Imes	ABC
Washington 2.0%	WRC	NBC	NBC
	WJLA	Allbritton	ABC
	WUSA	Gannett	CBS
	WETA	Public	PBS
Dallas-Fort Worth 1.9%	KDFW	Fox	Fox
	KXAS	LIN	NBC
	WFAA	Belo	ABC
Detroit 1.8%	WJBK**	Fox	Fox
	WWJ***	CBS	CBS
Atlanta 1.7%	WSB	Cox	ABC
	WXIA	Gannett	NBC

Commitments in the top 10 markets are part of a larger industry plan. The schedule calls for providing at least one DTV signal to 43% of TV households within 24 months, more than 50% within 30 months.

*Subject to tower availability. **Subject to Canadian coordination. ***Subject to grant of pending NTSC facilities modification.

already has ordered gear for its planned digital station in Dallas. The company hopes to deliver a high-definition broadcast of the Texas Rangers opening game on March 31.

But Schmidt adds that LIN has encountered several obstacles even after passing the channel allocation hurdle. The company, for instance, was unable to use the FCC's expedited license application procedure because it needed to send the signal at different power levels than the commission had assigned. "This is just one of a million problems," Schmidt says of the station's construction.

Others also cite continued problems locating transmitting antenna space in New York and Chicago. The NAB and the Association for Maximum Service Television last year asked the FCC to help with the tower siting problem by capping the amount of time local regulators could ponder applications to modify or move transmission facilities.

The commission invited comments on the proposal but does not appear willing to preempt local regulators. Last month, Kennard said the commission would take such action only as a last resort and told broadcasters that they must "reach out to local governments" to resolve tower siting problems. ■

AT&T using cable to get into local telephony

Plans to use Internet Protocol to enter residential market

By Price Colman and
John M. Higgins

AT&T's pending investments in @Home Corp. and Tele-Communications Inc. will pave the way for the nation's largest long-distance provider to enter local telephone markets—but not in the conventional way.

Instead, AT&T is focusing on Internet Protocol (IP) telephony as a way to tap the growing hunger among residential customers for second lines.

By capitalizing on the IP telephony trend, in which the Internet is used as the conduit for local and long-distance telephone traffic, AT&T hopes to cut down on the billions of dollars in access charges it pays to local exchange companies. IP telephony also sidesteps most regulations that accompany local "powered" telephony, including 911 requirements and network outage parameters.

In 1996—the latest year for which figures are available—AT&T paid \$14 billion in access charges and settlements (what it pays to foreign telephone companies for use of their networks). AT&T spokesman Dave Johnson says that domestic access

charges account for the bulk of that \$14 billion. "What we pay basically is windfall for local monopolies," Johnson says.

AT&T plans an IP telephony test in an undisclosed market this summer: it sees access to cable company

sources say that the companies have been discussing everything from a straight stock investment to a payment by AT&T as high as \$100 for each digital box deployed. Another option: AT&T paying a monthly access fee to @Home and its cable partners.

One financial executive familiar with the negotiations says that AT&T executives have balked at the \$100-per-box fee because of concerns that IP telephony might achieve only 10%-20% penetration, leaving the long-distance

telco paying \$500-\$1,000 per IP phone customer. Conversely, cable operators have felt that an access fee won't give them enough capital up front. "It's the dance of the 27 scorpions," says a senior executive with one MSO involved in the negotiations.

A source familiar with the situation says that AT&T is close to a separate deal with TCI that would give the telco access to TCI's network for IP telephony. Under one scenario, AT&T would advance network access lease payments to TCI to enable TCI to upgrade its network in key markets. ■



networks as an inexpensive way to get into local telephony. But sources familiar with the AT&T/@Home talks say the deal faces two problems.

First, the @Home partners—TCI, Comcast, Cox and Cablevision Systems—are seeking at the same time to negotiate a merger with Time Warner Inc.'s Road Runner service and US West Media Group's MediaOne Express. Those conversations, which have been on and off for more than a year, are complicated enough without the prospect of structuring a deal with a partner the size of AT&T.

The other complication is how to structure AT&T's investment. The

Primestar pushes rollup

Primestar Partners has decided not to wait for regulatory approval on license transfers before creating a new direct broadcast satellite company.

To ensure that they keep high-power frequencies at 119 degrees west and to regain competitive momentum, the partners have agreed to pool interests into a single entity as soon as possible.

Creation of a stand-alone company, Primestar Inc., will come by the end of March, pending approval by TCI Satellite Entertainment (TSAT) shareholders. A vote is scheduled for March 6. "We are losing momentum in the marketplace," says Primestar President Dan O'Brien.

Post-rollup, TSAT will own about 37% of Primestar's equity. Time Warner/Newhouse will have 30%, Comcast 10%, MediaOne 10%, Cox 9% and GE American Communications 4%.

Since announcing the partnership restructuring and the merger with News Corp. DBS subsidiary ASkyB last summer, Primestar's subscriber growth has declined

dramatically. In January, Primestar added only about 16,000 subscribers, compared with 81,000 for leader DirecTV and 50,000 for third-place EchoStar.

Primestar had linked the partnership rollup to FCC approval for transferring TSAT subsidiary Tempo's assets—including licenses for 11 high-power transponders at 119 degrees west—to the new Primestar. Primestar will launch a high-power service at 119 in mid-April with or without FCC transfer approval, O'Brien says.

The FCC also is mulling whether to approve transfer of ASkyB's assets, including 28 transponder licenses at 110 degrees west, to Primestar. A decision is unlikely before April.

Although Primestar is hoping for simultaneous FCC decisions on the 119-degree and 110-degree license transfers, it's not a foregone conclusion. Best case would mean launch of a high-power service at 110 by mid-October. Otherwise, launch will be delayed until at least early 1999.

—Price Colman

McCain backs local-into-local

Commerce Committee chairman will introduce bill supporting DBS plan

By Paige Albinia

EchoStar Communications last week gained another ally in its fight to legally provide all customers—via satellite—with their market's local television stations.

Senate Commerce Committee Chairman John McCain (R-Ariz.) plans to introduce legislation that would allow direct broadcast satellite (DBS) providers to offer so-called local-into-local service, he said last week during a hearing. He will offer the legislation during the next two months.

McCain has broad support for the measure among the members of his panel. Many come from rural states such as Montana and Maine, where as much as 30% of the population receives television service via satellite.

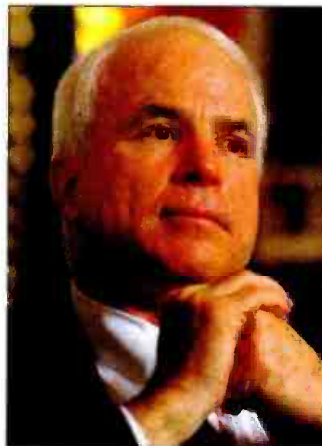
Senators also are widely supportive of legislation McCain introduced last year that would delay increases in satellite compulsory copyright fees. The U.S. Copyright Office has hiked those fees from 6 cents per subscriber per month to 27 cents for distant network signals and from 14.5 to 17 cents for superstations. Satellite TV providers say they are forced to pass the increases on

to consumers, which hurts their bid to compete with cable.

Before McCain can go forward in the satellite arena, however, he will have to sort out jurisdictional issues with Senate Judiciary Committee Chairman Orrin Hatch (R-Utah).

Hatch last week sent McCain a letter saying that legislation introduced by McCain last year to stay the higher satellite compulsory copyright fees intrudes on Hatch's jurisdiction. Copyright issues typically fall under Judiciary's oversight. McCain said after the hearing that he would work out the problem with Hatch but that the Judiciary Committee routinely looks into issues which should be the province of the Commerce Committee, such as gambling on the Internet.

EchoStar Communications is the only existing DBS provider pushing for local-into-local. Capitol Broadcasting has a proposal to wholesale the nation's 1,600 TV stations to DBS



McCain has some issues to sort out with Orrin Hatch.

companies, but Capitol won't order the custom satellites it needs or start raising the \$800 million that its business plan requires until local-into-local legislation passes.

EchoStar, Capitol and the National Association of Broadcasters hope that such legislation passes by September, although Capitol and the NAB want it to pass with must-carry and retransmission consent restrictions. Whether those

restrictions will be included in final legislation remains to be seen.

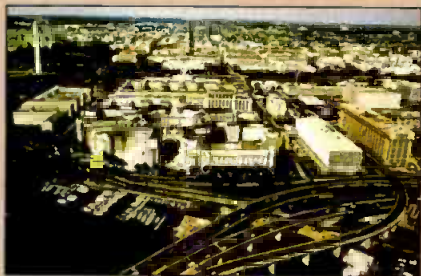
EchoStar argues that it does not have the technological capacity to carry all the local stations in all the markets it wants to serve. EchoStar plans to provide its subscribers in 20 markets with local feeds—via over-the-air antennas or satellite, depending on the quality of the signal they receive—from the four major commercial networks by this summer.

The two other DBS providers besides EchoStar—Hughes-owned DirecTV and cable-owned PrimeStar—are not interested in providing local-into-local service except by off-air antennas.

When Sen. Ron Wyden (D-Ore.) asked witnesses at last week's hearing what would help DBS providers bring competition to the video distribution marketplace, it was the Motion Picture Association of America's Fritz Attaway who answered "local-into-local." DirecTV President Eddy Hartenstein said that what was needed was a "complete look at how competition is playing out and what needs to be done to take away the edges or differences between the [DBS and cable] industries."

The House is moving a little faster on this issue. Last week, House Courts and Intellectual Property Subcommittee Chairman Howard Coble (R-N.C.) introduced comprehensive satellite legislation. The bill would allow DBS providers to offer local-into-local service to all subscribers but would require DBS providers to adhere to full must-carry or retransmission consent regulations. It also would grant DBS companies a permanent (instead of

Justice probing Portals charges



The Portals: a \$1 million question

Questions about the FCC's lease of space at the Portals—an office complex in Southwest Washington—have reached the status of an official criminal investigation.

Assistant Attorney General Andrew Fois confirmed the investigation last week in a letter to House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.). In a Nov. 18, 1997, letter, Tauzin had asked Attorney General Janet Reno to launch a criminal investigation into charges of illegal campaign contributions, influence peddling and political kickbacks.

Tauzin is pleased that the Justice Department is moving forward on the probe. "We have long suspected that where there's smoke there's fire," said Tauzin spokesman Ken Johnson.

The FCC's planned move to the Portals is scheduled for this summer but has been repeatedly pushed back amid a flurry of congressional questions about the new headquarters. Since last fall, House investigators have been probing a \$1 million payment that Portals developer Franklin Haney paid lobbyist and Clinton/Gore campaign manager Peter Knight. Last week a Hill source said that investigators in the next few weeks plan to question former FCC chairman Reed Hundt about the Portals move.

—Paige Albinia

five-year) compulsory license, would reform the process used to determine satellite's compulsory copyright fees and would eliminate a provision that forces would-be DBS subscribers to wait for service if they have subscribed to cable during the past 90 days. ■

EchoStar enters LMDS bidding

By Chris McConnell

EchoStar is taking an interest in earthbound transmitting channels. The company holds a 49% stake in a wireless firm that has paid \$6.2 million upfront to bid in the scheduled auction this week of "local multipoint distribution service" (LMDS) spectrum. The firm, ALTA Wireless, is one of 138 companies that will be bidding on LMDS channels.

The channels are expected to carry a range of video, data and voice services. Last week EchoStar was not commenting on its plans for the spectrum. But industry observers speculated that the company could use the terrestrial channels to supplement its DBS service with local programming.

EchoStar already is rebroadcasting local TV signals to some markets but lacks the capacity to carry every local signal in each market.

"It makes sense," communications consultant Michael Alpert said of the prospect of using LMDS to deliver local signals. "I think [EchoStar President Charlie Ergen] believes that any way you can do it is fine."

While EchoStar is joining the bidding, one longtime LMDS proponent is staying away. CellularVision, which operates an LMDS video service in New York, was not among those qualifying to bid in this week's auction.

Michael Gardner, an attorney for the company, said CellularVision can still act as a vendor to successful bidders who plan to launch LMDS businesses.

But other proponents of the technology want the FCC to postpone the auction to give them more time to raise capital. Last week a group of three firms asked the commission to postpone the auction for at least two months.

The companies said that such an extension would likely produce significantly higher upfront payments. ■

Closed Circuit

WASHINGTON

FCC ponders DBS/cable crossownership

FCC commissioners this week will consider the prospect of DBS/cable crossownership regulation as they prepare proposals to revise DBS regulation. No such rule exists, but regulators are considering inviting public comment on cable/DBS crossownership as they revise a score of technical rules on DBS. At week's end, however, no decision had been reached on whether to include the crossownership issue in the FCC's review of DBS rules. Commissioners will take up the issue of revising rules for the service at their meeting Thursday.

Diller dealing for more

HSN Inc. Chairman Barry Diller last week referred to company plans to purchase stations in Orlando and Atlanta. Ed Parker, president of Blackstar Communications Inc., says Blackstar is in negotiations with Diller for stations WBSF(TV) Melbourne/Orlando, Fla., and KBSP-TV Salem/Portland, Ore. Sources say that if the deal—valued at \$65 million—\$85 million—goes through, Diller will in turn trade the Portland station for one of Paxson Communications' two Atlanta outlets, each valued at \$35 million. Officials at HSN and Paxson refused comment.

HOLLYWOOD

Must-buy TV

NBBC will start selling ad time this week for the May 14 finale of *Seinfeld*, which will be an hour edition at 9-10 p.m. The show, preceded by an hour special on the making of the series, will be followed at 10 p.m. by the season finale of *ER*. Leno that night will also feature the cast of *Seinfeld*. NBC has been floating a price of \$2 million per 30-second spot in *Seinfeld*, or \$40 million for the 20 spots that will air in the hour finale. Most agency executives contacted last week said that it is unlikely advertisers will pay that much. However, more than one suggested that the show is a "must buy" for any

studio trying to launch a movie over the Memorial Day weekend.

DENVER

Minnesota mail war

Correspondence continues to fly between Minnesota regulators and the FCC in the nasty battle between US West Media Group and Charter Communications for ownership of cable systems in Minnesota. In the latest exchange, local franchising authority Northwest Suburbs Cable Communications Commission (a Media Group backer) counters Charter's assertion that MediaOne is no more committed to providing competing telephony service than Charter. Commission Executive Director Greg Moore quotes Charter Chairman Barry Babcock as saying, "Voice communications over cable is not on the front burner for Charter." Another Media Group backer, the Northern Dakota County Cable Commission, rebuts Charter's claim that MediaOne is only promising to rebuild cable systems, saying rebuilds in that area have been completed and two-way data connections are being tested. Charter, on its side, has support from other local franchising authorities, the Clinton administration's Larry Irving and the Consumer Federation of America.

WASHINGTON

Joke police

Kevin Nealon of *Saturday Night Live* fame will entertain at this year's Radio-Television Correspondents Association dinner. The committee in charge of the black-tie event will be careful to "direct," but not censor, his remarks, says Ivan Goldberg. Goldberg is vice president of special events for Barbara Boggs Associates Inc., which has coordinated the dinner since 1985. Since radio deejay Don Imus roasted attendee President Clinton two years ago, RTCA "takes precautions" to make sure the invited comedian's jokes are "tasteful." The reviewers include the dinner's chairman, which this year is ABC News radio

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- 5 *7th Heaven has become the fastest growing show on television*****
7th Heaven's season-to-date increase of +61% in HH RTG over its first season is greater than any other returning prime time series.
- 6 *7th Heaven has become the WB's Flagship program***
7th Heaven is the #1 network program on the WB, outperforming all WB and UPN comedies.
- 7 *7th Heaven is destined for syndication success******
7th Heaven also delivers outstanding ratings growth locally, increasing over its own year ago performance by +85% in HH RTG and +80% among Women 18-49. In fact, 7th Heaven has grown in 98% of all its markets.

*Source: NTI, 9/16/96-1/11/98 and NSI, Nov. 1997 vs Nov. 1995; all market average; ** 9/22/97-1/18/98; *** NSI, Nov. 1997 vs. Nov. 1996

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FCC caught in political crossfire

Congress, White House pull new commission in different directions on free airtime

By Chris McConnell

The White House wants the FCC to write new rules on free political airtime. Congressional leaders want the commission to keep its hands off. And both are forcing the new FCC commissioners to choose sides in the political fray.

"They put their foot square in it," one Washington lawyer says of the commission's foray into the partisan fight over free airtime.

Predictably, commissioners so far have divided on the issue along political lines. Democrats Gloria Tristani and Susan Ness, joined by Chairman William Kennard, have voiced support for at least launching a proposal on free or reduced-cost airtime for candidates. In a move that even his supporters concede created the impression of a closely coordinated FCC/White House strategy, Kennard announced plans to propose a political broadcasting requirement the morning after President Clinton called for such a measure during his State of the Union address.

Republican commissioners Harold Furchtgott-Roth and Michael Powell have objected on the grounds that the FCC lacks authority to mandate free time. And while the Republican commissioners are outnumbered 2-3 at the FCC, Republican lawmakers are trying to trump the majority with legislation.

"The FCC is clearly overstepping its authority here," says Senate Commerce Committee Chairman John McCain (R-Ariz.). McCain and Senate Communications Subcommittee Chairman Conrad Burns (R-Mont.) are preparing a budget amendment that would bar the commission from imposing any new political broadcasting obligations on broadcasters.

"This is a question for Congress, not the FCC, to answer," adds Burns. In the House, Telecommunications Subcommittee Chairman Billy Tauzin (R-La.) is threatening a similar amendment. Tauzin last week introduced a resolution opposing FCC action. "The FCC does not have the legal authority," he says.

Proponents of the FCC action insist that it does. They point to the 1934 Communications Act, which gives the commission authority to issue broadcast licenses to applicants demonstrat-



Kennard, Tristani and Ness are for acting on free time



Furchtgott-Roth and Powell are not

ing that they will serve "the public interest, convenience and necessity."

Communications lawyer Henry Geller says that the FCC has used the public interest mandate to enforce such rules as the fairness doctrine, which requires stations airing opinion pieces on issues to afford opposing sides time to respond. Geller, who petitioned the commission in 1993 to act on the free time issue, also cites FCC rules that restrict station/network agreements from interfering with local programming.

Those rules, Geller and others say, have no basis in law other than the public interest peg.

"The FCC has very broad authority in this area," adds Media Access Project President Andrew Schwartzman. Schwartzman compares the issue of reforming campaign finance to the question of closing military bases, where Congress appoints a commission to designate bases for closing. "This is the political equivalent of a base-closing commission," Schwartzman says of the FCC.

McCain disagrees, insisting that a mandated free airtime requirement goes beyond the commission's authority to regulate in the public interest.

But he holds a different view on the separate issue of whether a free time requirement should be imposed on broadcasters. McCain and other supporters of

such a requirement regard it as crucial to any reform of the campaign system.

"This will make politics more competitive," says Free TV for Straight Talk Coalition's Paul Taylor, whose group pushed networks to

provide presidential candidates with airtime during the 1996 election. He insists that a mandated airtime requirement would give challengers to the incumbents a leg up in their campaigns.

Broadcasters counter that such a rule—particularly one requiring free access to prime time—would violate the First Amendment and rob them of valuable selling time.

"It's not the spectrum that makes that slot so valuable. It's the programming," says James Hedlund, president of the Association of Local Television Stations. Hedlund says broadcasters need the prime time advertising slots to recoup investments in such shows as *ER*, which reportedly is costing NBC \$13 million an episode.

Taylor concedes the costs that an airtime requirement would impose on the industry but says that stations can afford the hit. "There's money being made," Taylor says of the industry.

He also says that lawmakers will seek to block FCC action because incumbents stand to lose under a requirement that would help their challengers. Taylor points to the opposition of congressional Democrats as well as Republicans to the FCC measure.

FCC officials also downplay the partisan split, although they cite Democrats supporting the FCC initiative rather than those opposing it. "It's not simply the White House versus Hill Republicans," says FCC spokeswoman Liz Rose. "Fifty-five members of Congress, including several Hill Republicans ... have asked the FCC to open a rulemaking."

Still others say that the current dispute is but the latest episode in a longstanding tug-of-war over control of the FCC. "Congress seems to view the FCC as an agency that belongs to it, and it does not," says one Democratic Washington lawyer. ■

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FCC in Congress's sights

Commission's alleged overreaching, overregulating, overspending prompt oversight

By Paige Albinia

The FCC will start to slim down and speed up this year if the House and Senate Commerce Committees have their way.

Several members of Congress plan this year to examine whether the FCC is badly organized, spends too much money, employs too many people and works too slowly.

Last week, Senate Communications Subcommittee Chairman Conrad Burns (R-Mont.) said he plans oversight hearings each week from May 6 through June 3 to examine four FCC bureaus—Common Carrier, Wireless, Mass Media and Cable. He also plans an oversight hearing June 10 on FCC reauthorization.

"One of the reasons [we are holding this hearing] is because abuse [by the FCC] of the public interest mandate is so flagrant that it needs to be addressed," said a Burns spokesperson. Although the FCC has taken that mandate to mean broad authority over many areas relating to broadcasting—such as free television time for political

candidates and liquor advertising—Congress and other agencies question that authority.

In the House, Commerce Committee Chairman Tom Bliley (R-Va.) wrote FCC Chairman William Kennard two weeks ago to ask about the status of an FCC rule that would ensure the commercial availability of digital set-top boxes. But Bliley's letter was less an inquiry about the boxes and more an occasion to push the commission to work faster on implementing the Telecommunications Act of 1996 while streamlining its operations, said one Hill source.

The commission last year issued a rulemaking on the set-top boxes, but has not come to any conclusions. Bliley said he was alarmed when he heard that a senior FCC staffer said at the Western Cable Show in December that the FCC may delay writing those rules until 2002 or even 2006. Bliley wants the commission to wrap up the rulemaking as soon as possible.

"If this comment represents the FCC's current thinking, then the FCC will have failed to fulfill its responsi-

bilities with regard to implementing a key provision of the Telecommunications Act of 1996," Bliley wrote.

Bliley also quizzed the commission on what it is doing with regard to cable, asking it to identify all cable-related proceedings, the number of full-time employees assigned to the Cable Services Bureau between 1993 and 1998, the trade shows attended by FCC employees and the bureau's budget. Bliley is not convinced that the FCC is making the best use of its cable resources with regard to the cable industry, according to a Hill source.

And House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.), Bliley's deputy for all things FCC, said earlier this month that the commission needs to be reorganized.

Ken Johnson, Tauzin's spokesman, calls "absurd" the agency's request for a \$26 million spike in its budget. Such a jump would bring the FCC's budget to \$213 million in fiscal year 1999.

"With [that sort of] budget increase, you can bet your bottom dollar the FCC will hire more people," Johnson says. ■

Cable spends to gain

If you can't get 'em in their offices, get 'em in their homes. The National Cable Television Association has launched two campaigns in the past two weeks aimed at softening up lawmakers and regulators who are getting a little grumpy about ever-rising cable rates. NCTA is spending roughly \$1.5 million, plus approximately \$500,000 in consulting fees, on a media blitz that will hit only the Washington area. TV, radio and outdoor ads meant to "heighten knowledge [about cable] in the Washington market," says NCTA President Decker Anstrom, already have started running in the nation's capital. The ads feature the motto "Cable TV—Wired to the Future" and can be found on buses, at metro stops and during prime time television and radio drive time. The NCTA also footed a \$500,000 bill for the "Tools to Use to Help You Choose" campaign to educate parents about the content-based television ratings.

Chong watch

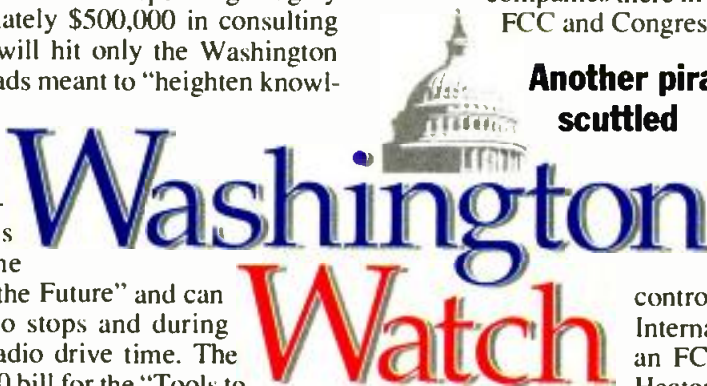
Former FCC commissioner Rachelle Chong is the newest partner at multinational law firm Coudert Brothers. Chong, who returned to San Francisco after leaving the

commission last fall, will work with the firm's Telecommunications Practice Group. "The firm offers me the perfect platform to resume my law practice," Chong says. "I'm also looking forward to working in the firm's new Palo Alto office in the heart of Silicon Valley, to assist companies there in their representation before the FCC and Congress."

Another pirate radio station scuttled

The FCC shut down a pirate radio station in Puerto Rico that was "causing severe interference to air traffic control frequencies at the San Juan International Airport," according to an FCC statement. The pirate was Hector Guerra, operating out of his home in Bahia Vistamar, Carolina, P.R. Guerra refused earlier FCC requests that he shut down his radio

operations. The FCC and FBI confiscated his equipment under a criminal search warrant. Guerra faces civil fines of up to \$11,000 and criminal fines of up to \$100,000 and/or up to one year in jail.



Washington
Watch

Edited by Chris McConnell
and Paige Albinia

Loesch to head Henson TV

Cable channel in works will leverage brand in competition with Fox Family, Disney

By Joe Schlosser

Former Fox Kids vice chairman Margaret Loesch last week picked the Jim Henson Co. as her next home.

Loesch, who left Fox last November after being reassigned within the company, had had discussions with several larger television studios, including Warner Bros. and Disney, about possible executive positions.

She will serve as president of the newly created Jim Henson TV Group, which among other things plans to start a family-oriented cable channel that will serve as a distribution outlet for its numerous children's projects.

"I've worked for a large corporation for a number of years, and this is a nice change of pace," says Loesch. "Plus it's refreshing to work for a small independent company that has huge upside potential and a brand that is actually much bigger than the company."

The Jim Henson Co. currently has several kids series on cable networks, such as *The Disney Channel*, and an upcoming series for the Kids WB. The studio also has more than a dozen prime time scripts in development and is looking to push further into prime time. Loesch, who helped develop *The Muppet Babies* with The Jim Henson Co. in the '80s, is being counted on to lead the independent company into the top ranks of the industry.

Since 1990, Loesch had been head of the Fox Kids Network, where she developed a small children's outlet centered on *The Mighty Morphin Power Rangers* into a powerhouse. Before her time at Fox, Loesch headed Marvel Productions and worked for Hanna-Barbera Productions and for NBC.

"Ever since we heard there was a possibility that she might be consider-

ing leaving Fox, we've wanted her," says Brian Henson, president of The Jim Henson Co. "Margaret has been an extremely important part of our past, and now she's critical to our future."

That future appears to be centered on the cable channel that Henson has tentatively planned to launch within the next two years.

"Clearly we want to continue to be a major supplier and work with all the networks, but we also need to make sure that we always have a place to go," Loesch says. "This is a very crowded marketplace, and we believe we have something unique—a product and a



Loesch: It will be 'refreshing to work for a small independent company.'

brand that cut through a lot of the clutter you see on cable today."

Loesch says the channel will be an "all-family, general entertainment channel that is consistent with the Henson family name and brand." The new cable outlet sounds like her former employer's new cable entry, the Fox Family Channel. Loesch admits the yet-to-be-named Henson channel will be similar to Fox's but says "it has

nothing to do with revenge.

"I can see people saying it's Margaret's revenge. That's not it at all," says Loesch, who left Fox Kids after its merger with Saban Entertainment. "I've always been interested in family

Nielsen releasing second February book

For the first time, Nielsen Media Research is compiling a second sweeps book for February that will exclude all time periods in which the winter Olympics air. The new book will cover all 216 markets.

In the past, Nielsen has created so-called Olympic exclusion reports only in markets where at least one station client requested it.

Past policy made it impossible for agencies or advertisers to order an Olympic exclusion report in markets where local stations hadn't ordered it. A spokesperson said part of the reason for creating reports for all markets was feedback from agencies and advertisers that said they wanted them.

According to the spokesperson, the exclusion report will "exclude every quarter hour of Olympic coverage and any adjacent newscast." Some agencies and stations—particularly those without the Olympics—have an interest in the reports because they provide a picture of program performance minus the lopsided ratings that the Olympics receive.

Nielsen clients who want the reports must order them at an additional charge. They will be available shortly after the issuance of the regular February books.

Stations in 61 markets ordered exclusion reports for the July 1996 and February 1994 books that covered the past two Olympics. —Steve McClellan



programming. That is where we were headed at Fox. We believed, and I believe, there is a lot of room for family programming. So it may be competitive to Fox, but it's going to be competitive to Disney and to all the networks too."

Loesch says her former boss, Fox Kids Worldwide chairman Haim Saban, recently let her out of a non-compete clause so that she could go to work with the Henson group.

"Haim knew I was getting a little anxious to get back to work, and he was very gracious," Loesch says. "Despite a lot of the press and despite the great disappointment with the way things worked out at Fox, and having said all that, Haim has been very fair to me."

Nielsen offers reach, frequency data

Nielsen Media Research has developed a new "persons come study," designed to help clients estimate (for media planning purposes) how many different viewers get exposed to particular shows and commercials (reach) and how many times they see those shows and commercials (frequency).

The study, which updates one done in 1989, is based on viewing data from four weeks in fourth quarter 1996 and covers broadcast, cable and syndication. It is coded by source, daypart, program type and age skew.

Researchers have welcomed the new study, noting that tracking the reach of programs and commercials has become more difficult because of audience fragmentation.

"Advertisers are now more concerned about reach than ever before," says one media source. "It used to be taken for granted in the world where three networks dominated. But now, with so many choices, the concern is [that] the commercials aren't as efficient if you reach your gross rating point goal but it turns out to be a fairly small group of people you're reaching over and over again."

—Steve McClellan

Tristani criticizes TV violence

Points to studies asserting link between such violence and antisocial behavior

By Chris McConnell

Broadcasters heard some not-so-encouraging words from FCC Commissioner Gloria Tristani last week.

The new commissioner devoted a speech to praising both the V-chip and the FCC's educational programming requirements. Addressing the Puerto Rican Congress on Television Violence in San Juan, Tristani cited studies linking TV violence to antisocial behavior.

"It is the obligation of the entertain-

ment industry to acknowledge the importance of reducing the level of violence on programs that children are watching," Tristani said. "The industry could take a huge step forward by acknowledging this responsibility and finding ways to reduce the amount of harmful violent images on these programs."

Parents bear the primary obligation to protect their children from programming they consider inappropriate, Tristani said. But she also said the government can take steps to help parents: "That's

the V-chip; it is a tool for parents."

She voiced hopes that the FCC will vote on the TV ratings system soon but offered no thoughts on whether the revised ratings system is "acceptable" or how the commission should treat NBC, which has refused to air the revised ratings.

Tristani had expressed concerns about TV violence during her confirmation hearing last fall. Last week's speech, however, was the first she has devoted to the issue since assuming her job as FCC commissioner.

"I also challenge those in the entertainment industry [to] substantially reduce the violent content in programs that children watch and voluntarily include in violent programming the very real consequences of violent acts and punishment for the perpetrator," she said.

NAB spokesman Dennis Wharton responded, "UCLA's exhaustive independent study in January stated that TV violence on the broadcast networks has declined."

While taking aim at TV violence, Tristani also praised the FCC's new children's educational programming requirements for encouraging "the development of programming that parents actually do want their kids to see."

"The initial results are encouraging," Tristani said. "It appears that all but a few stations are showing at least three hours of educational and informational programming" per week.

Dilbert getting cubicle at UPN

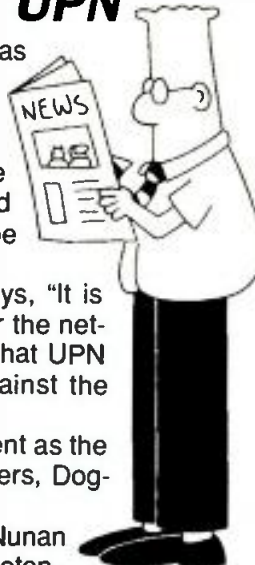
UPN, looking for its own version of Bart Simpson, has turned to Dilbert.

The network has contracted for 13 episodes of Scott Adams's nationally syndicated cartoon and hopes enough episodes will be ready to launch the prime time animated show next fall. Adams and Emmy Award-winning producer Larry Charles will be the show's executive producers.

Tom Nunan, UPN's executive vice president, says, "It is absolutely the goal to make it a benchmark show for the network. I think the character in particular embodies what UPN wants to be, which is the average guy, railing against the absurdities of life."

The series will be set in the same office environment as the comic strip and will include the strip's other characters, Dogbert, Ratbert and Catbert.

UPN has other animated projects in development, Nunan says: "We certainly have plans for shows that could potentially roll out at the same time as *Dilbert* or soon after."



—Joe Schlosser

Utah TV sued over food report

State restaurant association tries to block airing of a KTVX story

By Dan Trigoboff

A restaurant association has sued a Utah TV station over a news report on unsanitary conditions in Salt Lake City restaurants.

The Utah Restaurant Association sued KTVX (TV) in state court, hoping to stop the Feb. 5 broadcast that showed food contaminated by roaches, by improper temperature controls and by improper storage.

The story ran, but the association and individual restaurants have kept the lawsuit going, contending that the station's reporters and cameras—accompanying health inspectors—improperly entered private areas of the restaurants.

Association attorney Wesley Sine says that his clients allege that reporter Mary Sawyers and her crew trespassed. In one of the restaurants, he says, the person giving permission was a waiter; in another there was a language barrier. "It's illegal to go into a private area, like a kitchen, without proper permission," he says. "We feel they should have known a waiter couldn't give permission. The Board of Health can go in because there's a law that says they can. There's no law that says a reporter can come in with a camera."

KTVX News Director Tom Sides says that the lawsuit is baseless. Sawyers identified herself clearly at all stops, he says, and the reporting was fair. "All we're doing is broadcasting public information—information that's posted at the health department."

Bad kitchens can make good television. KBCS-TV Los Angeles caused a stir with a four-month investigation that uncovered many violations at area restaurants and ran in November.

The Salt Lake City story also ran during sweeps. "There is a great public demand for this," Sides says. "It's legitimate to do interesting stories whenever we can. We will probably do follow-ups to this out of sweeps." The restaurant story, Sides says, took considerable preparation. "Is it a high-interest story, and are we interested in doing a high-interest story during sweeps? Yes. But we're interested in

"It's illegal to go into a private area, like a kitchen, without proper permission. ... There's no law that says a reporter can come in with a camera."

Utah Restaurant Association attorney Wesley Sine

"There is a great public demand for this. It's legitimate to do interesting stories whenever we can. We will probably do follow-ups to this out of sweeps."

KTVX News Director Tom Sides

doing high-interest stories every day."

By the end of last week, the association was having second thoughts about continuing the lawsuit, although it had not been withdrawn. "We have to see what the damages are," Sine says.

Sine concedes that the story was not unfair, and credits the station with

revisiting restaurants before the story aired and reporting on improvements.

Sine believes that the presence of the media influenced the health inspectors toward more of a police role than an advisory one. The inspectors might have pointed out violations and given the management a chance to correct them, rather than shut the facility down—as they did with one restaurant in the report.

"When the news media come in," he says, "you're already condemned. A two- or a 10-minute report can do more damage than a restaurant can correct in 10 years."

Young Broadcasting chairman blasts networks

Says ABC CBS should share profits if they want their affiliates to share rights costs for football

By Steve McClellan

Young Broadcasting Chairman Vincent Young told analysts last week that it was "outrageous" that the networks, particularly ABC and CBS, were trying to get affiliates to help pay for National Football League rights contracts.

According to analysts who participated in last week's teleconference to discuss the company's fourth-quarter results, Young said he did not believe that ABC would succeed in getting affiliates to make any contribution, let alone the \$30 million–\$50 million that network sources say they're looking for. "He told us that none of the ABC affiliates he's talked to is sympathetic to the network point of view," said one analyst in on the call.

Young told the analysts that unless ABC agreed to share its profits in



Vincent Young doesn't think CBS will get 'a nickel' from affiliates

exchange for a contribution, its argument was "disingenuous."

Sources also say that Young indicated he did not believe CBS would get "a nickel" from affiliates in support of its winning bid for American Football Conference rights. That prediction came despite a resolution recently passed by the CBS affiliate board. The resolution endorsed a contribution that would be weighted so that stations in

AFC markets would pay more than stations in non-AFC markets.

Young also announced the acquisition of TV rep firm Adam Young Inc. in a stock transaction valued at \$19.3 million. Adam Young, father of Vincent, founded the rep firm in 1944. About 90% of its business comes from repping the 12 Young Broadcasting stations; it represents another 12 stations not owned by Young. The rep firm posted revenue

of \$7.3 million in 1997, with operating income of \$2.1 million. Vincent Young said the rep would concentrate on serving existing clients rather than on expanding the client roster.

Young reported a 43% gain in fourth-quarter operating income, to \$22.3 million, on a 32.6% revenue gain, to \$73.2 million. The gains are

largely the result of station acquisitions, including KCAL(TV) Los Angeles. On a pro forma basis, operating income was down 2%, and revenue was down 1%, for the fourth quarter.

For the year, Young reported a net loss of \$10.3 million. Actual operating income was up 49%, to \$63.5 million, on a 71% revenue gain, to \$263.5 mil-

lion. On a pro forma basis, operating income was down 7%, on a 1% revenue gain, to \$263.5 million.

Separately, Young officials told analysts that KCAL has renewed its rights to the Disney-owned Mighty Ducks hockey franchise for another five years and that its Los Angeles Lakers rights agreement is up for renewal in 2000. ■

Panel handicaps Clinton coverage

McCurry labels some stories 'opinion masquerading as fact'

By Bill Kirtz, B&C correspondent

White House press secretary Mike McCurry last week called some coverage of the Clinton sex scandal "opinion masquerading as fact." He told a Harvard audience that "a network of anti-Clinton contacts is working to move anti-Clinton stories at a faster pace" and claimed that much Washington reporting is remote from people's interests.

"I try to go to church on Sunday, and I don't avidly watch the talk shows. Most people don't. [They're] creating a dialogue of interest to a select few." However, network ratings jumps (B&C, Feb. 2) tell a different story.

McCurry said the first rule of post-Watergate press secretaries is "Thou shalt not lie." He added, "I believe what I've said on behalf of the President is true" and said he'd quit "if I didn't believe what I've been instructed to say."

In a later panel, Nieman Foundation curator Bill Kovach rapped "sloppy sourcing" in initial coverage of the Clinton-intern matter.

Kovach, who has founded the Committee for Concerned Journalists to "improve reporters' performance," said that "if public trust in the media declines, it's very dangerous for all of us." Gloria Borger, PBS commentator and *U.S. News and World Report* columnist, defended colleagues' much-criticized reliance on leaked information about the sex allegations. "We have to piece this story together. Nobody's holding a news conference for us. We have to go to sources. We get leaked to, spun to. It's nothing new. This is the way it works."

While Kovach claimed that initial coverage implied "we know this guy did it," Borger said, "the press is not out to get anybody, but to get the

story." She's not concerned about public support. "A reporter's job is to dig, whether they're popular or not."

Marvin Kalb, a former network correspondent who now heads Harvard's Shorenstein Center on the Press, Politics and Public Policy, said the story won't and shouldn't go away until the President "tells the whole truth." He said the White House could put "an end to all the speculation by telling the American people what happened."

The public thinks scandal coverage has been excessive and unfair, said panelist Andrew Kohut, director of the Pew Research Center for the People and the Press. Two-thirds of the 844 people his

organization surveyed Jan. 30-Feb. 2 say the media have done only a fair or poor job of checking facts before reporting "Interngate" stories, and 60% feel that reporters have done a fair or poor job of being objective about the President's guilt or innocence.

Fifty-five percent say the story has been over-covered, and 80% say commentators and analysts have paid too much attention to it. Kohut said public support for the media's "watchdog" role has been declining. More than two-thirds of those polled between 1985 and 1994 said coverage "keeps political leaders from doing things that should not be done." Only 55% say that today. ■

Media reviews mixed on scandal reporting

Freedom Forum poll finds that, despite reservations, majority of audience rates stories good or excellent

By Dan Trigoboff

The public may consider the conduct of the media during President Clinton's ongoing sex scandal over-the-top, but some of the numbers—much like the President's poll results—are encouraging.

"Embarrassing" and "excessive" were the adjectives used most often—by 71% and 80%, respectively, of the 1,003 people polled by the Media Studies Center for the Freedom Forum's Fair Press/Free

TOP 10 NEWS SOURCES	
Source	Percent
NBC News	15
CNN	14
ABC News	11
Local TV news	11
CBS Evening News	7
Local newspaper	5
Local radio	5
Fox TV	2
National Public Radio	2
New York Times	2

Press initiative—to describe the media's coverage of the scandal.

Yet nearly two-thirds of those polled considered their primary news sources (overwhelmingly, broadcasting and cable sources) good or excellent.

Six of the top 10 news sources identified were TV networks or local stations. Local

radio and National Public Radio were also named. Newspapers were cited only twice—local papers generally and the *New York Times* specifically—

among the top 10.

The prominence of CNN in particular, which scored second only to NBC among primary news sources, may underscore some media critics'—and some reporters'—perceptions that the overzealous coverage of Clinton's troubles was spurred by competition from 24-hour coverage on cable and the Internet. The continuous coverage, says Robert Giles, executive director of the Media Studies Center and coordinator of Fair Press/Free Press, contributes to giving the public "a sense of intense interest, of rapid movement in story, of many things breaking. And that contributes to a competitive pressure."

The negative adjectives clearly outweighed the positive. Fifty-eight percent of respondents agreed that the coverage had been informative. Some respondents said it was interesting (55%), thorough (37%), intriguing (35%), entertaining (28%) and exciting (15%). But 67% agreed that it was biased, 66% found it disappointing, 60% said it was irresponsible and 57% checked "yes" on disgusting.

But Giles thinks that the study speaks relatively well for the media. "The most important point," he says, "is that when you ask people to rate the performance of the news source they most depend on, nearly two-thirds rate it good or excellent. That shows that the public has a very good ability to distinguish between the mainstream media and all media"—some of which may have been gearing reports toward more prurient interests.

Giles thinks the prominence of network television news and CNN underscores the importance of the story to the public. "Compare the standing CNN has in this poll," he says. "Normally CNN is way down the list. It usually shows up at about 6 percent. This story has more than doubled viewership."

So too does the importance of television rise as a primary source of news, Giles says. Whereas television would normally be cited as the primary source for about half the polled audience, it moved up to 68% for this story. ■

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Broadcasting & Cable PEOPLE'S CHOICE Ratings according to Nielsen Feb. 2-8

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 20	abc	CBS	NBC	FOX	UPIN	WB
	8.2/13	7.7/12	9.2/15	8.7/13	2.5/4	3.9/6
MONDAY	8:00 64. America's Funniest Home Videos 7.0/11	21. Cosby 10.0/16	47. Suddenly Susan 8.5/13	56. Melrose Place 7.6/12	99. 11 the House 2.4/4	34. 7th Heaven 4.4/7
	8:30	33. Ev Loves Raymd 9.2/14	54. Suddenly Susan 7.9/12		96. Mal & Eddie 2.5/4	
	9:00 23. 20/20 9.8/15	51. George & Leo 8.1/12	47. Caroline in City 8.5/13	23. Ally McBeal 9.8/15	96. Good News 2.5/4	91. Three* 3.3/5
	9:30	64. Style & Substnc 7.0/11	64. Naked Truth 7.0/11		100. Sharks 2.3/4	
	10:00 53. The Practice 8.0/14	75. Brooklyn South 6.0/10	15. Dateline NBC 11.7/20			
TUESDAY	10:30					
	8:00 27. Drew Carey 9.6/15	38. JAG 8.8/14	38. Mad About You 8.8/14	64. Fox Tuesday Night Movie—Cool Runnings 7.0/11	100. Mcesha 2.3/4	86. Buffy/Vampire Slayer 4.0/6
	8:30 35. Soul Man 9.0/14		46. NewsRadio 8.6/13		102. Chances 2.2/3	
	9:00 13. Hm Imprvmt 12.0/18	80. Nagano: Gateway to Glory 4.9/8	10. Frasier 13.2/20		96. Spice Girls 2.5/4	79. Dawson's Creek 5.0/8
	9:30 27. Grace Under Fire 9.6/15		14. Just Shoot Me 11.9/18			
WEDNESDAY	10:00 42. Greed with John Stossel 8.7/15		9. Dateline NBC 14.1/24			
	10:30					
	8:00 42. Spin City 8.7/14	19. My Sergei 10.3/16	42. 3rd Rock fr/Sun 8.7/14	42. Beverly Hills, 90210 8.7/13	93. Star Trek: Voyager 2.9/4	88. Sister, Sistr 3.7/6
	8:30 23. Dharma & Greg 9.8/15		37. Seinfeld 8.9/13			86. Smart Guy 4.0/6
	9:00 16. Drew Carey 11.1/16		32. 3rd Rock fr/Sun 9.4/14	50. Party of Five 8.2/12	105. The Sentinel 2.0/3	90. Wayans Bros 3.5/5
THURSDAY	9:30 73. Ellen 6.6/10		34. Working 9.1/14			88. Steve Harvey 3.7/5
	10:00 19. PrimeTime Live 10.3/17	35. Chicago Hope 9.0/15	17. Law & Order 10.6/17			
	10:30					
	8:00 83. Prey 4.5/7	38. Promised Land 8.8/13	6. Friends 17.0/26	23. Breaking the Ice: The Women of '94 Revisited 9.8/15		
	8:30		8. Frasier 16.0/24			
FRIDAY	9:00 77. ABC Thursday Night Movie—Target Earth 5.5/8	31. Diagnosis Murder 9.5/14	2. Seinfeld 21.2/31			
	10:00	60. 48 Hours 7.4/12	4. Veronica's Closet 17.4/25			
	10:30		1. ER 21.9/35			
	8:00 56. Sabrina/Witch 7.6/13	5. XVIII Winter Olympics Opening Ceremonies 17.1/29	55. Dateline NBC 7.8/13	80. Beyond Belief: Fact or Fiction? 4.9/8		
	8:30 56. Boy Meets Wrlld 7.6/13		62. NBC Movie of the Week—Passenger 57 7.3/12	78. Millennium 5.4/9		
SATURDAY	9:00 49. Sabrina/Witch 8.4/14					
	9:30 64. Teen Angel 7.0/11					
	10:00 51. 20/20 8.1/14					
	10:30					
	8:00 80. Saturday Night at the Movies—The Air Up There 4.9/9	12. XVIII Winter Olympics 12.3/22	71. TV Censored Bloopers 6.7/12	75. Cops 6.0/11		
SUNDAY	8:30		56. The Pretender 7.6/13	74. Cops 6.5/11		
	9:00 85. ABC News Saturday Night 4.3/8		60. Profiler 7.4/13	70. Cops 6.9/12		
	10:00			64. Cops 7.0/12		
	10:30					
	7:00 71. Wonderful World of Disney—Aladdin and the King of Thieves 6.7/10	6. 60 Minutes 17.0/27	17. NBA All-Star Game 10.6/17	62. World's Funniest! 7.3/12		105. Nick Freno 2.0/3
WEEK AVG	7.5/12	11.9/19	10.6/17	8.1/13	2.4/4	3.5/5
	8.6/14	9.4/15	10.7/18	7.1/12	3.0/5	3.0/5

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Changing Hands

*The week's tabulation
of station sales*

TV

WKRG-TV Mobile, Ala.

Price: \$84 million

Buyer: Spartan Communications Inc., Spartanburg, S.C. (Tom Watson Brown, chairman/59.8% owner); owns WSPA-AM-FM-TV Spartanburg and WBTW(TV) Florence, S.C.; KIMT(TV) Mason City, Iowa; WMBB(TV) Panama City, Fla.; WJBF(TV) Augusta and WRBL(TV) Columbus, Ga., and KWCH-TV Hutchinson, Kan., plus four satellites

Seller: WKRG-TV Inc., Mobile (Toumin Greer, chairman); no other broadcast interests

Facilities: ch. 5, 110 kw visual, 20 kw aural, ant. 1,906 ft.

Affiliation: CBS

WFHL(TV) Decatur, Ill.

Price: \$9.25 million

Buyer: Paxson Communications Corp., West Palm Beach, Fla. (Lowell W. "Bud" Paxson, chairman/owner); owns/is buying 57 TVs

Seller: Decatur Foursquare Broadcasting Inc., Decatur (the Rev. Fred Parker, president); no other broad-

Proposed station trades

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

THIS WEEK:

TVs **\$107,336,000** **5**
Combos **\$45,728,000** **6**
FMs **\$14,635,000** **10**
AMs **\$187,500** **2**
Total **\$167,886,500** **23**

SO FAR IN 1998:

TVs **\$866,986,000** **15**
Combos **\$440,260,000** **39**
FMs **\$120,273,950** **56**
AMs **\$124,418,442** **30**
Total **\$1,551,938,392** **140**

SAME PERIOD IN 1997:

TVs **\$715,780,000** **10**
Combos **\$579,763,155** **44**
FMs **\$405,869,035** **60**
AMs **\$21,689,617** **38**
Total **\$1,723,101,807** **152**

Source: BROADCASTING & CABLE

cast interests

Facilities: ch. 23, 1,951 kw visual, 195.1 kw aural, ant. 1,289 ft.

Affiliation: Ind.

Broker: Sterling Associates

WNTZ(TV) Natchez, Miss.

Price: \$7 million

Buyer: White Knight Broadcasting of Natchez License Corp., Lafayette, La. (Sheldon H. Galloway, president); no other broadcast interests

Seller: WNTZ-48 Inc., Carencro, La. (Charles Chatelain, president); Chatelain owns KADN(TV) Lafayette, La.

Facilities: ch. 48, 170 kw visual, 117 kw aural, ant. 843 ft.

Affiliation: Ind.

WAUP(TV) Syracuse, N.Y.

Price: \$5.75 million

Buyer: Paxson Communications Corp., West Palm Beach, Fla. (Lowell W. "Bud" Paxson, chairman/owner); owns/is buying 57 TVs

Seller: Syracuse Minority TV Inc., Syracuse (Herbert A. Washington, president); no other broadcast interests

Facilities: ch. 56, 5000 kw, ant. 379 m.

Affiliation: Dark

Broker: Patrick Communications

KORO(TV) Corpus Christi, Tex.

Price: \$1.336 million

Buyer: Entravision Communications Co. LLC, Los Angeles (Walter F. Ulloa, managing member/8.15% owner; Valley Channel 48 Inc., 38.3% owner; Cabrillo Broadcasting Corp., 18.83% owner [Philip C. and Wendy Kruidenier Wilkinson, owners]); owns/is buying nine TVs, two FMs and one AM

Seller: Telecorpus Inc., Corpus Christi (Jose R. DeLeon Jr., president); no other broadcast interests

Facilities: ch. 28, 1,450 kw visual, 146 kw aural, ant. 762 ft.

Affiliation: Univision

COMBOS

KEAN-AM-FM and KROW(FM) Abilene, KYKX(FM) Longview, KKYS(FM) Bryan, all Tex.; KKSS(FM) Santa Fe, N.M., and KMJJ-FM Shreveport, La.

Price: \$24 million

Buyer: Sunburst Media LP, Dallas (John Borders, general partner); owns/is buying 19 stations in eight markets

Seller: Sun Group Inc., Sarasota, Fla. (John W. Biddinger, chairman/president); no other broadcast interests

Facilities: KEAN(AM): 1280 khz, 500 w day, 226 w night; KEAN-FM: 105.1 mhz, 100 kw, ant. 810 ft.; KROW: 92.5 mhz, 44 kw, ant. 160 m.; KYKX: 105.7 mhz, 100 kw, ant. 1,005 ft.; KKYS: 104.7 mhz, 50 kw, ant. 350 ft.; KKSS: 97.3 mhz, 94 kw, ant. 1,876 ft.; KMJJ-FM: 99.7 mhz, 50 kw, ant. 462 ft.

Formats: KEAN-AM-FM: country; KROW: dark; KYKX: modern country; KKYS: hot AC; KKSS: religion; KMJJ-FM: urban contemporary

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

WFMD(AM)-WFRE(FM) Frederick, Md., and WFIR(AM)-WPVR(FM) Roanoke, Va.

Price: \$19 million

Buyer: CapStar Broadcasting Partners LP; Austin, Tex. (Thomas O. Hicks, owner); owns/is buying 226 FMs and 97 AMs

Seller: Jim Gibbons Radio Inc., Bethesda, Md. (James L. Gibbons, 67% owner); no other broadcast interests

Facilities: WFMD: 930 khz, 5 kw day, 2.5 kw night; WFRE: 99.9 mhz, 9 kw, ant. 1,100 ft.; WFIR: 960 khz, 5 kw; WPVR: 94.9 mhz, 100 kw, ant. 1,969 ft.

Formats: WFMD: news, talk; WFRE: country; WFIR: news, talk; WPVR: easy listening

WGLR-AM-FM Lancaster, Wis.

Price: \$1.66 million

Buyer: Television Wisconsin Inc., Madison, Wis. (Evening Telegram Co., 84% owner; John B. Murphy, president); Evening Telegram owns KXLY-TV, KTRW(AM)-KZZU(FM) and KXLY-AM-FM Spokane, KAPP-TV Yakima and KKPL(AM) Opportunity, all Wash., and is buying KVN(AM) Coeur d'Alene and KHTQ(FM) Hayden, Idaho.

Seller: K to Z Ltd., Lancaster (James L. Zimmerman, president); no other broadcast interests

Facilities: AM: 1280 khz, 500 w; FM: 97.7 mhz, 3 kw, ant. 235 ft.

Formats: Both C&W

Broker: SBC/AJW Communications

WPVL-AM-FM Platteville, Wis.

Price: \$825,000

Buyer: Television Wisconsin Inc., Madison, Wis. (Evening Telegram Co., 84% owner; John B. Murphy, president); Evening Telegram owns KXLY-TV, KTRW(AM)-KZZU(FM) and KXLY-AM-FM Spokane, KAPP-TV Yakima and KKPL(AM) Opportunity, all Wash., and is buying KVN(AM) Coeur d'Alene and KHTQ(FM) Hayden, Idaho.

Seller: Platteville Broadcasting Inc., Madison, Wis. (Paul Braun, principal); no other broadcast interests

Facilities: AM: 1590 khz, 1 kw day, 500 w night; FM: 107.1 mhz, 3 kw, ant. 235 ft.

Formats: AM: news, talk; FM: new country

WWDR(AM)-WDLZ(FM) Murfreesboro, N.C.

Price: \$145,000

Buyer: Edwards Broadcasting Inc., Murfreesboro (M. Scott Edwards, owner); no other broadcast interests

Seller: C'N'W Inc., Murfreesboro (Gordon Finney, principal); no other

broadcast interests

Facilities: AM: 1080 khz, 1 kw; FM: 98.3 mhz, 3 kw, ant. 302 ft.

Formats: AM: religion; FM: urban AC

Remaining 80% of KRQX(AM)-KYCX (FM) Mexia, Tex.

Price: \$98,000 for stock

Buyer: R. Hughes Dillard, Mexia; no other broadcast interests

Seller: Matthew D. Groveton, Mexia; no other broadcast interests

Facilities: AM: 1590 khz, 500 w day, 128 w night; FM: 104.9 mhz, 3 kw, ant. 301 ft.

Formats: AM: country; FM: hot country

RADIO: FM

KRIO-FM Floresville, Tex.

Price: \$9 million

Buyer: Spanish Broadcasting System Inc., Coral Gables, Fla. (Raul Alarcon Jr., president/59% owner); owns/is buying nine FMs

Seller: Radio KRIO Ltd., San Antonio, Tex. (John W. Barger, principal); Barger has applied to build a new FM in San Angelo, Tex.

Facilities: 94.1 mhz, 25 kw, ant. 695 ft.

Format: Tejano, Spanish

KOPE(FM) Medford, Ore.

Price: \$9 million (includes two radio networks and 17 syndicated talk programs)

Buyer: Jacor Communications Inc., Cincinnati (Samuel Zell, chairman; Randy Michaels, CEO; Zell/Chilmark Fund LP, 30% owner; David H. Crowl, president, Radio Division); owns one TV station; owns/is buying 120 FMs and 64 AMs

Seller: Chancellor Broadcasting Co. Inc., Medford (Alan Corbeth, president); no other broadcast interests

Facilities: 103.5 mhz, 100 kw, ant. 1,023 ft.

Format: news, talk

WAVQ(FM) Inglis, Fla.

Price: \$1.2 million

Buyer: Seven Rivers Broadcast Ministries Inc., Lacanto, Fla. (Jim Withrow, president); no other broadcast interests

Seller: WAVQ-FM Inc., Palm Harbor, Fla. (Carl J. Marcocci, principal); Marcocci owns WGUL-AM-FM Dunedin/Dade City, Fla., and WSGA(AM)-WZAT(FM) Savannah, Ga.

Facilities: 104.3 mhz, 6 kw, ant. 328 ft.

Format: Beautiful music, oldies

KZJM(FM) Rockport, Tex.

Price: \$1.05 million for stock

Buyer: Pacific Broadcasting of Mis-

SOLD!

WCFC-TV, Chicago, IL, from Christian Communications of Chicagoland, Inc., Jerry Rose, President, to Paxson Communications Corporation, Lowell "Bud" Paxson, Chairman and CEO, for a total consideration of \$120,000,000, including all interest in KWOK-TV, Novato, CA and other telecasting programming rights.

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RIDING GAIN

Politics, but not as usual

Chancellor Media Corp. has changed the format of the only station in the nation's capital devoted largely to political talk. Last Monday, Chancellor began airing Bloomberg Business Radio on formerly talk-formatted WWRC(AM) Washington. But that's just until March 9, when WTEM(AM) and its sports talk format move to WWRC's frequency. BBR then takes over WTEM's former frequency. "WTEM and Bloomberg are both getting significant upgrades in signal strength, and the result is a win-win situation for listeners of these program formats," Catherine Meloy, senior VP of WTEM, said in a news release.

Wiser in Minnesota

Minnesota Public Radio is taking the high road with an outdoor advertising campaign that touts the wisdom of listening. The 11 billboards and 60 panels, which will appear through March, challenge readers to listen to public radio because "It's like going to *Jeopardy* school," and "All the foul-mouthed, close-minded hosts are taken." The campaign was created by national agency Campbell Mithun Esty.

The silver screen...on air

It's hard to visualize, but ProStar Entertainment and Sweet Talk Productions are launching a live radio talk show all about movies. The two-hour Saturday afternoon show will offer news, reviews, celebrity drop-ins and listener calls. It will be hosted by WBAL(AM) Baltimore's Allen Prell. *The Movie Show on Radio* is scheduled to premiere April 4.

Radio Disney grows

Radio Disney is expanding to two new top-20 affiliates: KSON(AM) San Diego (market number 14) and Disney-owned KDIA(AM) San Francisco (4). The kids network also has found a home on WHIM(AM) Providence, R.I. (31). That brings the number of top-20 radio markets to seven and total markets to 15 for the 24-hour channel, Disney says.

Katz grabs 50% Hispanic share

After winning exclusive radio representation for Hispanic market giant Hefel Media Broadcasting Corp. last year, Katz Hispanic Media says it now represents a 50% share of the Hispanic radio ad mar-

ket, with nearly \$100 million in 1997 billing. "We expect to continue to drastically grow the dollars invested in Hispanic media," Katz Hispanic President Felix Perez says in a news release. Katz Hispanic is a subsidiary of Chancellor Media Corp.'s Katz Media Group Inc. and represents more than 70 stations in 31 markets.

U.S. Radio offers fax delivery

It's no joke: United Stations Radio Networks has acquired a service that delivers daily jokes by fax. *Hipshots* provides jokes and celebrity tales based on the day's news and entertainment headlines. *Hipshots'* former owner, comic Michael Lacing, will stay on as writer and producer.

Reagan remembered

A six-and-a-half-hour biography of former President Reagan was released in commemoration of his 87th birthday on Feb. 6. Washington-based Radio America is dividing *Reagan Reconsidered: The Life and Legacy of Ronald Reagan* into 13 half-hour segments and is offering it free to commercial and public radio stations.—Elizabeth A. Rathbun

souri LLC, Clayton, Mo. (P. Stephen Bunyard, president/51% owner); shareholders own/are buying KSNA (FM) Laramie, Wyo.; KTCX(FM) Beaumont, KEPG(FM) Victoria and KCCG(FM) Ingleside, all Tex.

Seller: Coastal Bend Radio Active Inc., Corpus Christi (Fred Hoffmann, president); no other broadcast interests

Facilities: 102.3 mhz, 50 kw, ant. 371 ft.

Amplification

The \$820,000 purchase of KPUR-AM-FM Austin, Tex., by Cumulus Media LLC from Westwind Broadcasting Inc. (B&C, Feb. 9) was brokered by Norman Fischer & Associates.

The \$7.5 million sale of WOSC (FM) Bethany Beach, Del., and WWFG-FM Ocean City, Md., by CapStar Broadcasting Partners LP to Cumulus Media LLC (B&C, Feb. 9) was brokered by Media Venture Partners.

Format: Classic rock

KITN(FM) Worthington, Minn.

Price: \$1 million

Buyer: Nobles Broadcasting Co. Ltd. Inc., Worthington (Donald L. and Janet Rabbitt, owners); owns KWOA-AM-FM Worthington; Donald Rabbitt owns KLGR-AM-FM Redwood Falls, Minn.

Seller: Minnesota Valley Broadcasting Co. Inc., Mankato, Minn. (John Linder, president); owns KTOE(AM) Mankato, KDOG(FM) North Mankato, KRRW(FM) and KXAC(FM) St. James, KMHL(AM)-KKCK(FM) and KBJJ(FM) Marshall, KARL(FM) Tracy, KARP(FM) Glencoe and KWOM(AM) Watertown, all Minn.

Facilities: 93.5 mhz, 50 kw, ant. 466 ft.

Format: Oldies, rock

Broker: Johnson Communications Properties Inc.

KRSS-FM Pocatello/Chubbuck, Idaho

Price: \$800,000

Buyer: Jacor Communications Inc., Cincinnati (Samuel Zell, chairman; Randy Michaels, CEO; Zell/Chilmark Fund LP, 30% owner; David H.

Crowl, president, Radio Division); owns one TV station; owns/is buying 121 FMs and 64 AMs

Seller: CSN International, Santa Ana, Calif. (Chuck Smith, president); owns KTRX(FM) Tarkio, Mo.; WFGL(AM) Fitchburg, Mass.; WJCX(FM) Pittsfield, Me.

Facilities: 98.5 mhz, 150 w, ant. 1,350 ft.

Format: Religion

KZTX(FM) Refugio, Tex.

Price: \$725,000

Buyer: Pacific Broadcasting of Missouri LLC, Clayton, Mo. (P. Stephen Bunyard, president/51% owner); shareholders own/are buying KSNA (FM) Laramie, Wyo.; KTCX(FM) Beaumont, KEPG(FM) Victoria and KCCG(FM) Ingleside, all Tex.

Seller: Sound Leasing Inc., Corpus Christi, Tex. (Fred Hoffmann, president); no other broadcast interests

Facilities: 106.1 mhz, 25 kw, ant. 299 ft.

Format: AC

KULM(FM) Columbus, Tex.

Price: \$350,000

Buyer: Equicom Inc. d/b/a Texas Eagle Radio Networks, Austin (Dain L. Schult, president)
Seller: Arlan Enterprises Inc., Columbus (Harold A. Young, president); no other broadcast interests
Facilities: 98.3 mhz, 3 kw, ant. 253 ft.
Format: C&W
Broker: John W. Saunders

KOLV(FM) Olivia, Minn.
Price: \$335,000
Buyer: Bold Radio Inc., Mankato, Minn. (Lynn C. Ketelsen, president/33% owner; John Linder, vice president 33% owner; Steve Linder, secretary/treasurer/33% owner); Ketelsen owns interest in KOWZ(FM) Blooming Prairie, Minn.; for Linder family holdings see listing above for Minnesota Valley Broadcasting Co.
Seller: Olivia Broadcasting Co., Olivia (George and Ruby Blum, principals);

no other broadcast interests
Facilities: 100.1 mhz, 6 kw, ant. 285 ft.
Format: Country, farm
WGBW(FM) Green Bay, Wis.
Price: \$175,000
Buyer: Evangel Ministries Inc., Appleton, Wis. (Donnie Slye, chairman/11.11% owner); no other broadcast interests
Seller: Board of Regents of the University of Wisconsin System, Madison, Wis. (Robert J. Kuykendall, principal); owns one TV, one AM and 12 FMs
Facilities: 91.5 mhz, 710 w, ant. 741 ft.
Format: Talk

RADIO: AM

WQRX(AM) Valley Head, Ala.
Price: \$110,000
Buyer: Scenic Communications Inc., Valley Head (Evan E. Stone, presi-

dent/51% owner); Stone owns WKWN(AM) Trenton, Ga., and 41% of WEPG(AM) South Pittsburgh, Tenn.
Seller: Smith Communications Inc., Valley Head (Joyce Hamilton, principal); no other broadcast interests
Facilities: 870 khz, 10 kw
Format: AC

WMXH(AM) Olyphant, Pa.
Price: \$77,500
Buyer: Fennessy Broadcasting Stations Corp., Scranton, Pa. (Kevin and JoAnn Germerhausen Fennessy, owners); no other broadcast interests
Seller: C.V. Nardone Broadcasting Inc., Wilkes-Barre, Pa. (Carmen Nardone, president); no other broadcast interests
Facilities: 750 khz, 1.6 kw
Format: Adult variety, big band, MOR

—Compiled by Sara Brown

Forecast for El Niño: Big ratings?

Study says extreme weather could boost news, talk radio listening

Radio

By John Merli, B&C correspondent

The much-publicized wrath of El Niño, which is blamed for this winter's often extreme weather conditions in many regions of the nation, likely will produce "considerable share increases" for news and talk stations in the top 10 markets. That's the conclusion of a new analysis of weather's effect on audiences by Interep Research. Interep used a variety of data, including Arbitron's Maximizer and average quarter hour (AQH) ratings.

The direct effect on radio audience shares varies widely from storm to storm. And there is a downside: While overnight and early-morning storms can markedly increase morning drive-time listening, a really severe storm will produce a slight decline the next day—when commuters already are aware they will be homebound. Long-lasting storm activity typically builds audiences even more than isolated events, as weather-related news and human interest stories (apart from the weather itself) grow in number and impact.

The analysis finds, overall, that "radio remains a vital source of information for its community, as evident by consistent listening increases during times of weather emergencies," in fact, regional

and local weather conditions often will drive both radio shares and ratings higher than such major non-weather news events as the death of Princess Diana, the Oklahoma City bombing and the O.J. Simpson verdict. Coverage of Diana's death on Sunday, Aug. 31, 1997, produced a 30% jump; Oklahoma City and Simpson produced increases of 22% and 20%, respectively.

However, the biggest East Coast storm in recent years, the blizzard of 1996, produced a 44% AQH rating jump in New York, 45% in Philadelphia and 36% in Washington. On Jan. 7, 1996, Philadelphia's share jumped

104%. The April Fools' Day blizzard of '97 produced an AQH rating surge of 70% in Boston. Rain, high winds and floods in Los Angeles a year ago (not as severe as this year's storms) prompted a 25% AQH jump. Conversely, at least two big non-weather news stories produced only modest share increases for news and talk stations in the major markets: The day after the July 1996 TWA flight 800 disaster over Long Island, the average share rose a mere 4%; the July 1996 bombing in connection with the Atlanta Olympic Games produced only a 7% increase. ■

Jacor sees red in '97

Despite 1997 revenue growth of 137.1%, to \$530.6 million, Jacor Communications Inc. posted a \$4.05 million loss in 1997, the company said last Wednesday. Fourth quarter 1997 revenue was up 68%, to \$161.6 million; net income—not loss—was \$1.4 million.

Broadcast cash flow for the year grew 139%, to \$173.8 million, and "strong cash-flow growth for radio consolidators is just beginning," Jacor CEO Randy Michaels said in a statement. "Revenue paces so far this year are double-digit, and the fall ratings are exceeding our expectations."

Jacor, which owns or operates 194 radio stations and WKRC-TV Cincinnati, completed 53 radio deals in 1997 valued at \$842 million. Jacor also owns syndicator Premiere Radio Networks.

Also last week, Jacor said it grossed \$542.6 million in three securities offerings. The company sold 5.07 million shares of common stock at \$50.50 per share, for a gross of \$256.2 million; \$119.5 million of senior subordinated notes, and \$166.9 million of liquid-yield option notes.—Elizabeth A. Rathbun

February 16, 1998

Jones, BTH square off

BCI seeks injunction against Jones over high-speed Internet access service

By Price Colman

The latest spat between Jones Intercable and 30% shareholder BCI Telecom Holdings focuses on Jones's high-speed Internet service, but the real target may be Chairman Glenn Jones.

BCI Telecom Holdings (BTH) in early February filed suit in U.S. Dis-

trict Court in Denver seeking an injunction to prevent Jones Intercable from contracting with Jones International's Jones Internet Channel for high-speed Internet service.

Jones International, a private company controlled by Glenn Jones, isn't included in the 30% stake of Jones Intercable that BTH purchased.

BTH's key complaints: The Jones

Intercable/Internet Channel arrangements are "self-dealing"; Intercable could have forged a better deal for high-speed Internet service with @Home or Road Runner; most important, Intercable didn't honor the shareholder agreement between Jones and BTH by obtaining BTH's approval for the deal with Jones Internet Channel.

"Our minority rights have been undermined," says Bill Gajda, vice president of communications for BTH. "We think it's a case of self-dealing. Our objective is to protect and preserve the value of the company."

Gajda declined to discuss the nature of the Jones/BTH relationship and dismissed the notion that BTH's 30% investment in Jones qualifies as a failed investment.

But BTH is miffed that it's not getting a better piece of the Internet access business.

"It appears that [BTH CEO Derek] Burney has had this burr under his saddle about the Internet Channel for a while," says a source familiar with the situation. "He has been making life difficult for Glenn."

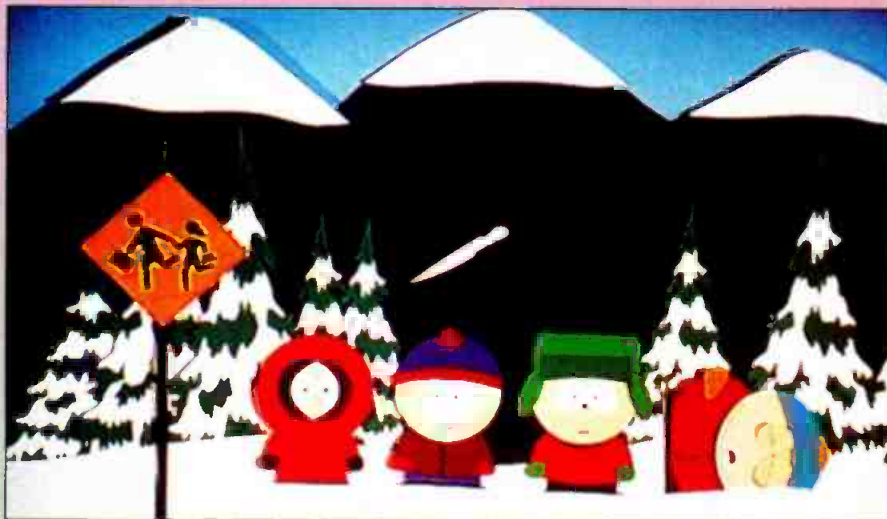
Jones officials had no comment but reiterated an earlier statement that they were surprised by BTH's action, given that independent board directors were close to resolving the dispute when BTH sued.

In filing a lawsuit seeking a jury trial, BTH has resorted to extreme measures. But BTH may be working on a larger agenda.

"I think they're trying to make life so miserable for Glenn that he'll come back to the table and renegotiate the price for which they'll take him out under the option agreement," says Ted Henderson, a former Jones executive who is now an analyst with Janco Partners in Denver.

Others see an even larger objective.

Kenny kills the competition



Comedy Central's *South Park* was the top-rated show on basic cable for the week of Feb. 2-8, according to Nielsen Media Research (see ratings chart, page 37). The show's 6.4 rating was the best ever for the series, but only the most recent in a number of personal bests for the irreverent animated offering. The episode, which included a pay-per-view battle between Jesus and Satan (Jesus won, but only because Satan threw the fight), drew a few complaints. The Catholic League, for one, has "peppered the media with complaints about the show in general," according to Comedy Central spokesman Tony Fox. "It's a politically incorrect show," Fox concedes, but adds that it's social satire not meant for children (the 'toon's target demo is 25-34). With original episodes planned for the rest of February and NFL football no longer claiming basic cable's top spot, Fox says he is looking for more big numbers.

—John Eggerton

"They want Glenn out of there," says another analyst. "They want him to resign." Such a resignation would trigger a clause in the contract between Jones and BTH that would let BTH exercise its control option and take over Jones Intercable earlier than the Dec. 20, 2001, date called for in the contract.

It's no secret that BTH is unhappy with the original deal it struck with Jones. Counting on the stock to spike up, BTH bought in at \$27.50 per share when the stock hadn't broken \$20. It paid Glenn Jones \$55 million for the right to buy his supervoting shares. Contract terms force BTH to keep buying shares to maintain its 30% stake if and when Jones issues additional shares. BTH spent \$260 million for the initial equity investment; it has spent an additional \$30 million to keep its stake at 30% and, in combination with other related investments, has pumped about \$483.5 million into various Jones companies.

A lawsuit between companies that are supposed to be partnering may seem like overkill, but with the history of conflict between BTH and Jones, the litigation tactic looks more logical.

The first public signs of friction appeared last summer with split board votes on two key issues: a secondary public offering of 7.8 million shares of Jones, which brought in roughly \$95 million, and Jones's \$171 million purchase of the Independence, Mo., cable system from a Jones-managed limited partnership. BTH's three board members voted against the proposals but lost to the Jones-controlled board.

According to BTH's eight-count lawsuit, Internet Channel issues arose as early as February 1996, when Jones Intercable launched the Internet Channel in Alexandria, Va., without informing BTH. What followed, according to the lawsuit, was a series of exchanges between BTH and Jones in which Jones argued that the Internet service

was programming and thus fell outside the "core business" pursuits covered in the BTH/Jones shareholder agreement.

BTH, not surprisingly, disputes Jones's contention and also claims that the deal between Intercable and Internet Channel is "grossly inferior" to deals that Intercable could have cut with @Home or Road Runner. Those other high-speed Internet service providers were willing to offer relatively short-term exclusive contracts

(about six years), equity positions in the Internet companies and a return of roughly 65% of basic service revenue to the cable operator, BTH claims. In contrast, Internet Channel's contract is longer (eight years exclusively), offers no equity participation and gives Intercable only 50% of basic service revenue.

BTH's suit asks for unspecified damages in addition to the injunction. But other than a small financial win and a moral victory, it's unclear what BTH would gain by having a jury find in its favor. On the other hand, a settlement in which Glenn Jones cut the price that BTH would pay to exercise its control option could be a big plus.

What's unlikely, Henderson says, is that BTH will walk away from its investment in Jones Intercable. For one thing, under the right-of-first-refusal clause in the contract, Glenn Jones could buy back the shares that BTH holds at a considerably lower price than BTH paid. ■

A lawsuit between companies that are supposed to be partnering may seem like overkill, but with the history of conflict between BTH and Jones, the litigation tactic looks more logical.

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ATI back in (data) business

Wireless company debuting high-speed digital data service in Denver

By Price Colman

American Telecasting Inc. this week will use a national launch in Denver to unveil a wireless high-speed digital data service for businesses.

American Telecasting (ATI) for the past 18 months has been developing the wireless digital technology to deliver the service, called WantWEB. It already has an unspecified number of customers in Colorado Springs, headquarters for the company.

WantWEB, which ATI already offers to consumers, is a key part of the company's strategy for growing a multi-point multichannel distribution system (MMDS) business. MMDS has struggled to compete with cable and DBS in the video arena.

"The biggest thing is that there is a demand for high-speed Internet access," says ATI's Paul Beckelheimer, vice president and overseer of WantWEB. "We feel that we're here today ready to deliver it. We're not in the business of making noise and later getting to delivery."

In addition to Denver, ATI also plans to launch the business-to-business version of WantWEB in Portland, Ore., in the first quarter and in Seattle in the second quarter. All three cities are key markets for cable giant Tele-Communications Inc., and Want WEB's launch in those markets will mean skirmishes between ATI

and TCI. TCI is upgrading its cable infrastructure in those cities to 750 megahertz hybrid fiber/coax so that it can offer two-way, high-speed Internet service to consumers and businesses.

One edge that WantWEB has: It uses ATI transmitters already in place, delivering ATI's WANTV wireless cable service to about 140,000 customers in 33 markets.

WantWEB offers downstream speeds ranging from 750 kilobits to 5.26 megabits per second. Those speeds are roughly six to 40 times faster than ISDN's 128 kilobits per second. Initially, WantWEB will use a telephone return path for upstream traffic.

Denver-based Online System Services is helping ATI establish the computer hardware and software infrastructure for the service and is creating local content for the different markets.

Being early to a market that's rapidly growing and targeting a niche that's not necessarily a top priority for the bigger players is key for WantWEB.

"Where we're most intently focused on is businesses that have the need for five to 30 [Internet protocol] addresses—growing businesses," says Beckelheimer. "The [upstream] needs for a lot of those businesses are relatively modest."

With monthly rates ranging from \$49.95 to \$600 a month (not counting installation) WantWEB is focusing

initially on small and midsize businesses. Beckelheimer says a two-way version of the product is on the radar screen.

"It is certainly our anticipation to have one or two of our markets up and offering two-way service sometime in 1998," he says. Declining to specify which markets, he notes, "Denver is certainly one of our best markets."

Launch of the business-oriented WantWEB service is pivotal for ATI.

Two years ago, the company was on the verge of a merger with US West Communications that would have given the Baby Bell an in-region video strategy and ATI a deep-pockets backer. But the two couldn't come to terms on price, and the deal cratered. Shortly thereafter, in late 1996 and early 1997, the bottom fell out of the MMDS market.

High-speed wireless data holds promise—if it's done right, says Steve Blum of Tellus Venture Associates in Monterey, Calif.

"If they're able to identify those markets where they have a competitive advantage, they may be able to really do something with it," says Blum. "There's the potential to run into capacity problems fairly quickly, but there are also ways around that. The real question is how many users they expect to serve in a metro area, and are they willing to limit the number of subscribers they have if they're successful." ■

SBCA trumpets sub gains

Satellite Broadcasting and Communications Association (SBCA) President Chuck Hewitt thinks this will be a "banner year" for subscriber growth among DBS providers. As evidence, he noted that the industry's leading DBS companies—DirecTV, EchoStar and PrimeStar—each gained subscribers last month. Hewitt told an audience at a news briefing last week that he anticipates that PrimeStar and EchoStar will add more subscribers this year than last.

Overall, DTH services gained almost 1.8 million subs in 1997. Hewitt also said he was skeptical of TCI's plan to roll out digital cable boxes by 2001, saying it could take four to five years before digital boxes are available to homes. He also downplayed the competitive threat of digital cable and said that digital set-top boxes will be expensive (nearly \$300 retail). "DBS is in an excellent position to compete with digital cable," Hewitt said.

—Donna Petrozzello



SBCA President Hewitt



Among Encore's new brand-conscious spots is one featuring John Travolta in 'Michael.'

Encore launching Starz!, Encore ad blitz

Hopes \$60 million campaign will attract 50 million subs

By Donna Petrozzello

Encore Media Group will spend \$60 million this year to build consumer awareness of its core networks—Starz! and Encore—with the goal of adding a combined 50 million subscribers by year's end.

In a cable TV, network radio and print campaign, EMG will highlight Starz!'s exclusive assortment of current first-run theatricals and Encore's collection of hit movies from the 1960s, '70s and '80s. The radio and TV spots use the tag line "Movies Too Big to Miss" for Starz! and "The Movies of Your Life" for Encore.

Starz!, which has deals with Universal, Miramax and Touchstone/Hollywood Pictures, holds exclusive pay-TV rights to 40% of first-run Hollywood theatricals. Encore draws from a library of 100,000 titles from Hollywood's major studios, including Paramount, MGM and New Line.

Encore Media Group Chairman John

Sie says that this year's campaign places more emphasis on Encore's core service and less emphasis on Encore's six multiplexed services than EMG has done in years past.

"Without branding the anchor service, it's difficult to brand the multiplexes," says Sie. "We want to brand Encore first and then go back to branding the plexes."

The branding campaign will cover 12 weeks in early 1998, ending in mid-May. The Richards Group of Dallas created the TV and radio spots. SFM Media is marketing the campaign, aimed at adults 25-54.

EMG claimed 38 million subscribers as of December 1997 for its 11 premium services, including Encore, Starz! and its multiplex channels.

Sie says EMG also wants a share of the \$8 billion that consumers doled out on video movie rentals last year. "We want to translate the dollars going to home videos to the digital cable and DBS platforms," he says. ■

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Music instrumental in MTV pilots

Graden says myriad projects will focus on experimentation, new artists, videos

By Donna Petrozzello

MTV last week unveiled a list of more than 20 original pilots in development for 1998.

The pilots under way in MTV's self-described "unprecedented development season" range from a game show, *Six Degrees of MTV*—in which contestants guess how musicians are connected through personal and professional ties—to a musical variety show, *The Sift and Olly Show*, starring talking sock puppets.

MTV also is considering *The World Famous*, a series about a hip-hop musical set in a Manhattan club; *Fanatic*, in which viewers ask questions of celebrities, and *The Couch*, a talk show that

places the likes of rapper Busta Rhymes on the same couch with lifestyle diva Martha Stewart.

Brian Graden, MTV's newly named executive vice president of programming, says, "This year's development slate reflects MTV's programming priorities ... to make music an integral part of everything we do, revolutionize the presentation of music videos and continually showcase new artists and new styles."

Graden took the post overseeing MTV's programming late last year. The job is a new one for the network. MTV spokeswoman Caroline Mockbridge says the position means that "for the first time, all the programming elements of MTV are centralized" under

one executive.

Under the category of "MTV's ongoing experimentation in presenting music videos" are pilots including *Artist's Cut*, in which musicians talk about the making of their video. *Videographies* is a video show that looks at artists' histories, and *Video-sectomy* features panelists analyzing popular music videos from a comic angle.

Lumped in the category of MTV's efforts to "push the creative envelope experimenting with new artists and formats" are the pilots *Super Adventure Team*, a comic adventure series starring high-tech marionettes intent on protecting planet Earth, and *Youth in Revolt*, a summer serial based on the cult novel of the same name.

In addition to pilots, MTV also announced that it has commissioned a slate of writers with TV and film credits for projects in development. Those projects include *D.U.M.B.O.* from writer Steven de Souza, whose credits include the movies "Die Hard" and "48 Hours"; *Diary of a Horny Young Man* from writer Jordan Moffet of *Barney Miller* fame, and *Band of Spies*, created by Tracy Torme, whose credits include the movie "Sliders." ■

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Nick stakes claim on gross rating points

In presentation to advertisers, network asserts dominance while conceding competition may eat into its GRPs

By Donna Petrozzello

Despite an onslaught of competitors in kids TV, Nickelodeon is confident it can maintain the lion's share of kids TV viewers and advertisers.

Nickelodeon garnered 56% of the overall 580 gross rating points available in kids TV programming each week during the past fall season. Ratings data and share are based on Nielsen Media Research data for the fall period, measured from Sept. 1,

1997, through Jan. 19, 1998.

John Popkowski, executive VP, says that Nick's take might become slightly lower because of stiffer competition—particularly from Cartoon Network, whose ratings are steadily increasing, and from Fox's Family Channel, set to launch this fall. But he doesn't anticipate that Nickelodeon will drop below 50% of kid-targeted GRPs.

On average, 75%–80% of all kids-targeted GRPs go to cable networks. Cartoon Network garnered 19% of the

25 PEOPLE'S CHOICE Top Cable Shows

Following are the top 25 basic cable programs for the week of Feb. 2-8, ranked by rating. Cable rating is coverage area rating within each basic cable network's universe; U.S. rating is of 98 million TV households.

Rnk	Program	Network	Day	Time	Duration	Rating Cable	U.S.	HHs (000)	Share
1	South Park	COM	Wed	10:00p	30	6.4	3.1	3,007	9.7
2	World Championship Wrestling	TNT	Mon	8:00p	60	5.2	3.8	3,787	7.9
3	World Championship Wrestling	TNT	Mon	10:00p	58	5.0	3.7	3,613	7.9
4	World Championship Wrestling	TNT	Mon	9:00p	60	4.6	3.4	3,348	6.8
5	Fate of Karla Faye Tucker	CNN	Tue	7:30p	30	4.5	3.3	3,256	7.4
6	Rugrats	NICK	Thu	7:30p	30	4.2	3.1	3,003	6.7
6	Rugrats	NICK	Mon	7:30p	30	4.2	3.1	2,993	6.6
8	Rugrats	NICK	Wed	7:30p	30	4.1	3.0	2,909	6.5
9	Thunder	TBS	Thu	9:05p	58	4.0	3.0	2,930	5.8
9	Rugrats	NICK	Tue	7:30p	30	4.0	2.9	2,832	6.3
11	Rugrats	NICK	Sat	8:00p	30	3.9	2.8	2,771	6.9
12	Hey Arnold	NICK	Sun	11:00a	30	3.8	2.8	2,697	10.1
13	WWF Wrestling	USA	Mon	8:57p	63	3.7	2.8	2,696	5.4
14	Movie: 'The Hunted'	USA	Wed	8:59p	121	3.6	2.7	2,637	5.5
14	Thunder	TBS	Thu	8:05p	30	3.6	2.7	2,617	5.5
14	Hey Arnold	NICK	Mon	8:00p	30	3.6	2.6	2,575	5.4
14	Doug	NICK	Thu	7:00p	30	3.6	2.6	2,542	6.0
18	Rugrats	NICK	Sun	10:00a	30	3.5	2.6	2,504	10.3
18	Rugrats	NICK	Sat	10:00a	30	3.5	2.5	2,479	10.4
18	Angry Beavers	NICK	Sun	10:30a	30	3.5	2.5	2,468	9.6
21	Doug	NICK	Mon	7:00p	30	3.4	2.5	2,419	5.6
21	Doug	NICK	Wed	7:00p	30	3.4	2.5	2,418	5.7
21	Hey Arnold	NICK	Wed	8:00p	30	3.4	2.4	2,396	5.1
21	Movie: 'When Husbands Cheat'	LIFE	Mon	9:00p	120	3.4	2.4	2,352	5.2
25	Walker, Texas Ranger	USA	Wed	8:00p	59	3.3	2.5	2,414	4.9
25	Rugrats	NICK	Fri	7:30p	30	3.3	2.4	2,344	5.7
25	Doug	NICK	Tue	7:00p	30	3.3	2.4	2,324	5.4

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GRPs, while TBS, TNT, and USA each took 1% of cable's share last fall. Fox took 8% of kids-targeted GRPs and syndicated kids shows took 6%, Popkowski says.

In its upfront sales presentation last week, Nickelodeon touted its plans to expand children's programs into the 8:30-9 p.m. prime time weeknight slot later this fall. The network is also relying on the Nickelodeon brand name and top-rated shows such as *Rugrats* to bring in top dollars from buyers well into the 2000 buying season.

Betsy Frank, newly named executive vice president of research and development at MTV Networks, says children ages 2-11 are the first generation of TV viewers who "don't differ-



Betsy Frank, executive VP of research and development at MTV Networks

entiate between broadcast and cable TV channels" and neither do the advertisers who market kids products.

Frank also cited broadcast networks' declining ratings for Saturday morning kids programming as a strong selling point for Nickelodeon and cable networks in general. During the fall 1991-92 season, she said, broadcast networks collectively accounted for a 72% share on Saturday mornings, with an average 4.8 rating.

In fall 1997-98, the broadcast networks delivered an average 2.4 rating with a 45% share in the same time slot, Frank says.

Frank joined MTV Networks from ad firm Saatchi & Saatchi seven months ago to create a research depart-

ment for MTVN. She aims to provide MTVN with a deluge of information on the media usage, leisure time activities and consumer behavior of kids, teens and young adults.

To survey Nickelodeon's core audience of kids 2-11, Frank plans to team with research firm Just Kids Inc. in a global study assessing kids' consumer behavior in the U.S. and internationally.

Frank also wants to launch the MTV Networks' Use of Media and Leisure Time Study to find out how viewers spend their time indoors and outside the home. "This will be a benchmark survey that we want to revisit each year, and it has an international component," she says.

"The significance of all this research is the fact that kids television today—unlike any other daypart, genre or audience—has exploded the perceived barriers between cable and broadcast," Frank says. "Kids indicate their preference based on quality of programming, not the means by which the signal is delivered to their TV sets." ■

Azteca to increase production

Mexican broadcaster TV Azteca CFO Adrian Steckel says the network will ramp up its original programming in 1998, particularly during prime time. Steckel says Azteca will produce 9,700 hours of programming this year, compared with 8,500 in 1997. The company will double the number of telenovela productions to 10, he says, adding: "We plan to go head-to-head with Televisa in novelas."

Hallmark acquires 20% of PMP

TV movie and miniseries producer Hallmark Entertainment has acquired 20% of Canadian production company Pacific Motion Pictures (PMP) for an undisclosed sum. The acquisition is Hallmark's first investment in an outside production company. Under the deal, PMP will co-produce features and miniseries with Hallmark and will have the Canadian distribution rights for all Hallmark programs except *Hallmark Hall of Fame* specials.

HK Tel sets March VOD launch

Hong Kong Telecom, after receiving official government approval for its video-on-demand service, says it will launch the service in March. The company originally targeted mid-January for VOD's deployment, but a spokesperson says the date was a moving target pending the green light from the government. The service is being tested by 7,000 households in Hong Kong. HK Tel says it has invested HK\$1 billion (\$130 million) in the service over the past three years and will invest another HK\$10 billion during the next 10 years.



BSkyB buys 49% of Music Choice

News Corp.-backed UK pay-TV operator BSKyB has acquired a 49% stake in 24-hour satellite audio channel Music Choice Europe.

With the acquisition, BSKyB will offer Sky Music Choice, with up to 60 channels of music programming, to Sky digital subs.

Canal+ outpaces TPS

French pay-TV group Canal+'s Canal-satellite DTH platform has outclipped sales of rival TPS during January. Canal-satellite signed 60,000 new subscribers, bringing its total to 835,000. TPS reportedly added 25,000 new subs, for a total of 375,000.

Fox Sports gets UK soccer for Australia

News Corp.—Fox Sports has acquired the exclusive Australian pay-TV rights to the UK's Premier League soccer from Disney-owned ESPN. Foxtel signed a deal with sports rights agency IMG for the new season rights beginning in August. Fox Sports also successfully challenged an Australian anti-siphoning sports rule—which protects certain events from being first broadcast on pay TV—by winning the exclusive pay-TV rights to the Australian cricket team's tours of New Zealand and India in February and June respectively.—*Michael Katz*

Sony to launch music channel

Sony Music Entertainment will launch a digital music channel on JSkyB's and PerfecTV's planned DTH service in Japan, in which Sony is a major shareholder. The channel, tentatively called SME TV, will begin broadcasting this summer.

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Snell & Wilcox expands HDTV line

Will show HD router and switchers at NAB convention

By Glen Dickson

Snell & Wilcox, a British supplier of high-quality signal processing and standards conversion products, is bringing an expanded range of high-definition equipment to NAB '98, including HDTV production switchers and an HD router.

Snell & Wilcox has been developing HDTV products for 10 years. The company's HDTV upconverters, which bring standard-definition signals up to 1,080-line interlace quality, already are being used by U.S. experimental DTV stations. Now Snell & Wilcox wants to target the next step in the DTV process, when stations are expected to construct "HDTV islands" within their broadcast plants to support all-digital HDTV production.

To that end, the company has developed two HDTV production switchers, the 12-input HD1012 and the 24-input HD1024. Both support 1.5-gigabit-per-second uncompressed HDTV operation. Snell & Wilcox also has built a 32x32 serial digital HDTV routing switcher, the HD 1132, that can operate as a stand-alone router or as the front end of the HD1024 production switcher. The HD 1132 can be controlled by existing station automation systems.

The move into switchers and routers is a big one for Snell & Wilcox, which previously has stuck to making products that serve as necessary peripherals

to core pieces of broadcast hardware. Adolfo Rodriguez, director of marketing for S&W in America, says the company decided to broaden its scope in the DTV world because of its extensive HDTV experience—the NAB '98 product line is the company's third generation of HDTV technology.

"There's room now in the switcher

HD5050, which accepts 10-bit serial digital SDTV inputs and delivers studio-quality uncompressed HDTV. Smaller and more integrated than Snell's existing HD5100 upconverter, the HD5050 doesn't have a key channel or built-in decoder. As a result, it should sell for less than the \$115,000 price tag of the HD5100, says S&W marketing manager Joe Zaller.

Along with the HD5050, Snell & Wilcox is introducing a cost-effective upconverter, the compact HD50, which upconverts SDTV signals to analog HDTV for monitoring purposes. It also is introducing a compact high-definition downconverter, the HD200, which can be used as a camera downconverter for dual-format HDTV/SDTV production. Another new product is the HD6000, an HDTV digital field-rate converter that converts 1,035-line Japanese-standard HDTV to 1,080-line ATSC-compliant HDTV, allowing broadcasters to use existing production equipment and archived material to support the new standard.

Snell & Wilcox also makes aspect-ratio converters that change the 4:3 format to 16:9 and vice versa. The company will introduce its latest converter, the all-digital 10-bit ARC150, at NAB. S&W's aspect-ratio converters are popular with European customers—the BBC just ordered 55 ARC150s—and the company wants to sell them to U.S. broadcasters looking to fill the widescreen displays of tomorrow's television sets.

While S&W's Rodriguez admits that U.S. broadcasters aren't keen on stretching 4:3 pictures to 16:9, he thinks some may opt for an intermediate aspect ratio like 14:9 (which the ARC150 also supports) to help fill the blank side panels when a picture is produced in 4:3. The ARC150 could also be used to generate 4:3 pictures from a widescreen production truck. ■



Snell & Wilcox already is selling its ARC150 aspect-ratio converter in Europe. The BBC just ordered 55 of the converters, which change 4:3 pictures into 16:9 or 16:9 pictures into 4:3.

market alongside the established players like Grass Valley and Philips," says Rodriguez. "There's an opportunity for a new player to come in and be successful. Jumping in as a standard-definition manufacturer, we wouldn't have had a chance."

While Rodriguez isn't disclosing prices for Snell & Wilcox's HD switchers and routers, he says the products are built on a more-basic and less-expensive design than some of the full-blown offerings from manufacturers like Grass Valley or Sony. For example, the HDTV production switchers initially will offer one channel of mix/effects but can incorporate a plug-in digital video effects card early next year.

At NAB, Snell & Wilcox also will unveil a new HDTV upconverter, the

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Florida's News Channel plans virtual launch

Cable service will use Orad system for local inserts

By Glen Dickson

Florida's News Channel (FNC), a 24-hour cable news service scheduled to launch on Aug. 1, will be relying on virtual-set technology to distribute locally branded news to cable operators throughout the Sunshine State.

Tallahassee-based FNC has selected the SoftSet solution from established hard-set newsroom designer Devlin Design Group (DDG) of San Diego and Israeli virtual-set developer Orad.

FNC wants to use SoftSet in combination with video servers and DS-3 fiber-optic transport to deliver custom-tailored news presentations to geographic zones throughout Florida. The news channel plans to establish local newsgathering bureaus in Florida's major markets. News segments will be produced a single time in an all-digital studio in Tallahassee and stored on a server. Then the segments will be fed to the different markets with locally branded virtual-set backgrounds.



Florida's News Channel will use Devlin Design Group's SoftSet, which marries Devlin's news-set designs with Orad's virtual-set technology.

FNC is a venture-capital company whose investors include Phipps Media Ventures, Media One and Comcast. The news channel already has carriage in major markets, including Miami, West Palm Beach, Jacksonville, St. Petersburg, Tampa Bay and Fort Myers.

"Without virtual-set technology, we could not provide local branding or zoned news," says Bob Brillante, FNC managing partner. "With virtual sets, we can provide an entirely new set and brand for each market."

SoftSet uses Orad's virtual-set tech-

nology to produce 3-D virtual-set environments that are designed by Devlin. The Orad virtual set relies on Silicon Graphics Onyx2 computers for its processing.

"FNC is an exciting project and an exciting use of virtual technology," says DDG President Dan Devlin. "[Virtual technology] allows [FNC] to do the same thing a broadcaster can do, with a different look for each [cable] affiliate."

DDG has been working with Orad for a year and a half to develop realistic virtual-set environments. Devlin says his firm chose Orad because its technology allowed for "more complex models and more realistic virtual sets" than the technology of its competitors.

"Now that this technology is getting in the hands of designers, we can really do something with it," Devlin says. "There will be no more anchors in space and floating eyeballs. When we show this to general managers at stations, they say: 'Show me a news set.'"

Cutting Edge

By Glen Dickson

Philips BTS has netted a \$5 million contract from Paramount Stations Group to outfit six Paramount stations with digital equipment. The Philips BTS gear, which includes 13 Media Pool video servers along with Venus routers, Jupiter control systems, Saturn master control switchers, Diamond Digital 35 production switchers and LDK 100 camera systems, will be installed at WPSG(TV) Philadelphia; WSBK-TV Boston; WLWC(TV) Provi-

dence, R.I.; WGNT(TV) Norfolk, Va.; WNDY-TV Indianapolis, and KSTW(TV) Seattle. Media Pools for commercial and program playback are already installed at Paramount's KTXH(TV) Houston, WUPA(TV) Atlanta, WKBD(TV) Detroit and WBFS-TV Miami—which also originates programming for WTVX(TV) West Palm Beach. After installing the Philips architecture at WUPA Atlanta, Paramount has basically copied the WUPA model at the other stations, says Kevin Busselman, vice president of



An artist's rendering of TBS's planned \$37 million Techwood production facility in Atlanta.

engineering for Paramount Stations. "All the stations run three Pools apiece—two 25-hour servers and one 50-hour unit," says Busselman.

Turner Broadcasting System Inc. plans to build a \$37 million production facility on its Techwood campus in midtown Atlanta. The new

127,000-square-foot facility will have four floors with the largest live production control rooms on the East Coast, three studios and state-of-the-art digital technology, according to Turner. The company will break ground on the new facility in March, with completion scheduled for third quarter 1999.

Broadcasting & Cable's **Telemedia**

THE CONVERGENCE OF TELEVISION, RADIO AND NEW MEDIA

Online Services

AOL stirs it up

Links with E! Online, raises rates, cuts staff

By Richard Tedesco

America Online appeared to be moving in several directions last week: adding content to its entertainment channel, cutting AOL Studios staff, and trumpeting an imminent rate increase.

The AOL Studio layoffs were part of a restructuring that saw Bob Pittman move further into ascendancy at AOL, which has been embattled for most of the past year. The developments at the Dulles, Va.-based firm occurred as AOL reported second-fiscal-quarter income of more than \$20 million—perhaps turning a crucial corner.

AOL and E! Online didn't reveal any financial details of their tenancy deal, which gives E! a prominent position on AOL's entertainment channel. That makes E! Online readily accessible to 11 million current AOL users. Revenue-sharing arrangements have been part of past AOL anchor-tenant pacts.

AOL's last major anchor-tenant content link was struck with CBS SportsLine last summer. While content tenancies don't pay off like the \$150 million marketing deals AOL struck with Tel-Save Holdings and CUC International last year, they do give



AOL users easy access to popular Websites. That's the next best thing to owning original content, and it's a strategy AOL will aggressively pursue.

AOL is in active discussions with other media companies about anchor-tenant deals, according to Rob Jennings, AOL vice president of channel programming, who identified Discovery Communications as one of the cable programmers AOL has

approached. AOL expects to strike other anchor-tenant deals shortly. "It's really like running 18 mini cable networks," Jennings says of providing content for the special-interest areas defined in AOL's format.

As it goes after instant access to existing Internet content, it would appear that AOL is backing away from building its own original material. The original-material strategy peaked while the late Brandon Tartikoff was still in the picture, but AOL hasn't moved forward on his *Beggars and Choosers* project about a struggling TV station.

And last week it cut its Entertainment Asylum staff in half, reducing it by 40 workers.

Entertainment Asylum was touted last fall as the leading edge of multimedia online, with such features as the two-hour daily *Hollywood Wire*—celebrity interviews streamed in RealVideo. The wire has been drawing one million page views a day.

The layoffs at Entertainment Asylum were explained as part of the overall reorganization of AOL into three divisions: AOL Creative Development, CompuServe Interactive Services and AOL Studios.

Pittman, who had been president of AOL Networks, now oversees those three divisions as president and COO. Having played the role of marketing point man, Pittman—who pioneered a media sea change at MTV—takes

over the creative reins as well. Among other things, that means that Ted Leonsis, president of AOL Studios, now reports to Pittman. Pittman's hand is evident in the E! Online deal that he struck with Lee Masters, president of E! Entertainment Television, who worked for Pittman at MTV and NBC.

While Pittman consolidates his position, AOL is quietly trying to shore up its bottom line with its announced \$2 monthly increase. That 10% jump seems modest enough



AOL's Bob Pittman



and will be easier to swallow as AOL links to attractive Web content. And in the financial community, it can do no wrong at the moment.

The days of its disastrous service glitches seemed a remote memory last week as AOL declared a 40% revenue leap, to \$592 million, in the quarter concluded in December. In the prior year's comparable quarter, AOL suffered a net loss of \$130 million on \$410 million in revenue. The last six months of 1997 produced a net gain of \$40 million on more than \$1 billion in revenue, compared with a net loss exceeding \$480 million during the last half of 1996.

That marked turnaround comes as AOL prepares to absorb CompuServe—following a severe staff cut there—and to capitalize on the membership lead it enjoys over Microsoft Network. **TM**

Rolling Stone Net debuts online

Online concert producer JamTV has linked with Rolling Stone to launch The Rolling Stone Network online.

In addition to streaming live concert events, which JamTV has been doing, the new service will present daily video news Webcasts, chat sessions and an archive of artist bios—complete with photos and CD information. The network "substantially expands our distribution and synchronization opportunities and enables us to extend the reach of our unique technology partnerships," says Howard Tullman, JamTV CEO.

Obviously, the new service carries the considerable cachet of the Rolling Stone moniker for rock fans. It also figures to enjoy enhanced reach through distribution deals with BellSouth.net, BellSouth's Internet access service, and MindSpring for carriage on its MindSpring Desktop "push" content service. —Richard Tedesco

Law and Technology

No clear road to a clean 'Net

New approach might tie porn-avoidance to federal funding

By Paige Alliniah

Even a so-called Internet smut provider agrees with lawmakers and children's advocacy groups that kids should not be getting pornography on the Internet.

But no one can agree on how to effectively and legally keep that material away from children.

The latest suggestion, already an unpopular one, comes from Senate Commerce Committee Chairman John McCain (R-Ariz.). In a bill introduced last week, McCain would require schools and libraries that receive ERate funds (government-mandated subsidies for Internet access) to use the filtering or blocking software of their choice to guard children from pornographic material. Senators Dan Coats (R-Ind.), Ernest Hollings (D-S.C.) and Patty Murray (D-Wash.) are co-sponsors.

But the anti-porn contingent—advocacy groups such as the National PTA, the Center for Media Education and Enough Is Enough—say that filtering software cannot catch all adult sites. The anti-censors, most notably the American Civil Liberties Union, say that such software violates the First Amendment and citizens' rights to free speech.

Educators don't like the idea of tying funding to the use of filters. The National Education Association, concerned that such a law would keep schools from getting needed funds to install technology, refused to embrace McCain's plan. "[I]t seems counterproductive at this late juncture to impose a top-down mandate requiring schools to install filtering or blocking software as a condition for accessing ERate discounts," according to testimony submitted by the NEA.

The ACLU called McCain's bill and one offered last year by Coats unconstitutional because their enforcement would censor free speech over the Internet. Coats's bill would make it illegal to distribute over the Internet material "harmful to minors" under age 17.

"[I]f adopted, both bills would almost certainly face a court challenge and would likely face the same fate as the Communications Decency Act, which was unanimously overturned by the Supreme Court last June," an ACLU statement said.

Seth Warshavsky, CEO of adult-content company Internet Entertainment Group, suggested at a Senate Commerce Committee hearing last week that a new top-level domain name be created: .adult. All adult-content



providers would register under that domain—www.sex.adult, for example—and would be prosecuted if they did not. Warshavsky also suggested that some form of the V-chip be included in all computers, so parents could filter out lurid sites.

Several witnesses opposed the plan, saying that offenders trying to lure children to their sites would not register under the .adult domain. They also said V-chips would not work on the Internet, which it is not centrally programmed—as are television networks—so sites would not necessarily be rated.

Although Warshavsky said he agreed with McCain that children should not be exposed to adult material on the Internet, the chairman was skeptical. "Members of my staff looked at your free site and found very explicit material," McCain said.

A quick check of Warshavsky's "Club Love" site found graphic sexual photos and explicit language, with no filtering or screening mechanism. Warshavsky explained that his company abided by a "full frontal nudity" standard applied to cable television providers and others.

Unlike other pornography distribution systems, the Internet lacks an effective gatekeeper to keep kids out of racy sites such as "Club Love." Whereas shopkeepers and video distributors can physically separate magazines and videos from underage consumers, "the Internet is like a giant funnel," says Andrew Sernovitz, president of the Association for Interactive Media, an Internet industry group.

"[E]verything is being poured into [the

Internet] from all over the world. We must accept that prohibitions on that input are impossible. ... Software that filters out adult content at the individual computer or on a school's network is probably the most effective solution."

The only way to be sure kids aren't accessing inappropriate material, say Internet trade associations, is for parents to watch them while

they use their computers. Filtering and blocking software, which most agree is the next best answer to parental supervision, fails to block all adult sites.

Words entered innocently, such as "Los Angeles and pictures," rapidly bring up a site inappropriate for children, according to Daryk Rowland, an undercover detective who investigates illegal activity on the Internet. **TM**

Interactive

Barney and his friends

Microsoft programs more ActiMates for PBS

By Richard Tedesco

Microsoft has gone beyond Barney into the next phase of its ActiMates strategy, introducing two new electronic plush toys to interact with PBS programming.

Arthur the Aardvaark and his wisecracking girlfriend D.W. are about to become physical incarnations that children can own at street prices of \$100 apiece. And when Arthur and D.W. appear on the TV screen, their stuffed alter egos will come to life on living room carpets across America, responding to signals in the vertical blanking interval (VBI).

Their antics include encouraging kids to watch the show when it comes on, and like Barney before them, acting up periodically during the program. They'll also use their 4,000-word vocabularies to enable one-on-one educational games with the child and when the show's not on.

Parents can purchase a \$50 TV Pack with sampler CD-ROM and three \$30 CD-ROMs that expand on programs in the sampler and increase Arthur and D.W.'s vocabularies to 10,000 words.

There will be a tie-in to a new Website with interactive content this fall, according to Christine Winkel, Microsoft product manager, who says eventually the site will feature full-motion animation. "As modem speeds increase, you can be sure we'll take advantage of the technology," says Winkel.

The Arthur/D.W. act requires a new wrinkle in the VBI transmission scheme, with two datastreams multiplexed into a single radio signal to enable distinguishing signals sent to each doll.

Arthur's PBS show is aimed at children four to eight years old (Arthur's own age). That



Popular TV character Barney will be joined by some new interactive friends in front of the TV.

skews older than the tikes targeted for Barney, who was a big hit as an ActiMates solo act, according to Winkel, who claims that sales of the electronic purple dinosaur exceeded internal projections by 20%. But Barney wasn't quite the Christmas season sellout that Microsoft executives touted him to be.

Just how big an impression Microsoft's Barney made on the small fry is unclear, however, since the Redmond, Wash., giant won't talk unit numbers shipped or sold. Some observers say the \$100 ActiMates price tag (sans software) presents a considerable cost barrier for high-tech-conscious parents who've probably already invested in educational software for their PCs. Even the PBS connection makes it hard to mask Microsoft's profit motives as it seeks to build on this plush franchise.

Release of the latest electronic Microsoft playmates is slated for September. **TM**

NBC, Microsoft, Dow Jones launch Web service

NBC, Microsoft and Dow Jones debuted subscription venture CNBC/Dow Jones Business Video service on the World Wide Web last week.

CNBC/Dow Jones will seek a \$29.95 monthly fee from PC users, who can access an archive of 12,000 audio and video clips on the site (www.cnbc-dowjones.com). Multimedia services aimed at the corporate customer include Newspank—packaged content distributed to corporate sites or intranets—quarterly senior management updates and "virtual road show"—CNBC's production of corporate IPOs and other presentations.

The continuing evolution of the service is indicative of the quest for profitable Internet information ventures. Business information seems the sure thing at the moment. Dow Jones has already had great success pushing online subscriptions to the *Wall Street Journal* at \$49 per year (\$29 to print subscribers), claiming 150,000 takers to date.

"We are pleased to be expanding our capabilities for coverage—both nationally and internationally—with this new alliance," says Mike Wheeler, president of CNBC/Dow Jones.

The reconfigured service, formerly MSNBC Business Video, has already recruited several new clients, including Nasdaq, Dean Witter, Merrill Lynch Online, Discover Brokerage, Morgan Stanley, PaineWebber, Dana Corp., Host Marriott and Humana.

CNBC/Dow Jones has deals in place to redistribute content from other information providers, including Bloomberg, WavePhore and CompuServe.

CNBC services will now also include video reprints—CEO interviews conducted by CNBC/Dow Jones and available at the respective corporate Websites.

So CNBC/Dow Jones is producing a combination information news and corporate online video service site. But that is its Cadillac incarnation; priced at \$29.95, the basic service is intended as a resource to individual business subscribers as well. —Richard Tedesco

Yahoo!, Time Inc. join in chat venture

Yahoo! Inc. and Time Inc. are launching a co-branded chat session service to make celebrities and experts from various fields available to an online audience.

Journalists from Time's various online publications, including Time.com, People.com, Money.com and ParentTime.com, will conduct the chats in the virtual auditorium on Yahoo! Chat. "Together we are going to broaden and deepen the online experience for millions of Internet users around the world," says Linda McCutcheon, president of Time Inc. New Media.

Recent chats on the new service have included interviews with former Nixon White House counsel John Dean, Iran/Contra independent counsel Lawrence Walsh and sex expert Dr. Ruth Westheimer. —Richard Tedesco

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HELP WANTED MANAGEMENT

General Manager. Oldies 104.9 FM WYOC, Gainesville, FL seeks sales driven GM to handle strong house list, manage small but experienced staff. 30k+ range. Resume 3720 NW 43rd Street, Suite 104, Gainesville, FL 32606. 352-870-9962. EOE.

General manager with experience needed for 3 aggressive, fast-growing FMs in Champaign IL. Ability to train, supervise, manage sales staff essential. Successful management track record required. Superb growth, career opportunity. Bonus, 401K, stock option. We're privately owned, 26-year multi-media company. Resume: Jim Glassman, President, Community Service Radio, PO Box 3335, Peoria IL 61612-3335. Fax 309-694-2233. WKGC/WQWB/WZNF are EOE. F/M

HELP WANTED SALES

Chattanooga's "Hot Country Favorite" US-101 is looking for qualified candidates to fill the position of Account Executive. You need to have a minimum of five years radio sales experience and must be proficient with the latest sales computer tools. Most importantly you must be *client focused* in your approach to marketing. If you have the experience and motivation to help the #1 Sales Staff in Chattanooga to achieve even greater success, then send your resume to: Randy Ross, Local Sales Manager, WUSY Radio, PO Box 8799, Chattanooga, TN 37414. WUSY/Cumulus Broadcasting is an Equal Opportunity Employer.

#1 Central Coast Radio Stations looking for experienced General Sales Manager. Must have a minimum of five years sales management experience. Position requires experience with local and national sales. Position offers stable ownership, attractive living location and great compensation. Reply to Box 01324 EOE.

HELP WANTED TECHNICAL

Chief Engineer. Christian Radio Network. Chief Engineer position available for quality Kansas City-based Christian Radio Network/Group. Position requires strong background in construction, installation and maintenance of studios, AM/FM transmitters, STLs, digital audio, DCS computer automation, satellite networks, and translators. Min. 5 years experience desired. FCC General Class license or SBE Certification a plus. Excellent character and professional references expected. Some travel involved. Excellent compensation with full benefits. Please send cover letter, resume, salary history, and references to Personnel Director, Bott Radio Network, 10550 Barkley, Overland Park, KS 66212. Fax 913-642-1319. Bott Radio Network is an Equal Opportunity Employer.

Director of Radio Engineering, investigate upgrades, improve audio processing, inspect radio properties. Provide technical leadership to radio station management. BSEE preferred. Five years experience in RF maintenance and/or consulting. Fax or send resume: Randy Price, Vice President of Engineering, Journal Broadcast Group, Inc., 720 E. Capitol Drive, Milwaukee, Wisconsin 53212. Fax 414-967-5540. Journal Broadcast Group, Inc. is an employee owned EOE.

Madison Radio Group, a division of Central Star Communications, Inc. (Capstar) has an immediate opening for a Chief Engineer with tech skills to install, maintain and troubleshoot all stations' broadcasting, telecommunications, computer equipment, microwave and transmission systems and audio studio equipment. Knowledge of FCC rules and regs a must. 4 FM's and 2 AM's in the group. Resumes to: Lee Leicinger, General Manager, Madison Radio Group, PO Box 99, Madison, WI 53701. Fax: 608-277-7230.

HELP WANTED NEWS

News ANCHOR/HOST

We are a Major Market news leader currently looking for the country's best News Anchor/Host.

At least seven years major market experience is necessary for this news intensive format. For immediate, confidential consideration, please send your tape to:

Box MT-274BC, 360 Lexington Avenue,
12th Floor, New York, NY 10017.

Equal Opportunity Employer.

HELP WANTED PROGRAMMING

Creative Music Director and On-Air Music Host. KCRW-FM, the leading National Public Radio station in Southern California, is seeking a gifted music programmer to host station's signature 3-hour daily music program, *Morning Becomes Eclectic*. Format includes eclectic music mix (pop, world-beat, alternative), interviews and regular live performances with cutting-edge, as well as name artists and bands. Also to develop new air talent and provide artistic and promotional leadership. Experience with on-air fundraising or commercial announcing required. Great opportunity in the music and entertainment capitol. Deadline: March 1, 1998. Send letter and resume now to: Ruth Seymour, General Manager, KCRW, 1900 Pico Blvd., Santa Monica, CA 90405. KCRW is an Equal Opportunity Employer.

HELP WANTED ANNOUNCER

WLFJ-FM is seeking an experienced announcer with excellent production skills. T&R: Allen Henderson, WLFJ, 2420 Wade Hampton Blvd, Greenville, SC 29615. EOE.

HELP WANTED ALL POSITIONS

Wanted: Applicants for Broadcast Industry Opportunities - All Positions. The members of the New Hampshire Association of Broadcasters (NHAB) are committed to the FCC's goals of non-discrimination and affirmative action. If you would like your resume included in a job bank for members of the NHAB, send it to: B. Allan Sprague, President, NHAB, 10 Chestnut Drive, Bedford, NH 03110. *No phone calls.* The members of the NHAB are Equal Opportunity Employers.

SITUATIONS WANTED MANAGEMENT

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.

TELEVISION

HELP WANTED MANAGEMENT

Vice President, Development and Community Relations. WLVT-TV, the Lehigh Valley's public television station, is accepting applications for an experienced professional to lead the station's development department. The successful candidate will be responsible for identifying and cultivating relationships with individuals and foundations, securing annual and planned gifts and will manage all aspects of the station's development crusade. Qualified applicants will have: Bachelor's degree or equivalent in marketing, business or related field and minimum of five years successful fund-raising experience or equivalent marketing experience. Must have proven leadership ability and display a positive "can-do" attitude. Prior experience in public television development preferred, but not essential. Resume with cover letter, salary history and at least three professional references to WLVT-TV, Attn: VP Search, 123 Sesame Street, Bethlehem, PA 18015. No phone calls please. Competitive salary and excellent benefits. WLVT is an Equal Opportunity Employer. Women and minorities are strongly encouraged to apply.

Traffic Manager needed for KNAZ-TV/KMOH-TV. Must have prior experience with Columbine AS/400 System and/or Enterprise. Prior Television Traffic experience required. Send resume to Dan Robbins, KNAZ-TV, PO Box 3360, Flagstaff, Arizona 86004 or fax to 520-526-6945. EEO.

Operations Manager for Rocky Mountain area. Must have experience with AS400 computer, Windows, and be familiar with the Enterprise Broadcast System. Candidate must also have five years of radio and television broadcasting experience, as well as a minimum of five years management experience. Send resume to KRDO-TV, Attn: EEO Officer, PO Box 1457, Colorado Springs, CO 80901. EEO.

We're Beaming!



In fact, we're grinning from ear to ear. And why not? At DIRECTV, we've grown to over 3 million subscribers in three years. We're the nation's premier satellite TV entertainment provider and due to our unprecedented sales, our workforce is growing at a rapid pace. Come join our success story!

MANAGER, MASS MERCHANTS (Job Code: SN1)

Your main responsibility will be to manage DIRECTV's business objectives with National Mass Merchants. A minimum of 5 years Management of Mass Merchant Retailers is required, as is a working knowledge of how Mass Merchants function in all phases of their business. This position requires about 90% travel.

MANAGER, NATIONAL ACCOUNTS (Job Code: SN2)

This position requires the ability to manage DIRECTV's business objectives with National Consumer Electronic Retailers. A minimum of 5 years Management of National Accounts is required, as is a working understanding of how National Consumer Electronic Retailers function in all phases of their business. This position requires about 90% travel.

WESTERN REGION SALES DIRECTOR (Job Code: SN3)

You will be responsible for managing all phases of DIRECTV's business as it relates to Consumer Electronic and Direct Sales Retailers in the western United States. A minimum of 10 years experience working with Consumer Electronic Retailers, preferably in the western United States, is required. You must also have experience managing a Sales Team. This position requires about 70% travel.

DIRECTOR OF NATIONAL SALES (Job Code: SN4)

You will be responsible for management, strategic planning, implementation and execution of DIRECTV's National Sales Programs as they relate to National Accounts, Buying Groups, 2-step Distribution, Mass Merchants and National Direct Sales Retailers. You will need a minimum of 6 years experience working with National Consumer Electronics Accounts, Mass Merchants, Buying Groups, 2-step Distributors and National Direct Sales Retailers. This position requires about 70% travel.

All of the above positions require a BA in Business.

If your skills match our needs, we'd like to hear from you! Please send your resume and salary history to: **DIRECTV, Inc., Attn: Human Resources, Dept. (please reference job code from above), P.O. Box 915, El Segundo, CA 90245. E-mail: resume@directv.com. To learn more, see us on the World Wide Web at: www.directv.com. DIRECTV is proud to be an equal opportunity/affirmative action employer. We strongly support workforce diversity.**



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Contact Antoinette Pellegrino
for info ...

ph: 212-337-7073 or

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

Reopened- Station Manager of WEIU TV. Has primary responsibility for the operation of WEIU TV including production, programming and master control room operations. This position supervises five full time staff and may be required to teach one course per semester. Requirements include a Master's degree in Radio/Television or related discipline and minimum of 5 years experience in station management and/or programming. Experience in studio, field and post production also required. Extensive related experience will be considered in lieu of Master's degree. Maximum salary \$42,000. Starting date is on or before July 1, 1998. Send letter of application, resume, and names of three references by March 1, 1998 to: Search Committee, Station Manager- WEIU TV, Eastern Illinois University, Charleston, Illinois 61920. Eastern Illinois University is an affirmative action, equal opportunity employer and invites and encourages applications from women and minorities.

HELP WANTED SALES

Traffic Manager. Seeking experienced Traffic Manager to oversee daily operations of two Traffic Departments in this Cleveland LMA (WOIO/CBS and WUAB/UPN and Cleveland Indians, Cavaliers and Kids). Candidates should have full training in and experience with Enterprise or comparable traffic systems; working knowledge of computers and networks; ability to work closely with sales staff and managers to maintain inventory control. Must be able to work under deadline pressure while handling multiple tasks. Excellent supervisory and interpersonal skills a must. Not for the faint of heart. Please send or fax resume to: Tom Humpage, GSM, WOIO/WUAB TV, 1717 E. 12th St., Cleveland, OH 44114. Fax: 216-515-7152. Equal Opportunity Employer.

Television Advertising Sales Executive. WATE-TV6 is seeking an experienced Television Advertising Sales Executive. Candidate must have a minimum of three (3) years television sales experience. Along with your resume, send a letter detailing your success in developing new business. We're looking for applicants with a demonstrated customer-focused selling attitude. Interested parties send resume to: WATE-TV6, Attn: Personnel, PO Box 2349, Knoxville, TN 37901. No phone calls and no beginners, please. WATE-TV6/Young Broadcasting of Knoxville, Inc. is an Equal Opportunity Employer. Women and minorities are encouraged to apply. *Final date to submit a resume is 2/28/98.*

Sales Traffic Manager position available. Individual must possess a high level of organizational and managerial skills. Working knowledge of television traffic and the JDS System helpful. Prior Sales Traffic Department experience is necessary. Send resume and salary requirements to: WPXT/MPME Television, Attn: General Sales Manager, 2320 Congress Street, Portland, ME 04102 or fax to 207-774-6849. No phone calls please. WPXT/MPME is an Equal Opportunity Employer. Minorities are encouraged to apply.

Local Sales Manager. WWAY-TV3, ABC affiliate in beautiful coastal Wilmington, North Carolina has an immediate opening for an LSM. The ideal candidate will have either TV or management experience with an emphasis on new business and sales promotions. We'll give you an excellent staff and all the tools necessary for success. Fax letter, resume, and anything you think will impress us ASAP to 910-763-1469, Attn: Kelly Newton, GSM.

Production Sales Representative. Talented self-starter needed to sell the services of "SeaGate Productions," an award-winning video production facility associated with Northwest Ohio's #1 television station. Applicant must have strong sales/producing skills and the talent to shepherd long form, high-end video production projects from start to finish. Will work closely with production staff to insure client satisfaction. We offer a great working environment and excellent pay/benefits in a lovely setting on the Great Lakes. Send resume to Personnel Administrator-96, WTOL-TV, PO Box 1111, Toledo, Ohio 43699-1111. No phone calls. WTOL-TV is an Equal Opportunity Employer.

National Sales Manager. WNDY-TV, new member of the Paramout Stations Group (UPN 23) is seeking an energetic professional to lead our growing National Sales effort. Candidate needs 3 years Local/National experience in TV sales and must have a thorough knowledge of NSI ratings, inventory management, and computer skills. Track record as a strong negotiation and relationship builder a definite plus. Excellent verbal and written skills are necessary. Send cover letter and resume to General Sales Manager, WNDY-TV, 4555 W. 16th Street, Indianapolis, IN 46222.

Local Sales Manager. Must be excited about selling Green Bay Packer football! WEUX, the FOX affiliate for the Eau Claire, WI, market is looking for a local sales manager. This person will direct the local sales staff. Department functions include: 1) hiring, training, and evaluations, 2) plan and execute sales, 3) pricing and inventory control, 4) incentive plan, 5) prepare and submit revenue budgets for local sales, 6) maintain monthly and quarterly pricing, 7) maintain visibility in the market, 8) knowledge of TVScan and JDS traffic a plus. Please send resume to: Al Lancaster, Station Manager, WLAX/WEUX, 1305 Interchange Place, La Crosse, WI 54603. WLAX/WEUX is an Equal Opportunity Employer. Women and minorities are encouraged to apply.

Local Sales Manager. ABC affiliate in SW Fla. is seeking a proven leader to take its local sales efforts to new heights. Primary responsibility is to increase local market share. Must motivate and nurture staff, make sales calls, develop new business and accomplish financial goals. Must be highly motivated, organized and able to communicate well. Good computer skills and understanding of inventory helpful. Five years experience in television sales require; management experience helpful; college degree or equivalent experience preferred. Proven track record is essential. Send resume to: Mike Reilly, 3719 Central Avenue, Fort Myers, FL 33901. EOE.

General Sales Manager. If you have start up or fixer-up experience and a track record of success to back it up, this may be the opportunity you are looking for. This group owned UPN affiliate in Chattanooga seeks a high energy sales leader to hire, train, develop and motivate a sales staff. The right candidate has expertise in local and national sales, sports marketing, sales promotion and TVScan. GSM experience preferred but will consider a strong LSM or NSM ready for the next stripe...9 to 5'ers need not apply. Send or fax resume, references and salary requirements to: WFLI-TV, Matt Pryor, VP and GM, PO Box 302, Cohutta, GA 30710. Fax 706-694-4112. Women and minorities encouraged to apply. EOE.

General Sales Manager: Major group owned NBC affiliate in Northeastern Medium Market seeking a GSM with strong leadership skills. Candidates should have 2-3 years sales management experience, preferably as LSM. Must be experienced and creative in pricing, inventory control and sales promotions. Great opportunity with strong station and growing Group. Reply to Box 01323 EOE.

Account Executive needed for KNAZ-TV Flagstaff, AZ. Established list needs aggressive attention. Professional appearance, strong organizational skills and reliable transportation required. Fax resume to Stan Koplowitz 520-526-6945. EEO.

Account Executive: Terrific company (Disney, ABC, Inc.), a great location (Raleigh/Durham) exciting growth market (#29 and growing!) = an opportunity of a lifetime for the right person! 3-5 years TV sales experience a must, strong sales performance and negotiation skills along with computer proficiency a necessity. Knowledge of pure and applied research, strong verbal and written communication skills required. A creative new business leader will round out our team! Send resume to: Donna Sorensen, Local Sales Manager, P.O. Box 1950, Raleigh, NC 27602. No phone calls. EOE.

Account Executive - Great opportunity to move up to a top 50 market leader! WHTM-TV (ABC) seeks a creative, motivated pro with agency and new business success history to take existing list to new heights. Minimum 2 years television experience and knowledge of TVScan and STAR preferred. Send letter and resume to LSM, WHTM-TV, P.O. Box 5860, Harrisburg, PA 17110. EOE.

Traffic/Operations Manager. WKMG (CBS) is seeking an experienced traffic/operations manager with proven management and leadership skills. Must have thorough knowledge of traffic and data processing systems. Enterprise experience preferred. Send resume to Jinell Carroll, WKMG-TV, 4466 John Young Parkway, Orlando, FL 32804. EEO.

Traffic Supervisor: Responsibilities include log compilation, avails maint. contract input, spot clearance and all client contact related to above duties. Direct contact with sales and acctg. dept. Generate sales reports and weekly commercial spot reconciliation. F/T salaried w/comprehensive benefits package. Min. 3 years exp. in Traffic Dept. of commercial broadcast station. Send resume to Jack Soo Hoo, KTSF, 100 Valley Dr., Brisbane, CA 94005. Fax 415-467-7559. Date opened: 2/10/98. Deadline: 2/27/98. No calls. EOE.

HELP WANTED TECHNICAL

**WE PLACE TV ENGINEERS,
GENERAL AND SALES MANAGERS**

 **KEYSTONE INT'L., INC.**
16 Lafflin Road, Suite 900
Pittston, PA 18640, USA
Phone (717) 655-7143
Resume/Fax (717) 654-5765

1/98

Chief Engineer. We are seeking an experienced professional with proven technical and leadership skills to supervise the installation and maintenance of our broadcast facilities. Qualified candidates should have an Engineering degree plus over five years experience as a television station technical manager. Experience with analog and digital video and audio system design and documentation, microwave systems, and VHF transmission systems is required. Please send resume to: Bill Beam, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls or faxes please. We are an Equal Opportunity Employer.

Chief Engineer. KTRK-TV needs a chief engineer with an in-depth knowledge of digital video and audio technology as we begin our conversion to ATV, as well as complete understanding of broadcast and microwave RF technology. Candidates should have experience in TV broadcast engineering management including studio and transmitter facility maintenance, capital project planning and implementation, production and on-air operations, scheduling of technical personnel, preparation of operating budgets, knowledge of all building systems and compliance with all government and industry regulations and standards. We want a team player who has a proven ability to work well with employees and fellow department heads. Degree in a technically-related field or equivalent experience required. Send resume and cover letter (no calls/faxes) to: Henry Florsheim, President and General Manager, KTRK-TV, 3310 Bissonnet, Houston, TX 77005. Equal Opportunity Employer. M/F/D/V.

Director/Technical Director: Looking for a Director/Technical Director responsible for the direction and technical direction of newscasts and public affairs programs. Candidate must possess excellent communication and leadership skills. 1-2 years experience directing live newscasts and public affairs programs required. Experience with GVG300, DPM700, and Chyron desired. Solid knowledge of lighting, audio, and general studio operations preferred. Please send resume and VHS tape to Matt Heffernan, Director of Operations and Technology, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. Pre-employment drug screening required. EOE.

Master Control Operator. The dominant NBC affiliate in the 93rd market seeks person for on-air switching and tape operations. Minimum one year experience in those areas. College degree preferred. No phone calls. Resumes to Judy Baker, WCYB-TV, 101 Lee Street, Bristol, VA 24201. EOE/M/F/H/V.

ENG Control Coordinator. WSOC-TV needs an experienced microwave coordinator who can handle a number of incoming live shots at one time. An understanding of field work and/or satellite truck operations is a plus. This person is responsible for coordinating all incoming live and satellite shots for our main newscasts. This is not for beginners. Send resume to: Bill Bruce, News Operations, Dept. 95, WSOC-TV, 1901 North Tryon Street, Charlotte, NC 28206. EOE M/F.

HELP WANTED NEWS

Mediacasting.com

Your best source for job leads and the place to be for posting your tape and resume on the Internet. (888)293-1489
email:info@mediacasting.com

Two Talented Producers: WJLA-TV, the ABC affiliate in Washington, DC, has immediate opening for two top-notch producers to join our team. 5 years of progressively responsible experience in television newsroom, preferably in a Top 20 market required. Strong news judgement, leadership abilities and communication skills a must. Resume and non-returnable reel to: Human Resources, WJLA-TV, 3007 Tilden Street, NW, Washington, DC 20008. EOE.

Reporter/Fill-In Anchor (KCCO-KCCW). CBS affiliate 7/12 News in Alexandria, Minnesota seeks a lead reporter/fill-in anchor to complete our small newsroom. Candidate must have excellent writing, shooting, and editing skills. This position requires someone who will present the story of the day in a balanced and ethical way. Applicant must be willing to work with news, production and engineering on daily broadcasts, features and sweeps. Candidate must be able to meet deadlines, generate ideas and do all necessary research for stories. We need a hard-working, flexible team-player. Women and minorities encouraged to apply. KCCO-KCCW is an Equal Opportunity Employer. Send tape, resume and cover letter to: Jacqueline Getty, News Director, KCCO-TV, 720 Hawthorne Street, Alexandria, MN 56308. No phone calls please.

Producer. Dayton's NBC station is looking for a creative, highly motivated 11:00pm producer with at least two years of news producing experience. Successful candidate will be aggressive, competitive, and able to craft a completely new and different show for our late news viewers. Exceptional writing skills and graphic ideas a must. Please provide a show tape and writing samples to Lori Webster, WKEF-TV, 1731 Soldiers Home Road, Dayton, Ohio 45418. EOE/M/F.

Photographer/Editor: WAFF TV in Huntsville, AL needs two photographer/editors. Please send tape and resume to: Frank Volpicella, News Director, 1414 N. Memorial Parkway, Huntsville, AL 35801. EOE.

News Videotape Editor (Full Time). WSOC-TV is looking for a full-time videotape editor to assist with our daily news product. One to two years experience preferred. Send tape and resume to: Bill Bruce, News Operations, Dept. 95, WSOC-TV, 1901 North Tryon Street, Charlotte, NC 28206. No phone calls please. EOE M/F.

News Topical Promotion Producer. WSOC-TV needs a tease writer who knows how to sell a strong hard news story to the right audience. Producers who are great "sellers" are encouraged to apply. If you can get quality work done quickly, we need you. This is a job that works out of the News Department but also helps the Creative Services Department. Editing skills a plus but not required. No beginners. Send resumes and tapes to: Vicki Montet, News Director, Dept. 95, WSOC-TV, 1901 N. Tryon Street, Charlotte, NC 28206. EOE M/F.

News Operations Manager. Dominant #1 NBC affiliate in market 56 seeks a manager for daily assignments, special projects, news operational matters and future planning and execution. Candidate should possess strong communication, interpersonal and organizational skills and assist in managing and developing a 50 member news team and numerous resources, including three newsrooms, two ENG vehicles and a digital satellite truck. Please send resume to Ken Selvaggi, WSAZ-TV, 645 5th Avenue, Huntington, WV 25721. EOE. Phone calls are welcome 304-523-5333.

News Photographer. WFTV, Orlando, FL. Operate ENG and broadcast news equipment for live newscasts. Requires working knowledge of camera equipment including SONY Betacam series and live truck operation. Prefer at least three years experience in news photography and editing. Full time, qualified applicants should send a resume to: WFTV, PO Box 999, Orlando, FL 32802.

Morning Newscast Producer: WTVD-TV, Raleigh-Durham, NC. 3-5 years experience in news writing and producing required. Best candidate is currently producing a newscast with lots of live coverage surrounded by action graphics and hot copy. This newscast is a ratings leader and has a tradition of winning overnight breaking news coverage. Strong organizational skills, work ethic and leadership needed. Are you prepared to take this broadcast to the next level? Contact: Rick Willis, Executive Producer, WTVD-TV, PO Box 2009, Durham, NC 27702. EOE.

Midwestern ABC affiliate is looking for two hot shot photographers! We do a lot of news, and need experienced photojournalists to make our shows shine. Responsibilities include photographing and editing quality video for our daily television newscasts. If you can tell a story with pictures, we want to hear from you. Send tape/resume or both to Personnel Coordinator, KCRG, PO Box 816, Cedar Rapids, IA 52406. EOE.

Meteorologist at a station where weather matters! 6:00-7:00 am/TODAY. Some reporting. Met. degree/AMS required. WSI ExPro, all the data from ETA to RUC. Forward letter of introduction, resume and VHS to Lynn Rae Jensen, HR Manager, KBJR-TV-6, 130 West Superior Street, Suite 6, Duluth, MN 55802. Fax: 218-720-9699; email: ljensen@kbjr.com; http://www.kbjr.com Application deadline 3/15/98. EOE.

Meteorologist wanted: Dynamic station with active weather, seeking a degreed meteorologist to join our team. We have all the tools including our own Doppler Radar, Super Genesis and everything else. If you are dynamic and excited about joining a great weather team, send a tape (no older than 1 week), resume, references and salary to Allen R. Sandubrae, News Director, KARK-TV, 201 West 3rd Street, Little Rock, AR 72201. Equal Opportunity Employer, minorities encouraged to apply. Will fill this position as soon as we find the right person. Is this you? AMS seal helpful. This will be either for weekends or AM/Noon - depends on you.

Weekend Assignment Editor. WSOC-TV is looking for that newsroom leader who loves breaking news and knows how to enterprise. This is not just about being a scanner jockey, it's about generating ideas, directing crews, and planning ahead. Send resume and tape to: Robin Whitmeyer, Executive Editor, Dept. 95, WSOC-TV, 1901 N. Tryon Street, Charlotte, NC 28206. EOE M/F.

WHOA-TV, a Media General Station, has an immediate opening for a News Assignment Editor. Must be organized and have good people managerial skills, should be able to write and have 3 years of broadcast television or news experience, should also have experience as an on-air reporter, television or radio. 4 year degree in Journalism or related field. Must provide writing samples and references. Inquiries to Human Resources, WHOA-TV, 3251 Harrison Road, Montgomery, AL 36109. Deadline 2/28. EOE, M/F, drug test required.

News Reporter/Weekend Anchor. KPVI-TV, Channel 6, an NBC affiliate, is accepting resumes for News Reporter/Weekend Anchor. If you have previous experience as a reporter and/or anchor, experience editing news copy and SHVS videotape; and you can carry camera/recording gear, we want to hear from you. Candidate must possess a valid driver's license and a clean driving record. Send resume/cover letter to: Tonia Ellis, News Director, 902 East Sherman, Pocatello, Idaho 83201. E.O.E.

Managing Editor. WSOC-TV needs that newsroom driver that knows how to develop and follow stories. This person will be responsible for the Assignment Desk and Reporters, and our day-to-day coverage logistics. This person will work hand in hand with the Executive Producer to coordinate our coverage. We are looking for that person with a strong background in local news, and current management experience. You must be able to think like a Producer, edit copy, and have a strong understanding of technology and its applications to do this job. This is about executing short and long-term coverage. No beginners. Please send tape and resume to: Vicki Montet, News Director, Dept. 95, WSOC-TV, 1901 North Tryon Street, Charlotte, NC 28206. EOE M/F.

Chief Photojournalist. WCCO-TV has a rare opening in one of the top photography newsrooms in America. Send resume, non-returnable tape and references to: Jennifer Piccolo, WCCO-TV, 90 South 11th Street, Minneapolis, MN 55403. Also include an outline of your goals and responsibilities in the role of Chief Photographer.

Assistant Assignment Editors. WCCO-TV is looking for two highly motivated, well organized, curious people to work on the assignment desk. Must be able to research story tips, make daily phone beat checks and assist in all other aspects of the desk. 1 year TV experience required. Send resumes and references to: Nancy Cassutt, Assistant News Director, WCCO-TV, 90 South 11th Street, Minneapolis, MN 55403.

Anchor/WAFF-TV is looking for an experienced anchor with strong reporting skills. Send tape and resume to: WAFF TV, Attn: Frank Volpicella, News Director, PO Box 2116, Huntsville, AL 35804. *Absolutely No Phone Calls.* WAFF is an Equal Opportunity Employer and encourages applications from women and minorities.

Anchor/Reporter. WSOC-TV is looking for an anchor who still enjoys being on the street and working the lead story. Previous full-time anchor experience required. No beginners please. We want that seasoned storyteller who wants to make a commitment to Charlotte and the number one news operation in town. Send resume and tape to: Vicki Montet, News Director, Dept. 95, WSOC-TV, 1901 North Tryon Street, Charlotte, NC 28206. EOE M/F.

Anchor needed: Not just your run of the mill anchor wannabe. Someone with personality and professionalism. The ability to be part of a team is critical. We have the product that brings in the viewers, now need to replace a couple of anchors to complete the package. If you're it, then send tapes (no more than one week old), resume, references and salary to: Allen R. Sandubrae, News Director, KARK-TV, 201 West 3rd Street, Little Rock, AR 72203. Equal Opportunity Employer, minorities encouraged to apply. These are mainline positions and will be filled with only the right person.

WDEF-TV News is looking for an *Executive Producer*. Candidate must be prepared to: review copy, review rundowns, serve as liaison between the News department and Community Affairs department. This is the #2 position in the News department and person must be able to manage a fast-paced newsroom in many varied aspects. College degree required plus four years of producing experience. Send resume to: Rick Russell, News Director, WDEF-TV, 3300 Broad Street, Chattanooga, TN 37408. EOE, minority applicants encouraged to apply, pre-employment drug test required, M/F.

News writer. Leading broadcast PR firm seeks team player with strong TV news writing/editing skills. Candidate must be well organized and communicate effectively. Computer literacy and ability to work under deadline pressure a must. Reply to Box 01328. EOE.

Reporter: Top rated top 60 market station seeks creative storyteller with strong live skills. Tulsa is a fast-growing highly competitive market with helicopters and sat trucks. If you have 3 years experience and the compulsion to win, send a non-returnable tape and resume to the Director of Human Resources, KTUL, LLC, P.O. Box 8, Tulsa, OK 74101. KTUL is an Equal Opportunity Employer.

Chief Meteorologist - WAAY-TV, Huntsville, Alabama. We're looking for the top severe weather person in the country to lead our team of breaking news specialist in the most tornado-prone community anywhere. When weather gets bad, everything else takes a back seat with us. You'll have the best equipment money can buy at your disposal; Baron Services' Enterprise 250 Doppler radar, Genesis graphics computer with operators, storm spotter van, 125-person storm spotter network, 4-person department, and dedicated support form a news staff of 60 people. 5 bureaus, 8 microwave trucks, and a dual-path satellite truck. This is a sensational opportunity for the right person. Huntsville is a high-tech city, home of Space Camp and the Marshall Space Flight Center, and a wonderful place to live and raise a family. The only downside is frequent dangerous weather, and that's why we need you! AMS and NWA seals very helpful. Salary commensurate with experience. WAAY-TV is an equal opportunity employer. Send a recent tape, resume, and a letter outlining your approach to presenting the weather in good times and in bad to Terry Heaton, News Director, WAAY-TV, Bulletin #344, 1000 Monte Sano Blvd., Huntsville, AL 35801. E-mail heaton@waaytv.com. No phone calls please.

Here's your chance to crack open that door to anchoring and experience the beautiful Pacific NW. KVEW TV is seeking a weekend anchor/producer with the skills to lead an energetic young team on the weekends. You must also be a solid reporter who can enterprise stories and be able to go it alone in the field. One year experience required. Valid drivers license required. Send resume/VHS tape to: EEO Coordinator, 1610 S. 24th Avenue, Yakima, WA 98902. KVEW TV is an Equal Opportunity Employer and encourages women and minorities to apply.

HELP WANTED ADMINISTRATION

Human Resources Generalist. Progressive NYC Entertainment Facility seeks aggressive HR Generalist. Successful candidate will have 3+ years experience in an entertainment company doing recruiting (exempt/non exempt), benefits admin, comp, ER, HRIS, payroll (ADP Windows), and employment law practice. An exciting and challenging opportunity for the right candidate. Fax resume to 212-629-5976. This is an immediate opening!

HELP WANTED RESEARCH

Research Analyst: Job #8214. WSYX-TV, Columbus, Ohio, ABC affiliate and home of the Buckeyes is looking for a *Research Analyst* to aid the Sales Department with television ratings analysis. Qualified person will prepare and present supporting research for the sales department, clients and programming. Coordinate sales research with National rep firm and assist in maintenance of sales research software. At least 2 years work experience in TV research or related experience at an advertising agency, rep firm or syndicator. Experience with PC Sesami, Excel, WordPerfect, Birch Scarborough and computer graphics preferred. Strong written, verbal, analytical and interpersonal skills an absolute necessity. Qualified applicants should send resume and cover letter to: WSYX-TV, PO Box 718, Columbus, Ohio 43216, Attn: Human Resources. Please state referral source and job number on resume. No phone calls please. Women and minorities are encouraged to apply. Pre-employment drug testing. EOE M/F/D.

Research Director. WNDY-TV, new member of the Paramount Stations Group (UPN 23) is seeking an experienced Research Director to join our aggressive sales department. Must be creative with promotion one-sheets and possess strong oral and written communication skills. Strong computer knowledge and familiarity with Windows and graphics packages a must. Send cover letter and resume to General Sales Manager, WNDY-TV, 4555 W. 16th Street, Indianapolis, IN 46222.

Sales Promotion/Research Director. NBC affiliate needs strong analytical, writing, presentation, organizational, problem-solving and computer skills. Knowledge of Power Point, Excel, Word, Pagemaker required. Working knowledge of industry quantitative and qualitative tools a plus (Nielsen, BMP, Marshall Marketing, AdViews). Send cover letter and resume by March 6th to Personnel, WAVE-TV, PO Box 32970, Louisville, Kentucky 40232. EOE.

Research Analyst. WTVJ an NBC O&O in Miami has an opportunity for a creative individual with strong analytical, written and presentation skills. Responsibilities include ratings analysis, maintenance of research software and working closely with sales in developing research and marketing data for sales presentations. Assist the Manager of Research in utilizing research information as a strategic approach to attaining business goals for news, promotions and public relations. A working knowledge of Nielsen Micronode, TVScan, Scarborough/Qualitap, Microsoft Word, Powerpoint and Excel a plus. Send resume to Human Resources, 316 N. Miami Avenue, Miami, FL 33128 or fax to 305-789-4399.

HELP WANTED HOST

Thousand Word Pictures looking for part-time host for legal talk/magazine show starting in Miami. On-camera presence and interview skills critical. Legal background helpful. Send non-returnable VHS tape and resume to Personnel Director, 527 Marquette Avenue, Suite 2100, Minneapolis, MN 55402. No calls please.

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

HELP WANTED PRODUCTION

PRODUCTION MANAGER

CNBC Primetime is looking for an experienced professional to oversee administrative and technical activities of our Primetime programs. Acting as the liaison between Finance and Production, you will plan long-term projects, supervise assignment editors, and serve as point person for production scheduling. Additionally, you will coordinate financial and production arrangements with production houses, affiliates, feed facilities, and freelance employees. To qualify, you must have a college degree and significant experience in developing and administering network/cable production budgets. A background in remote and studio production is required, as are proven production supervision abilities and demonstrated editorial experience. Strong organizational, communication, multitasking, and PC skills are essential. Knowledge of BASYS is an asset. We offer a competitive salary and a comprehensive benefits package. Position is located in Fort Lee, New Jersey. For confidential consideration, please fax your resume to: **201-583-5819**. An Equal Opportunity Employer M/F/D/V.



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.

Creative Services Producer. Responsible for the production of commercial and promotional announcements. Includes writing scripts, shooting and editing video, and designing graphics. Application deadline is 2/27/98. Cover letter, resume and non-returnable tape to KJCT-TV, EEO Officer, 8 Foresight Circle, Grand Junction, CO 81505, EOE.

Weekend Audio Operator. Austin, Texas television station seeks a weekend audio operator. Experience in live television production required. Qualified applicants will have a B.S. in RTF or related degree. Commensurate job experience considered. Please send resume and salary requirements to Production Operations Supervisor, KXAN-TV, 908 W. MLK Blvd, Austin, TX 78701. Position closes 2/20/98. 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.

Production Manager. Group owned NBC affiliate is seeking experienced team member with hands-on knowledge of all phases of production. Must have demonstrated abilities in writing and producing commercials and be able to manage people and facilities. Excellent fringe benefits package offered. Previous production management experience preferred. Please send resume along with salary history and non-returnable VHS tape to: Production Manager, WVVA-TV, PO Box 1930, Bluefield, WV 24701.

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 CREATIVE SERVICES

Graphic Design Manager: WFMJ-TV, NBC affiliate in Youngstown, Ohio is seeking a highly motivated, creative individual who can confidently manage intense deadlines and possesses the ability to cooperate and communicate with news, programming, promotion and station management. The successful candidate will design, execute graphics and animation for news, programming, promotion and sales. Oversee station Chyron and font requirements, and must be able to run. SGI Alais Animation, Adobe Photoshop Illustrator and iNFINiT. The qualified candidate must have a Bachelor's degree in graphic design or equivalent experience. Please send resume and 3 non-returnable tapes to: General Manager, WFMJ Television, Inc., 101 West Boardman Street, Youngstown, Ohio 44503. No phone calls please. EOE.

**HELP WANTED
FINANCIAL & ACCOUNTING**

Station Controller. WTVM-TV, ABC affiliate, seeks an accounting professional for the position of Station Controller. Qualified candidates must have a strong accounting background with a minimum of three years experience in a similar accounting and decision making position, providing effective supervision to accounting personnel, generating timely and useful financial reports, preparing budgets and updating financial systems, providing support to other departmental managers, performing all human resource functions, and ensuring compliance with government regulations. Experience with Excel, AS400 applications and ADP on-line service helpful. *Qualified applicants send resume to Lee Brantley, VP/GM, WTVM-TV, 1909 Wynnton Road, Columbus, Georgia 31906.* Equal Opportunity Employer.

Accounting Assistant needed at WTWC-TV, the NBC affiliate in Tallahassee, Florida. Experienced in accounts receivable, accounts payable, and payroll. Previous accounting or traffic experience in Columbine preferred. Please fax your resume and salary history to 850-893-6974, Attn: Theresa Bach, Business Manager. No phone calls please. WTWC-TV is an Equal Opportunity Employer. Women and minorities are urged to apply.

HELP WANTED PROMOTION

There's just one FOX! Be a part of the 29th market's newest FOX affiliate. WRAX is seeking a highly motivated individual to fill the position of Promotion Assistant. Person to be responsible for promotion continuity and station event coordination. Must have strong communication skills, strong writing ability and Kids Club experience. If you would like to join our award winning promotion department, please send cover letter requesting consideration for job #97-221 and resume to PO Box 12800, Raleigh, NC 27605.

Ready for the creative ride of your life? Build your career in one of the most exciting TV markets in the country. NBC 6/WTVJ, the NBC O&O in Miami is looking for a promotion producer to get on board. This ride is not for the weak of heart, not for the lazy, not for the dull. Can you relate? Rush your coolest reel, resume, and who your favorite cartoon character is and why to: Employee Relations, NBC 6, 316 N. Miami Avenue, Miami, FL 33128. Equal Opportunity Employer.

Promotion Manager for group owned Chattanooga UPN affiliate. You: Are an artist. We: Are a big lump of clay. You: Are going to mold us and turn us into a great work of art. We: Will become a valuable masterpiece. Your skills include hands on experience on linear and non-linear editing equipment, Image building, sales promotion and guerrilla marketing, strong independent, FOX, UPN or web edginess preferred. You: Will become the talk of the town (industry). Send resume, tape and salary requirements to: Matt Pryor, VP and GM, WFLI-TV, PO Box 302, Cohutta, GA 30710. Women and minorities encouraged to apply. EOE.



SITUATIONS WANTED NEWS

Enthusiastic, energetic Sports Reporter in Northeast looking for Sports Reporter/Anchor position. I have 3 1/2 years experience as sports reporter/anchor in live settings. Will re-locate. Reply to Box 01326.

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CABLE

HELP WANTED ANALYST



FOX News Channel seeks a Market Research Analyst to join its staff and to provide analysis to Ad Sales and Affiliate Relations. Analysts will work with a variety of research tools to acquire and analyze ratings and other data, and create presentations communicating FNC's competitive advantage.

Position requires Bachelor's degree and 2+ years experience in professional media research. Must have strong organizational, analytical and communication skills, working knowledge of Windows-based software (MS Word, Excel, Power Point) and Nielson ratings and on-line systems; familiarity with other syndicated research providers (MRI/Simmons, Claritas) a plus.

FOX News Channel offers competitive salary and an excellent benefits package. We are an Equal Opportunity Employer
For immediate consideration, please send/fax your resume and salary requirements to (212)301-8583.

HELP WANTED PRODUCTION

Broadcast Designer. The Weather Channel, Atlanta, GA 5+ years experience. Teamwork a must. Extensive knowledge of video production techniques. Photoshop and Illustrator required. Flint, After Effects and SoftImage a plus. Respond by Feb. 26. Resumes to: Rick Booth, Design Director, The Weather Channel, 300 Interstate North Parkway, Atlanta, GA 30339 or e-mail rbooth@weather.com.

**Your classified ad can be in COLOR just call:
Antoinette Pellegrino (212) 337-7073
or Francesca Mazzucca (212) 337-6962**

HELP WANTED MANAGEMENT

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- The company your local utility company relies upon to provide you power without interruption;
- The company millions of consumers use daily to obtain weather information on the Internet at www.Intellicast.com and www.MSNBC.com

And now we'd like you to know us as the company with your next exciting career opportunity.

NATIONAL SALES MANAGER - MEDIA

Manage sales activity in U S & Canada of six regional Field Sales Reps for the broadcast media market. Includes achieving annual quota with the sale of weather graphics workstations, value added data products, programming and forecasting services to new clients as well as upgrades to installed base. Create sales strategies and plans, be responsible for client retention, market share growth, client feedback and input to marketing, as well as coordinating all television group sales activity. Requires Bachelors degree in Marketing or a related field, 10 years' systems or software sales, preferably at the national account level, and 5 years' sales management.

DIRECTOR, MARKETING PROGRAMS

Drive the company's business-to-business and consumer-targeted marketing activities. This includes managing marketing communications, as well as driving company and product branding and PR strategies. You will design and execute creative, integrated themes for trade shows. Develop materials to support our expansion into international markets and manage customer user's group functions. Requires a college degree and 7-10 years' in high-tech marketing. Expertise in business-to-business and consumer marketing communications, trade shows, PR, branding, advertising, and research. MBA preferred.

Excellent opportunities also exist for the following positions:

- **GRAPHICS/ANIMATION MARKETING SPECIALIST**
- **SR. PRODUCT MANAGER - MEDIA SYSTEMS**

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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HELP WANTED TECHNICAL

Maintenance Engineer. CBS Telenoticias, Miami, FL, is looking for maintenance engineers. These positions require a dynamic, multi-talented, take-charge individual. Thorough knowledge of all facets of Television Broadcast facilities, both digital and analog, is required. Must be able to construct, maintain and troubleshoot the technical facility. Bilingual (English, Spanish) a plus. Send resume to: Margarita Samiento, Human Resources Department, CBS Telenoticias, 2470 W. 8th Ave., Hialeah, FL 33010. EOE.



Are you an eager, enthusiastic, multi-skilled studio technician? Then join the Fox News Channel team. We are looking for creative individuals with at least two years studio production experience. Our New York and Washington bureaus have opportunities available in the following areas:

**Technical Director
Audio Operator
Studio Camera Operators
Chyron Operator
Technical Manager**

We are also looking for individuals to join our Engineering team. Successful applicants will have experience in all areas of digital television systems.

We offer competitive salary, and a comprehensive benefits package. Please fax resume with salary history to (212)301-8588. We are an Equal Opportunity

Meteorology Product Coordinator-The Weather Channel has an immediate opening for a Meteorology Product Coordinator. This position requires demonstrative experience in developing and implementing meteorological products and systems. The successful candidate must be proficient at operating state-of-the-art meteorological computer systems and utilizing advance analysis and forecasting tools. A college degree in meteorology, or related field plus two years experience with computer graphics/meteorological systems required. Previous experience with the use of broadcast graphics of weather data communication is a must. Send cover letter and resume to: Human Resources-BF, The Weather Channel, PO Box 724554, Atlanta, GA 31339, or Fax to 770-226-2953.

C-SPAN, Cable Satellite Public Affairs Network, is seeking an Engineer to operate, install, repair and maintain a broad range of television origination and transmission equipment with minimal supervision. Assures high-quality transmissions when stationed both in-plant and at remotes. Drives, operates and sets-up uplink truck. Bachelor's degree, technical degree or equivalent with three years related work experience required. Demonstrated knowledge of installation, operation, maintenance and repair of a majority of television origination and transmission equipment with a broad knowledge of signal and flow and routing. Ability to organize and troubleshoot in novel situations. Send resume and salary requirements to: C-SPAN/BC, Human Resources, 400 N. Capitol Street, NW, Suite 650, Washington, DC 20001. 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

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- ▶ District Sales Manager - (Miami)
- ▶ Internet Communications Manager - (Denver)
- ▶ Senior Financial Accountant - (Denver)
- ▶ MIS Engineer - (LA)
- ▶ Ad Sales Account Executive - (San Francisco)
- ▶ News Reporter/Mandarin - (LA)

INTERNATIONAL PREMIUM NETWORKS

- ▶ Product Manager/Spanish - (Denver)
- ▶ Product Manager/French - (Denver)

FOR DETAILS SEE WEBSITE OR CALL JOB LINE AT 310-442-2333

To join our team, please send resume & salary requirements to:
**HR Department, 12401 West Olympic Blvd.
 LA, CA 90064 FAX 310-447-7906**
 Drug test required for successful candidate. EOE

HELP WANTED PROMOTION

Promotion Manager: KONG TV, an independent television station operated by KING TV under a local management agreement (LMA), is seeking a Promotion Manager. Will provide overall creative direction for on-air, print, and radio; coordinate commercial production; and supervise writers/producers. Must have a college degree with minimum 4 years' experience with on-air and radio promotion, excellent writing and producing skills, strong creative ability, and proven leadership/management skills. Send 2 copies of your resume and a non-returnable Beta tape to: KING TV, Attn: HR Dept., #K98A7, 333 Dexter Ave. N., Seattle, WA 98109. KING TV is a subsidiary of the A.H. Belo Corporation. EOE M/F/D/V.

ALLIED FIELDS

HELP WANTED TECHNICAL

IMMAD + ECVS, (www.immad.com/www.ecvs.com) one of the North America's largest combined system integration companies, is seeking both Senior and Mid-level Television System Engineers for our new Boonton, NJ facility. Our growing public company is currently designing and building DTV solutions for the broadcast community and have positions open for the right candidates. The Senior Engineering candidate should have the following: a E.E., and/or P.E.; a strong background in Television engineering; departmental management experience; financial management skills at the project level; computer literate and a working knowledge of Office97/AutoCAD. The Mid-level Engineering candidate should have the following: a good background in television engineering; extensive knowledge of AutoCAD; and computer networking and management skills. An EE or PE would be a plus. Please send all info to Rich Bisignano, at rbsign@immad.com.

HELP WANTED PRODUCTION

Film/Video/Multimedia Account Executive for Museums & Exhibit. Nationally recognized East Coast production company is seeking an experienced pro to help with new business development in the museum and exhibit marketplace. Work in Boston, or develop a regional or national market from your location as our rep. You must know the players in the museum and exhibit fields and be fully acquainted with the multimedia, film and special effects requirements of these specialized markets. You must also be comfortable with the creative development process and be very familiar with the production process through sophisticated exhibit installations. Your proposal writing and presentation skills must be excellent. If you're at the top of your form and ready to represent one of the fastest growing companies in the business, please send a resume and cover letter to: John J. Belli, Director of Marketing, Boston Productions, Inc., 648 Beacon Street, Boston, MA 02215.

Wanted- Creative Production Genius. Producer Director with strong management background in television program and corporate production. Good writing/edit skills essential. Employer is a major nonprofit health organization with first-class in-house TV studio and state-of-the-art digital post production (avid, SGI animation and on-line all-digital edit suites), completing over 75 projects a year, many award-winners. A great opportunity to lead a fine group of writers, producers, editors working on the cutting edge. Applicant must have highly diversified reel with full-length program and spot samples and minimum 10 years production experience, and be DGA director member willing to relocate to Southwest. Reply to Box 01329 with resume and salary requirements. Do not send sample reel until requested; reel will be returned. An equal opportunity employer.

HELP WANTED ADVERTISING/MARKETING

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Candidates must have strong studio production experience and expertise in at least one of the following areas: digital post production, graphics, writing for television, production management, field production. Terminal degree or professional equivalent required.

Emerson College offers a highly competitive salary and benefits package and is an equal opportunity/affirmative action employer focused on workforce diversity. Interested candidates, send a cover letter, curriculum vitae, and contact information for three references by March 15, 1998 to: Emerson College, Visual & Media Arts Search, c/o Dr. Arthur Barron, Chair, 100 Beacon Street, Boston, Massachusetts 02116. See our website at <http://www.emerson.edu>

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Creative division of \$200 million international direct response marketing company seeks qualified online editor with AVID experience. Online suite (D2 and Digital Beta) and two nonlinear suites are awaiting imaginative, technically capable person to take charge of the on-air look of half hour and two-minute commercials for domestic and international distribution. Great working environment and creative challenge, plus you get to edit in God's country- Southwest Colorado. Fax resume to:

Mark Olson
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DIGITAL SOUND BROADCASTING

FOR THE 21ST
CENTURY

WorldSpace Inc., is a privately held early stage company based in Washington DC. The company was founded in 1990 in order to provide direct satellite digital audio broadcasting (DAB) services to the emerging yet under-served markets of the world: Middle East, Africa, Mediterranean, Asia, Caribbean and Latin America, collectively referred to as the WorldSpace Coverage area. Billions of people will be linked with information, education and entertainment programming through the WorldSpace service. To implement the vision, WorldSpace is launching three specifically crafted satellites in 1998-99 sufficiently powerful to broadcast hundreds of channels directly to a new generation of portable digital radios. We are currently looking for a professional to assist in spearheading the efforts of the International Marketing Group.

Advertising Manager

This person will have an integral part in rolling out the advertising strategies and tactics for the launch of the WorldSpace service. The position is based in Washington, DC, with possible international relocation opportunities. Responsibilities include:

- Project management of all advertising strategies and tactics in support of the global advertising marketing plans.
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- Interact and coordinate with the Subsidiaries in developing plans focusing on their specific needs for launching the WorldSpace service and maintaining momentum after the launch.

Qualifications include: 3-5 years advertising account management experience with international experience preferred, BA/BS degree in Marketing, Advertising or Business Communications, demonstrated interpersonal, creative and visionary skills, strong computer skills with Microsoft products.

We offer an excellent compensation plan and benefits package. For consideration please forward your resume, cover letter and salary history to:



WORLDSPACE

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2400 N Street, NW • Washington, DC 20037
Fax: (202) 969-6980
E-mail: jobsinfo@worldspace.com
EOE

For more information on WorldSpace, visit us at, www.worldspace.com

HELP WANTED NEWS

Internships: Spend six months interning with crack professional journalists in Illinois Statehouse pressroom in University of Illinois/Springfield's one-year MA Public Affairs Reporting program. Tuition waivers, \$3,000 stipends during internship. Applications due April 1. Contact Charles Wheeler. PAC 418, UIS, PO Box 19243, Springfield IL 62794-9243. (217)786-7494. E-mail: wheeler.charles@uis.edu. PAR Home Page: <http://www.uis.edu/~wheeler/>. EOE.

HELP WANTED SALES

The **FLIGHTALK Network** is seeking commission sales reps for inflight audio and video programming for major airlines. Work at home with reasonable advance and high commission. If you don't plan to make \$75,000 or more, don't respond. Reps needed in New England, Midwest and Southeast. Please don't call. Fax resume to (310)579-3306.

Entertainment Account Executive. The world's leading distributor of corporate, association and institutional information to the media and financial community seeks an Account Executive to sell its services to the entertainment community in their New York offices. The candidate should have a minimum of 2 years direct selling experience with proven track record in new business and existing account development. Knowledge and interest in the entertainment field a must. We offer a competitive salary, incentive program and benefits package. Please fax resume with salary requirements to: (212)596-1537 or e-mail jennifer_gelosa@prnewswire.com. EOE M/F/D/V.

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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.

NEW STATIONS

Dismissed

Batesville, Ark. (BPH-970106MA)—Batesville Broadcasting Co. Inc. for FM at 99.5 mhz. *Feb. 3*

Doss, Tex. (BPED-970716ME)—Positive Programming Foundation for noncommercial FM at 88.1 mhz. *Jan. 30*

FACILITIES CHANGES

Filed/Accepted for filing

Vail, Colo. (BPED-980129IA)—Public Broadcasting of Colorado Inc. for KPFE(FM): change TL, ant. *Feb. 6*

Hobe Sound, Fla. (980116ID)—Jupiter Radio Partners for WTPX(FM): change ant. *Feb. 6*

Tampa, Fla. (980126IC)—Cox Radio Inc. for WWRM(FM): change TL, ant. *Feb. 6*

Carlyle, Ill. (971223IC)—Clinton County Broadcasting Inc. for WCXO(FM): change ERP, TL, ant. *Jan. 30*

Crest Hill, Ill. (980122ID)—Three Eagles of Joliet Inc. for WCCQ(FM): change ERP, TL, upgrade power. ant. *Feb. 6*

Dekalb, Ill. (980109IH)—Dekalb County Radio Ltd. for WDKB(FM): change TL. *Feb. 6*

Geneseo, Ill. (BPH-980105ID)—Connoisseur Communications of Quad Cities LP for WGEN-FM: change TL, ERP, class, ant. *Jan. 28*

Loves Park, Ill. (BPH-971231IF)—Loves Park Broadcasting Co. for WLUV-FM: change ERP, ant. *Jan. 28*

Evansville, Ind. (BPH-971219IH)—Pinnacle Southeast Inc. for WYNG-FM: change TL, ant. *Feb. 6*

Ottawa, Kan. (BMPED-980120IB)—Ottawa Christian Radio Inc. for KRBW(FM): change ant. *Feb. 2*

Ottawa, Kan. (980120II)—Radio 2000 KS Inc. for KCHZ(FM): change TL, ERP, ant. *Feb. 6*

Amherst, Mass. (BMPED-971217IE)—University of Massachusetts for WFCR(FM): change ant. *Jan. 22*

Athol, Mass. (980112ID)—P&S Broadcasting Inc. for WCAT-FM: change TL, ERP, ant. *Jan. 27*

Beverly, Mass. (BP-980120AC)—Willow Farm Inc. for WNSH(AM): change TL, ant. *Feb. 2*

Southbridge, Mass. (980120IH)—Eastern Media Inc. for WQVR(FM): change ERP, TL, ant. *Feb. 6*

Detroit (BPH-970303IZ)—WMXD License Corp. for WMXD(FM): change ERP, ant. *Jan. 27*

Frandenmuth, Mich. (BMP-980114AA)—Bell Broadcasting Co. for WJZZ(AM): change TL. *Jan. 27*

Albion, Neb. (BMPH-980116IF)—David M. Kelly for kuso(FM): change TL, ant. *Feb. 6*

Berlin, N.J. (980123MA)—New Jersey Public Broadcasting Authority for WNJS-FM: change ERP, ant. *Feb. 2*

East Orange, N.J. (BMPED-980113ID)—Auricle Communications for WFMU(FM): change ERP, TL, ant. *Feb. 6*

Newark, N.J. (BMPH-980120IG)—Multicultural Radio Broadcasting Inc. for WNWK(FM): change ERP, ant. *Feb. 3*

Alamogordo, N.M. (980123MG)—Southern New Mexico Radio Foundation for KUPR(FM): change ERP, class. *Feb. 2*

Durham, N.C. (BPED-980123IC)—Duke University for wxdu(FM): change ERP, ant. *Feb. 6*

Clinton, Okla. (BPH-971210ID)—Custer Broadcasting Inc. for KCLI-FM: change channel from 295C1 to 294C1. *Jan. 22*

Media, Pa. (980108IE)—Greater Media Radio Co. for WPLY(FM): change ERP, ant. *Feb. 6*

Winner, S.D. (980112MI)—Midwest Radio Corp. for KGGK(FM): change TL, frequency, ant. *Feb. 6*

Austin, Tex. (980121IB)—ARS Acquisition II Inc. for KKMJ-FM: change ERP, ant. *Feb. 6*

Lufkin, Tex. (980128IA)—Lufkin Educational Broadcasting Foundation for KAVX(FM): change ERP, ant. *Feb. 6*

Pampa, Tex. (980109MF)—American Family Association for KAXH(FM): change TL, ant. *Jan. 22*

Winnsboro, Tex. (BPH-971231IE)—Richard E. Foster for KWNS(FM): change from 285A to 284A. *Jan. 28*

Charlotte Amalie, V.I. (BPH-971226IA)—Macau Traders Inc. for WVPI(FM): change ERP, ant. *Jan. 28*

Antigo, Wis. (980126ID)—Marathon Media of Wisconsin LP for WRLO-FM: change TL, ant. *Feb. 6*

Brillion, Wis. (BMPH-971229ID)—Brillion Radio Co. for WEZR(FM): change TL. *Feb. 3*

CALL-SIGN ACTIONS

Granted

Gadsden, Ala.—Paxson Communications Corp. for WNAL-TV: change to WPMH(TV). *Jan. 13*

Tuscaloosa, Ala.—Tuscaloosa Radio Co. LLC for WTNW(AM): change to WTBC. *Jan. 23*

Flagstaff, Ariz.—Paxson Communications Corp. for KWBK(TV): change to KBPX. *Jan. 13*

Oro Valley, Ariz.—Rex Broadcasting Corp. for KSJM(FM): change to KOAZ. *Jan. 23*

Paradise Valley, Ariz.—New Century Arizona License Partnership for KBUQ(FM): change to KHOT-FM. *Jan. 23*

Alameda, Calif.—KZSF Broadcasting Inc. for KZSF(FM): change to KZSF-FM. *Jan. 20*

Brawley, Calif.—Stodelle Broadcasting Corp. for KRDP(AM): change to KKSC. *Jan. 23*

Oakland, Calif.—Pacific FM Inc. for KDIA(AM): change to KMKY. *Jan. 20*

Porterville, Calif.—Paxson Communications Corp. for KKAG(TV): change to KPXF. *Jan. 20*

Sacramento, Calif.—Ponce Nicasio Broadcasting LP for KCMY(TV): change to KSPX. *Jan. 23*

San Bernardino, Calif.—Paxson Communications Corp. for KZKI(TV): change to KPXM. *Jan. 13*

San Jose, Calif.—Paxson Communications Corp. for KLXV-TV: change to KPXM(TV). *Jan. 13*

San Jose, Calif.—WVFX License Inc. for KKSJ(AM): change to KZSF. *Jan. 20*

BY THE NUMBERS

BROADCAST STATIONS

Service	Total
Commercial AM	4,762
Commercial FM	5,542
Educational FM	1,923
Total Radio	12,227
VHF LPTV	557
UHF LPTV	1,480
Total LPTV	2,037
FM translators & boosters	2,881
VHF translators	2,252
UHF translators	2,732
Total Translators	7,865

Service	Total
Commercial VHF TV	558
Commercial UHF TV	640
Educational VHF TV	124
Educational UHF TV	242
Total TV	1,564

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

Gunnison, Colo.—Gunnison Broadcasting Co. LLC for KKYV(FM): change to KEJJ. Jan. 16

Bridgeport, Conn.—Paxson Communications Corp. for WHAI-TV: change to WIPX. Jan. 20

New London, Conn.—Roberts Broadcasting of Hartford LLC for WTWS(TV): change to WHPX. Jan. 13

Wilmington, Del.—Paxson Communications Corp. for WTGI-TV: change to WPPX. Jan. 13

Elberton, Ga.—Chase Broadcasting Inc. for new FM: change to WDDA. Jan. 20

Rome, Ga.—Paxson Communications Corp. for WTLK-TV: change to WPA. Jan. 20

Nampa, Idaho—Doubledoe Broadcast Group Inc. for KFXD-FM: change to KFXJ. Jan. 13

Monroe, Ill.—Moody Bible Institute of Chicago for WGNR(FM): change to WMBY. Jan. 20

Mt. Vernon, Ill.—Paxson Communications Corp. for WCEE(TV): change to WPPX. Jan. 13

Anderson, Ind.—The Moody Bible Institute of Chicago for WHUT(AM)-WXXP(FM): change to WGNR-AM-FM. Jan. 20

Kansas City, Kan.—American Radio Systems License Corp. for KYYS(FM): change to KOZN. Jan. 16

Jonesville, La.—Ray Toney for new FM: change to KTYX. Jan. 20

Baltimore—Baltimore (WNUV-TV) Licenses Inc. for WNUV-TV: change to WNUV(TV). Jan. 13

Baltimore—United Television Inc. for WHSW-TV: change to WUTB. Jan. 20

Norwell, Mass.—Paxson Communications Corp. for WHRC(TV): change to WBPX. Jan. 13

Scarborough, Mass.—Mariner Broadcasting LP for WPKM(FM): change to WBOW. Jan. 23

Battle Creek, Mich.—Horizon Broadcasting Corp. for WILV(TV): change to WZPX. Jan. 20

Whitehall, Mich.—Pyramid Broadcasting Inc. for WEFB(AM): change to WUBR. Jan. 19

Nashua, Minn.—Midwest Radio Network Inc. for WKKO(AM): change to WNMN. Jan. 20

St. Cloud, Minn.—Paxson Communications Corp. for KXLI(TV): change to KPPM. Jan. 13

Kansas City, Mo.—ECI License Co. LP for KLCH(FM): change to KYYS. Jan. 23

Kansas City, Mo.—Paxson Communications Corp. for KINB(TV): change to KPXE. Jan. 13

Ozark, Mo.—Max H. Pearson for KCTG(FM): change to KCYO. Jan. 32

St. Louis, Mo.—Northside Seventh-Day Christian Church Inc. for WKBO(AM): change to KKKK. Jan. 23

Wheeling, Mo.—Par Broadcasting Co. Inc. for new FM: change to KULH. Jan. 23

Plains, Mont.—Hi Line Radio Fellowship Inc. for new FM: change to KPLG. Jan. 20

Nebraska City, Neb.—Journal Broadcast Group Inc. for KOSJ(FM): change to KESY. Jan. 23

Omaha—Journal Broadcast Group Inc. for KESY-FM: change to KSRZ. Jan. 23

Merrimack, N.H.—Paxson Communications Corp. for WGOT(TV): change to WPPX. Jan. 20

Amsterdam, N.Y.—Paxson Communica-

tions Corp. for WOC(TV): change to WPPX. Jan. 13

Glens Falls, N.Y.—Bradmark Communications LLC for WSTL(AM): change to WBZA. Jan. 15

Glens Falls, N.Y.—Starview Media Inc. for WBZA(AM): change to WML. Jan. 15

Plattsburgh, N.Y.—Family Broadcasting Inc. for WZBZ(AM): change to WDOT. Jan. 23

Burlington, N.C.—Carolina Radio Group Inc. for WPCM-FM: change to WKXU. Jan. 14

Burlington, N.C.—Paxson Communications Corp. for WAAP(TV): change to WGPX. Jan. 13

Fayetteville, N.C.—Paxson Communications Corp. for WFAV(TV): change to WPPX. Jan. 13

Goldsboro, N.C.—New Age Communications LP for WKTC(FM): change to WKIX. Jan. 7

Grenville, N.C.—Channel 38 LLC for WAWO(TV): change to WEPX. Jan. 20

Pinetops, N.C.—WYAL Radio Inc. for WEOQ(FM): change to WKTC. Jan. 7

Raleigh, N.C.—Carolina Media Group Inc. for WKIX(FM): change to WBBB. Jan. 7

Rocky Mount, N.C.—DP Media License of Raleigh-Durham Inc. for WRMY(TV): change to WRPX. Jan. 13

Akron, Ohio—Paxson Communications Corp. for WAKC-TV: change to WPPX(TV). Jan. 13

Marysville, Ohio—Citicasters Co. for WHOK(FM): change to WKFX. Jan. 20

McArthur, Ohio—Jac-Vin Religious Broadcasters Inc. for WCLX(FM): change to WYPC-FM. Jan. 23

Springfield, Ohio—Paxson Communications Corp. for WJTC(TV): change to WDPX. Jan. 20

University Heights, Ohio—John Carroll University for WUJC(FM): change to WJCU. Jan. 12

Wellston, Ohio—Jackson County Broadcasting Inc. for WYPC(AM): change to KKJTD. Jan. 23

Holdenville, Okla.—Tyler Broadcasting Corp. for KKNB(AM): change to KTLN(AM). Jan. 20

Holdenville, Okla.—Tyler Broadcasting Corp. for KTLN(FM): change to KTLN-FM. Jan. 20

Oklahoma City—Paxson Communications Corp. for KMNZ(TV): change to KOPX. Jan. 13

Okmulgee, Okla.—Paxson Communications Corp. for KGLB-TV: change to KTPX(TV). Jan. 13

Shawnee, Okla.—Bott Broadcasting Co. for KABH(FM): change to KQCV-FM. Jan. 23

Harrisburg, Pa.—Dame Media Inc. for WCMF(AM)-WWKL(FM): change to WWKL-AM-FM. Jan. 20

Pittsburgh—WPTT Inc. for WPTT-TV: change to WCWB(TV). Jan. 15

San Juan, P.R.—S&E Network Inc. for WSUN-TV: change to WPPX(TV). Jan. 13

Jellico, Tenn.—Pine Mountain Christian Broadcasting Inc. for WPMC(TV): change to WPPX. Jan. 13

Arlington, Tex.—United Broadcast Group II Inc. for KINZ(TV): change to KPXD. Jan. 13

Bastrop, Tex.—American Broadcasting Educational Foundation for new FM: change to KYCM. Jan. 23

Beaumont, Tex.—Covenant Media Services Inc. for KJUS(AM): change to KWBK. Jan. 20

Conroe, Tex.—Paxson Communications Corp. for KTFH(TV): change to KPXB. Jan. 20

Ingleside, Tex.—BK Radio for KAXH(FM): change to KCCG. Jan. 20

Jacksonville, Tex.—Robert W. Shivery for KSIZ(FM): change to KLTJ. Jan. 20

Kerrville, Tex.—American Family Assn. for new FM: change to KBAB. Jan. 20

Markham, Tex.—Michael Augustus for new FM: change to KGJ. Jan. 16

Odessa, Tex.—Ica Media I Inc. for KOIP(FM): change to KMCM. Nov. 11

Rockport, Tex.—Coastal Bend Radio Active Inc. for KXCC(FM): change to KZJM. Jan. 20

West Valley City, Utah—KMRI Radio LLC for KRGO(AM): change to KMRI. Jan. 16

Williston, Vt.—Trinity Baptist High School for WTBC(FM): change to WTBC-FM. Jan. 23

Manassas, Va.—Paxson Communications Corp. for WTVI(TV): change to WPPX. Jan. 13

Roanoke, Va.—Paxson Communications Corp. for WFCV(TV): change to WPPX. Jan. 13

Frederiksted, V.I.—Carlos A. Lopez-Lay for new FM: change to WAXJ. Jan. 23

Omak, Wash.—Washington State University for new FM: change to KOWS(FM). Dec. 19

Seattle—Inspiration Media Inc. for new AM: change to KAZJ. Jan. 9

Selah, Wash.—Butterfield Broadcasting Corp. for KCHT(AM): change to KJOX. Dec. 8

Yakima, Wash.—Spanish Language Broadcasters of Wash. for KJOX(AM): change to KGER. Nov. 24

Charlestown, W.Va.—Heritage Broadcasting Co. for WXVA(AM): change to WMRE. Dec. 9

Martinsburg, W.Va.—DP Media License of Martinsburg Inc. for WSHE-TV: change to WPPX. Jan. 13

Point Pleasant, W.Va.—Positive Alternative Radio Inc. for new FM: change to WPCN. Jan. 20

Ravenswood, W.Va.—Osborne Enterprises Inc. for WFYZ(FM): change to WMOV-FM. Jan. 20

Brookfield, Wis.—Harbush Corp. for WXPT(FM): change to WPNT. Nov. 28

Evansville, Wis.—TBK Communications for WMBJ(FM): change to WKPO. Nov. 21

Janesville, Wis.—TRP Communications LLC for WJNW(TV): change to WHPN-TV. Jan. 13

Kenosha, Wis.—Paxson Communications Corp. for WKKE(TV): change to WPPX. Jan. 13

Madison, Wis.—Mid-West Management Inc. for new AM: change to WAWY. Jan. 9

Surging, Wis.—Paxson Communications Corp. for WSCO(TV): change to WPPX. Jan. 13

Fox Farm, Wyo.—Christus Broadcasting Inc. for new AM: change to KKWY. Nov. 21

—Compiled by Sara Brown

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Remembering Mr. Ebel

EDITOR: A giant walked among us for 84 years. A Big Man—the vice president and general manager of KOLN (TV)/KGIN(TV) Lincoln, Neb.—

A. James Ebel passed away last week and went where giants go (B&C, Feb. 9). I'm not sure where that is, but those of us who worked for him know that he's going to be held accountable for his years of innovation in broadcast TV that no one else ever did, nor would do. Mr. Ebel (and we always called him "Mr." Ebel) was a rare man for his time. He gave women opportunities, encouragement and support in the man's world of TV. He hired an African-American woman, Sara Murdock, as talent on our station in the early 1950s. She played the organ on the *Morning Show* until her death. He reached out to staff like Lynne Grasz, who went on to head the Television Information Office, Promax and BDA International; Deb McDermott, who would become president of NATPE and executive vice president of Young Broadcasting; and Leta Powell Drake, program director of KOLN/KGIN, who chose to stay home in Lincoln and continue to program to more of the same market at the Nebraska ETV network—to name only a few.

He and John Fetzer of the parent company, Fetzer Communications, created the most peculiar market of Lincoln-Hastings-Kearney so that KOLN/KGIN did not have to compete with Omaha. In another brilliant marketing strategy, he and Fetzer donated ch. 12 to Nebraska Public Broadcasting in 1952, creating the seventh public television station in the nation and ensuring that no other commercial competitor could enter the market. He was the first to call the stations 10/11, rather than by their call letters. And he insisted that weather lead off the 6 and 10 p.m. news, every day for over 30 years. He knew that weather was of great import to our rural agricultural viewers, so no matter what world-shaking event occurred, we always got the Nebraska weather first. The Second Coming would have come second.

This Big Man believed in community involvement, and one way he ex-

pressed it was through a translator tour in the early 1970s. He arranged for as many on-air talent and staff as possible to ride in a car caravan for a week across our large state of over 1,000 miles, to visit all 24 of the station's translator sites and meet the viewers along the way. This giant of a man, in his big, blue 10/11 station wagon with all the latest bells and whistles, used the car two-way to radio back to the rest of the caravan. "This is Jim Ebel in Unit 1. Do you read me? We're heading for Atkinson, Nebraska, for coffee and doughnuts. Do you copy?" And the viewers turned out in each community, offering us popcorn from the fields and inviting us into their homes. The station enjoyed 80 shares from sign-on to sign-off. Mr. Ebel was already in heaven.

***I'd see him in the hall
and wave and say,
"Good to see you, Mr.
Ebel!" He'd smile that
crooked-toothed, long-
faced smile and say,
"It's good to be seen."***

He offered an opportunity for the viewers' voices to be heard as he answered the "Letters to the Manager" every week on the *Morning Show*. The writers didn't even have to sign their names. He read their complaints, offered answers and let them know that he cared.

10/11 was sold; in 1988, Mr. Ebel retired; 120 of us lost our jobs or resigned. That was 10 years ago, but many of us continue to meet every Wednesday noon at a local restaurant for a "department head" meeting, where Mr. Ebel presided until late last fall. His secretary, Evelyn Whiting, always sat to his right, ready to take notes. He continued to update us on digital TV and HDTV. And he gave me his used copies of BROADCASTING & CABLE every week.

Even after retirement, he served as a consultant to Nebraska Public Television. Until a few months ago, he would meet with Jack McBride, Ron Hull and the engineers to keep them

up to date on technology developments. I'd see him in the hall and wave and say, "Good to see you, Mr. Ebel!" He'd smile that crooked-toothed, long-faced smile and say, "It's good to be seen."

After thinking about it, now I know where an engineer of the Golden Age of Broadcasting should go—on a translator tour of Greater Nebraska, where he could oversee the transition from analog to digital and HDTV. Now that would be heaven for Mr. Ebel, wouldn't it?—*Leta Powell Drake, programming, Nebraska ETV, Lincoln, Neb.*

More on Mr. Ebel

EDITOR: It's difficult to describe the death of a mentor. Mine was A. James Ebel, or "Mr. Ebel" as we always called him out of respect. He died of cancer Jan. 31 at his home in Lincoln, Neb.

To me he was also a friend. He treated me like a daughter, and he treated all of his employees like family. To this day, his former staff continues to get together every Wednesday at lunch, just like a family coming together at the dinner table to discuss the day's events. When I returned to Lincoln to visit my family, I always planned to attend Wednesday noon's luncheon and see my friends, particularly Mr. Ebel.

Mr. Ebel was a large, gentle man with a quick mind, especially for anything technological. He was trained as an engineer, and that education helped him move from radio to television when he came to KOLN(TV) as general manager in 1954.

He was a genius without knowing it. Lincoln is only 50 miles from Omaha, so he invented and grandfathered the three-station Lincoln-Hastings-Kearney market concept, which was adopted by Arbitron and Nielsen. This allowed him to carve out a marketing niche westward in Nebraska and into the northern part of Kansas. He built an S-1 satellite transmitter near Grand Island, Neb., and created KGIN(TV), complete with offices and staff to serve "outstate" Nebraska. He set up 24 translators in small communities throughout mid and western Nebraska, so viewers could see news from the state capital and follow the Nebraska Cornhuskers with a recap

show with the football coaches every weekend.

He encouraged all of his staff to get involved in the community because our names would always be accompanied by KOLN/KGIN. He saw this as "free publicity."

He also had a strong commitment to local programming. The station did a live daily 60-minute morning variety program, two half-hour weekday kids shows (one a.m. and one p.m.), a 30-minute live daily women's program, a Sunday morning children's religious program, a children's newscast, live football and basketball games, a weekly coaches show, a 60-minute weekly live big-band show, parades, concerts and special events and an annual televised golf tournament. He knew people loved television. We gave daily tours of the facilities, booked audiences to watch all the shows, and held open houses. He appeared on-air on a regular basis to answer "Letters to the Manager." For over 30 years, we covered the Nebraska State Fair live with talent shows daily because Mr. Ebel loved music. All kinds, from the Six Fat Dutchmen (regulars at the State Fair), to Dick Wickman and His Orchestra (a pig farmer from Fremont, Neb., who used to annually play the Rose-land Ballroom in New York).

Mr Ebel put a wide variety of talent on-air. In the '50s he hired Boxcar Willie to sing daily on a noon show, although he was known as Marty Martin and his Rangers then. There was music on every show, whether it was live or recorded. He loved it all.

After I left Lincoln to go to KMOX(TV) in St. Louis, and then CBS in New York, Mr. Ebel always stayed in touch. He did the same with other former employees. We were his children, and he was proud of our accomplishments.

Through the years, he would send me "white papers" or "position papers" he had written on the new technologies, particularly HDTV. He had started this practice in the '60s, when he realized the importance of satellites and the impact they would have on broadcasting. We were all talking in megahertz and gigahertz terms at the station. For decades, he attended the World Administrative Radio Conference in Geneva, Switzerland. He headed the CBS Television Network Satellite Advisory Committee, and then the three-network Satel-

lite Advisory Committee. He was on the TV board of the NAB. I'm sure many who heard his reports were bored to tears, but he was a technological missionary and never gave up talking about broadband, high definition, computers and broadcasters' responsibility to the local community and its viewers. He was given the NAB Distinguished Engineering Award in 1973 for his efforts.

Not all agreed with Mr. Ebel's view of the technological future, but most admired his drive, his hard work, his sharp mind and his wit. He dominated a room in a shy way. He did not seek the spotlight, but he appreciated it.

He will be missed not only by his family but also by his family of employees, who truly loved this gentle giant. Memorials may be sent to the Lincoln Symphony Orchestra Association.—*Lynne M. Grasz, president/CEO, Grasz Communications, New York. (Grasz was director of promotion and public relations at KOLN/KGIN from 1966 to 1976.)*

The importance of indoor

EDITOR: Today's requirement for digital television must include "robust indoor reception."

The UHF television community has been consistently concerned about the ability of its DTV signals to be received by indoor antenna systems. This concern was the driving force behind the effort to increase the power assignments for UHF to UHF DTV stations in all markets. We believe that indoor antenna reception is absolutely critical to the success of DTV. The day of widespread outdoor TV antenna installations is long gone.

It is this deep concern that has prompted this letter. The current transmission standard using 8VSB modulation was conceived, designed and tested, in large part, as an outdoor antenna service. The engineering judgment that went into deciding that outdoor receiving antennas were to be assumed was based on outdated realities that go back to the early days of television. If indoor reception cannot be robust and reliable, then the future of DTV itself and our industry is at significant risk.

Today, the FCC stands on the threshold of making a classic mistake, not unlike the experience of the CBS color wheel versus the RCA compatible color system. Today's

requirement for black-and-white compatibility was the demand 45 years ago. Anything less should not be acceptable to broadcasters.

Incredible as it may seem, at this late date, the 8VSB system of modulation has *not* yet been demonstrated to provide robust indoor reception in actual field tests that have been made public. The capital demands of the DTV launch and the financial exposure to the American consumer demand that the broadcast industry require the proponents of 8VSB to prove, in actual field tests, that indoor reception is robust in typical home environments.

In the event that such testing does not confirm that 8VSB delivers robust indoor reception, the industry may take some comfort from the results coming from Europe. COFDM modulation seems to provide the robust performance for indoor reception that we in the United States must require. It is up to the FCC to resolve this issue, but it is also up to the individual broadcaster to protect himself and his business from a possibly flawed system.—*Nat S. Ostroff, vice president, new technology, Sinclair Broadcast Group, Baltimore*

Dissatisfied with news

EDITOR: Now that it seems there is less to the Clinton/Lewinsky story than was first thought, some are considering the role of the press in this flare-up. A certain amount of soul-searching about sources and evidence and spin doctoring and pack mentality and truth seems to be taking place. Will it result in any changes in the way the press does business?

What has changed with the press after the Atlanta bombing debacle, or the Flight 800 missile theories, or the O.J. circus, or Princess Diana's death, or the incorrect but live facts during the L.A. bank shoot-out? Not much that I can see. There is and will continue to be a blurring between fact and spin; tabloidism and journalism; speed and accuracy; punditry and silence; repetitious, time-filling vamping and real information; checked facts and copied "facts."

As long as being first wins over being accurate and no career-altering accountability exists, life will go on as it has to date.

Is it about time to turn the set off?—*Bob Gordon Jr., Nashville*

Datebook

THIS WEEK

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. 20—*International Radio & Television Society Foundation* newsmaker luncheon and industry conference. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

FEBRUARY

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. 26—"Anatomy of a Hit," *Hollywood Radio and TV Society* newsmaker luncheon. Beverly Wilshire Hotel, Beverly Hills, Calif. Contact: (818) 789-1182.

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 4—Deadline for entries for the *Unda-USA (National Catholic Association for Communicators and Broadcasters)* Gabriel Awards. Contact: (937) 229-2303.

March 4—Second annual *Cable Positive* Benefit Dinner; honoree: Leo Hindery. New York Marriott Marquis, New York City. Contact: Melissa Lloyd, (212) 713-7110.

March 5—*Cabletelevision Advertising Bureau*. Cable Advertising Conference. Marriott Marquis Hotel, New York. Contact: Nancy Lagos, (212) 508-1229.

March 5—"The Year of Digital Television," *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 Telecom-*

munication 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 16-17—PROMAX Europe, conference on building European television audiences presented by *PROMAX International*. Cavalieri Hotel, Vatican City. Contact: Debbie Lawrence, +44 171 470 8771.

March 17-18—"Cable TV Values and Finance: The Broadband Platform Comes of Age," conference presented by *Kagan Seminars Inc.* Park Lane Hotel, New York City. Contact: Deborah Kramer, (408) 624-1536.

March 17-18—"The Future of Cable and DTH in Spain: The Digital Era," conference presented by *Kagan Seminars Inc.* Palace Hotel, Madrid. Contact: Deborah Kramer, (408) 624-1536.

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. Contact: (703) 549-4200.

March 19—"TV/Movie Crossovers," *Hollywood Radio and TV Society* newsmaker luncheon. Beverly Wilshire Hotel, Beverly Hills, Calif. Contact: (818) 789-1182.

March 20-22—*Associated Press Television-Radio Association of California-Nevada* 51st annual convention. Disneyland Hotel, Anaheim, Calif. Contact: Rachel Ambrose, (213) 626-1200.

March 24—"TV Acquisitions and Finance," conference presented by *Kagan Seminars Inc.* Park Lane Hotel, New York City. Contact: Deborah Kramer, (408) 624-1536.

March 25-26—"Radio Acquisitions and Finance," conference presented by *Kagan Seminars Inc.* Park Lane Hotel, New York City. Contact: Deborah Kramer, (408) 624-1536.

March 26—*Federal Communications Bar Association* luncheon featuring Tribune Broadcasting President Dennis FitzSimons. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

March 26-27—Wireless Cable 98, conference and exhibition presented by the *Wireless Cable Association*. Marina Mandarin Hotel, Singapore. Contact: Susan Bishop, (202) 452-7823.

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 8-9—"High-Speed Data to the TV and PC: Beyond Convergence," conference presented by *Kagan Seminars Inc.* Park Lane Hotel, New York City. Contact: Deborah Kramer, (408) 624-1536.

April 10-11—20th annual *Black College Radio* convention. Renaissance Hotel, Atlanta. Contact:

Lo Jelks, (404) 523-6136.

April 13-15—*Pennsylvania Cable Academy*, presented by the *Pennsylvania Cable & Telecommunications Association*. Penn Stater Conference Center, State College, Pa. Contact: (717) 214-2000.

April 14—5th annual T. Howard Foundation fund-raising dinner, presented by the *Satellite Broadcasting and Communications Association*. Tavern on the Green, New York City. Contact: Jennifer Snyder, (703) 549-6990.

April 15—SkyFORUM IX, direct-to-home satellite TV business symposium presented by the *Satellite Broadcasting and Communications Association*. Marriott Marquis Hotel, New York City. Contact: Jennifer Snyder, (703) 549-6990.

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 17-18—*Texas Associated Press Broadcasters* annual convention and awards banquet. Marriott Quorum, Dallas. Contact: Diana Heidergerd, (972) 991-2100.

April 21—*Broadcasters' Foundation* Golden Mike Award. Plaza Hotel, New York City. Contact: G. Hastings, (203) 862-8577.

April 25—*Radio-Television News Directors Association* spring training conference. Doubletree Hotel Pentagon City/National Airport, Washington. Contact: Rick Osmanski, (202) 659-6510.

April 28—*International Radio & Television Society Foundation* newsmaker luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

April 29—*Federal Communications Bar Association* luncheon featuring AT&T President John Ziegler. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

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. 26-28—*Southern Cable Telecommunications Association* Eastern Show. Orange County Convention Center, Orlando, Fla. Contact: Patti Hall, (404) 255-1608.

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.

DECEMBER

Dec. 1-4—The Western Show, conference and exhibition presented by the *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif. Contact: (510) 429-5300.

Major Meeting dates in red

—Compiled by Kenneth Ray
(ken.ray@cahners.com)

Of Paramount importance

Joel Berman could well be sitting behind the *Entertainment Tonight* anchor desk with Mary Hart, rather than supervising its sales and production.

When Berman, now co-president of Paramount Domestic Television, graduated from Ohio University in 1973, he was heading for a career in broadcast journalism.

He wound up as a one-man news department at a small radio station in Parsippany, N.J., reporting and producing five-minute newscasts on the hour. Berman lasted eight months before he realized that journalism was not the career path he had envisioned.

"Once I started doing it, I realized it was more performance and less journalism than I expected," Berman says. "You are sticking microphones in people's faces and asking questions to elicit the exact answers. I was a little disillusioned after that."

Berman left the radio station, hooked up with a friend and flew off to Utah to become a ski bum. "I got up one day while in Utah and really decided I wanted to get a job," he says. "And that was the first time I felt that way. I knew I wanted to get a job in business."

He wound up as an account executive with Petry Television in New York in 1976, embarked on a quick and successful track in the television sales industry. Berman learned the ropes at Petry selling advertising spots for local TV stations across the country. He then found his way into radio, working as Westwood One's director of advertising sales. But it was the excitement of television—and one Hollywood studio in particular—that really caught his attention.

"I wanted to gravitate to the programming side," Berman says. "This is going to sound corny, but I really wanted to go to Paramount. There was something about the company that intrigued me."

Berman says what caught his attention was the first off-network sales of Paramount's successful sitcom *Happy Days* in the late 1970s. And Paramount was talking about starting a fourth network at the time. "It clearly was the most exciting company to be with back then," he says.

Berman interviewed with Paramount for about a year before they finally brought him on board.

"There was a job in Dallas with Paramount, but they hired Greg Meidel instead of me," says Berman, who now counts the head of USA Networks as a friend. "I guess



"This is going to sound corny, but there was something about Paramount that intrigued me."

Joel P. Berman

Co-president, Paramount Domestic Television, Los Angeles; b. Dec. 3, 1951, Forest Hills, N.Y.; BS in communications, Ohio University, 1973; account executive, Petry Television, New York, 1976-79; director of advertising sales, Westwood One, New York, 1979-80; Eastern division manager, Paramount Pictures Domestic Television, New York, 1981-84; VP, Eastern regional manager, New York, 1985-87; senior VP/sales manager, GTG Marketing, New York, 1987-89; Paramount Pictures Domestic Television: VP, off-network and features, New York, 1989-90; senior VP and national sales manager, New York, 1990-92; executive VP, sales and marketing, Los Angeles, 1992-94; president of distribution, 1994-97; current position since September 1997; m. Karen Furrer, Sept. 8, 1984; children: Jake, 11, Leah, 9

they didn't think I could cut it in Dallas."

Berman was hired in 1981, just a few months after Paramount had started selling a new syndicated show called *Entertainment Tonight*. Berman was brought in as an Eastern division sales manager and eventually rose to run Paramount's New York sales office.

"It was just fortunate that I got picked to go to Dallas, and he went to New York," Meidel says. "We built quite a team together over the years at Paramount, one that we are quite proud of until this day."

Berman remained with Paramount until 1987, when he took the senior vice president position at GTG Marketing, where he helped launch *USA Today: The TV Show*. After nearly two years there, he returned to the familiar surroundings of Paramount's New York office and has remained behind Paramount's famed arch ever since.

While with Paramount, Berman has helped to launch a number of top TV series into syndication—hits like *Mork and Mindy*, *Cheers* and *Family Ties*. Not to mention clearing shows like *Entertainment Tonight* and *Star Trek: The Next Generation*.

In 1992 Berman was named executive vice president of sales and marketing and moved with his family from New York to Los Angeles to work at Paramount's studio lot. Meidel says Berman's move up the company ladder owes a lot to his competitiveness but even more to his photographic memory.

"I could call Joel right now and ask him what *Entertainment Tonight* was doing in Boston 10 years ago, and he could rattle off not only the show's rating performance but the license fee and everything else," Meidel says. "He's a walking computer of TV information."

Today, Berman shares top billing at Paramount's television division with longtime programmer Frank Kelly. The two are working together on a new slate of off-network and first-run programming, including next season's talk show launch with comedian Howie Mandel. Berman also just renewed Paramount's 17-year-old news magazine *Entertainment Tonight* into the next millennium.

"When we began selling *Entertainment Tonight*, I don't think any of us envisioned how successful it would be and how long it was going to go," he says. "Now I think the show is going to be here long after I'm gone." —Joe Schlosser

BROADCAST TV



Bissonette

Paul Bissonette, VP/station manager, WPIX(TV) New York, named VP/GM.

Richard Brase, VP, marketing, CNBC, Fort Lee, N.J., joins KGW(TV) Portland, Ore., as creative services director.

Julio Marengi, national sales manager, WNBC(TV) New York, named local sales manager.



Barker

Douglas Barker, VP, WPBF(TV) West Palm Beach/Tequesta, Fla., joins Pax Net, West Palm Beach, as VP, affiliate relations.

Bill Crawford, director, financial planning and analysis, NBC,

New York, named VP, finance, NBC West Coast, Burbank, Calif.

Blaine Rominger, general sales manager, KTLA(TV) Los Angeles, joins KMEX-TV Los Angeles in same capacity.

Debbie Brizendine, general sales manager, KVUE-TV Austin, Tex., named VP/general sales manager.



Moore

Maria Moore, president/GM, WTVH(TV) Syracuse, N.Y., joins WTWC(TV) Tallahassee, Fla., in same capacity.

Lynn Bailie, local sales manager, KHOU-TV Houston, joins WCNC-TV Charlotte, N.C., as director, sales.

Allison Gilbert, writer/producer, MSNBC, joins WWOR-TV Secaucus, N.J./New York as investigative producer.

Stan Knott, VP/GM, WBRC-TV Birmingham, Ala., joins WDAF-TV Kansas City, Mo., in same capacity.

Kris Binder, technical director, WNBC(TV) New York, named manager, studio operations.

Jennifer Getson, manager, program information and research, Petry Television, New York, named associate director, programming.

PROGRAMMING



Fishman

David Fishman, corporate director, business development, Condé Nast, joins Unapix Entertainment Inc., New York, as executive VP, marketing and business development, Unapix North America.

Gary Silver, VP, business and legal affairs, Atlantis Films, joins CBS Entertainment, Los Angeles, as VP, business affairs.



Kissack

Joe Kissack, VP, Southern region, Columbia TriStar Television Distribution, Culver City, Calif., named senior VP, in charge of Dallas, Atlanta and Chicago sales offices.

Ronald Levinson, producer, Ron Levinson Productions, Los Angeles, joins Tribune Entertainment Co., Los Angeles, as VP, programming and development.

Wayne Cunningham, director, marketing and research, WPTV(TV) West Palm Beach, Fla., joins Research Communications Ltd., Westwood, Mass., as VP, operations.

Appointments at Saban Entertainment, Los Angeles: **Robert Palmer**, director, studio operations, named VP, production operations; **Amy Goldberg**, director, development, named VP, motion pictures.

JOURNALISM

Joe LaBarbera, reporter, WITI-TV Milwaukee, named chief reporter, Sky Fox 6 (station's new helicopter).

Tom Maddox, head of news and current affairs, BBC, Northern Ireland, joins CNN International, London, as managing editor, Europe, Middle East and Africa.

Sherry Margolis, anchor, and **Murray Feldman**, money reporter, WJBK-TV Detroit, named co-anchors of the station's 5:30 p.m. newscast.

Andrew Cohen, producer, CBS News's 48 Hours, named senior producer, CBS News's *This Morning*, New York.

Byron Grandy, news and talent director, The Broadcast Image Group, San Antonio, Tex., joins KMOL-TV San Antonio as news director.

Appointments at Metro Networks: **Betty Berneman**, national affiliation director, news division, named U.S. marketing manager, Metro Source, Houston; **Robb Johnson** named director, operations, Fresno, Calif.; **Geri Rosenberg**, director, affiliate relations, Phoenix office, named regional affiliate director, Metro Source, Houston.

RADIO



Rose

Bill Rose, manager, market development and research communications, The Arbitron Co., New York, named VP, marketing, radio station services.

Dave Robbins, GM, WNCI(FM) Columbus, Ohio,

assumes the management of WCOL-FM and WFII(AM), both Columbus; **Kurt Sima**, local sales manager, WCOL-FM and WFII, assumes acting sales manager duties for both stations.

Appointments at WNSR(FM)'s *Danny Bonaduce in the Morning* show, New York: **Russ Egan**, technician, Radio Computing Services, joins as music director; **Wendy Lowy**, producer/guest booker, *The Sally Jessy Rafael Show*, joins as executive producer; **Stacy Horton**, radio broadcast center coordinator, Universal Studios, Orlando, Fla., joins as producer.

Appointments at American Radio Systems, Baltimore: **Mike Sommers**, program director, WSTW(FM) Wilmington, Del., joins in same capacity at

WOCT(FM) Baltimore: **Greg Carpenter**, music director and afternoon drive personality, WMMX(FM) Baltimore, adds assistant program director to his responsibilities; **Steve Drepperd**, assistant program director, WQSR(FM) Catonsville, Md., remains in that position.

Tim Curtin promoted to president/GM, Westwood One's Shadow Broadcast Services, Los Angeles.

CABLE

Arlene Manos, VP, advertising sales, A&E Television Networks, New York, named VP, national advertising sales.

Tom Chiappetta, director, marketing, public relations, Request Television, joins CBS Cable, New York, as director, communications, CMT: Country Music Television, TNN: The Nashville Network, and country.com.

David Evans named president/CEO, Tele-Communications International Inc., Englewood, Colo. Evans assumes CEO role previously held by Fred Viera, who will remain the company's vice chairman and a director.

Amy Jo Berman joins Home Box Office as manager, casting, HBO Pictures and HBO NYC Productions, Los Angeles.

Appointments at USA Network, New York: **Kevin Landy**, coordinating producer, Fox Sports Net, joins as senior sports producer, PGA golf coverage; **Charles Rabkin**, traffic manager, named director, traffic operations.

Carol Tweedle, sales and marketing manager, KPIX-TV San Francisco, joins ZDTV, San Francisco, as director, advertising sales, Western region.

Appointments at Classic Sports Network by ESPN, New York: **Paul Leger**, senior account executive, affiliate sales and marketing, Southeast region, ESPN, named director, affiliate sales, Southeast region, Classic Sports Network by ESPN, Bristol, Conn.; **Gil Larsen Jr.**, manager, advertising sales and public relations, Turner Broadcasting System Inc., New York, joins as manager, public relations.

Diane Michael, project manager/advertiser management specialist, SeaChange International, joins Radius Communications, West Chester, Pa., as director of traffic.

Appointments at TVN Entertainment Corp.: **Jenny Benidt**, director, corporate and international publicity, E! Enter-

tainment Television, joins as head of public relations, Burbank, Calif., headquarters; **Craig Turner**, VP, sales and affiliate relations, Request Television, joins as VP, sales, New York office.

Jeff Shell, senior VP, finance and development, Fox/Liberty Networks, Beverly Hills, Calif., named executive VP/CFO.

Tom MacLean, general sales manager, Fox Sports Detroit, named VP/GM.

ADVERTISING/MARKETING PUBLIC RELATIONS



Smith

Ian Smith, managing director, George Patterson Bates, Australia, joins Bates Worldwide, New York, as president, International.

Douglas Kelly, media director, Black Rock Golf Corp., joins Mid-

west Media Inc., Fairfield, Iowa, as VP, marketing.

Julie Johnson, visiting professor, Rutgers University, joins Hill and Knowlton USA, New York, as senior managing director and director of the U.S. media services practice.

ALLIED FIELDS

Jonathan Knee, VP, Goldman, Sachs & Co., joins Dean Witter, Discover & Co., New York, as principal in the investment banking division of the media group.

Iain Greenway, creative director, BBC, joins TZ (formerly Telezign), New York, as VP/creative director.

Isabel Miller, senior VP, consumer products worldwide, The Jim Henson Co., Los Angeles, named executive VP.

TECHNOLOGY

Michael Hennessey, director, manufacturing and materials, SMC Networks Inc., joins Chyron Corp., Melville, N.Y., as VP, operations.

James Skupien, regional VP, sales, Pluto Technologies International, joins NDS, Newport Beach, Calif., as regional sales manager, NDS Americas Inc., Chicago.

Randy Hood, founder/president, ImMIX,

joins Pathlight Technology, Ithaca, N.Y., as CEO.

Greg Marek, director, marketing, Berkeley Systems, joins Pinnacle Systems, Mountain View, Calif., as director, marketing.

ASSOCIATIONS/LAW FIRMS

Elisabeth Washburn, lawyer, Schwartz, Woods & Miller, and **H. Anthony Lehv**, lawyer, Dow, Lohnes & Albertson, join Gardner, Carton & Douglas's telecommunications group, Washington.

Lauren Lynch Flick and **Miles Mason**, associates, Fisher Wayland Cooper Leader & Zaragoza LLP, named partners; five new associate attorneys have joined the firm: **Jeffrey Glassman**, **Lara Strayer**, **Ann Schofield**, **David Konczal** and **David McGraw**.

INTERNET

Laura Reed, director, marketing, Jones Cyber Solutions Ltd., Englewood, Colo., named VP.

Dirk Schwarz, manager and Eastern region advertising sales director, Quote.com., joins CBS.MarketWatch.com, San Mateo, Calif., as director, Eastern region advertising sales.

Jim Charne, lawyer, joins Academy of Interactive Arts and Sciences, Los Angeles, as president/executive director.

John Berry, co-owner, Riverbend Communications, joins Broadcast Electronics, Quincy, Ill., as Webmaster, marketing services department.

Appointments at Shop at Home, Nashville, Tenn.: **T.M. Engle III**, COO, HLC Inc., joins as executive VP/COO; **Shannon McGuffin**, product development manager, named VP, sales and marketing.

Suzanne Miller, reporter, London, joins CBS.MarketWatch.com LLC, San Francisco, as its London correspondent.

DEATHS

Christopher O'Hara, 43, an engineering technician for Connecticut Public Television and Radio, Hartford, Conn., died Feb. 5 after a brief illness. O'Hara had worked at CPTV for 15 years. Earlier he had worked at WMNR(FM) Monroe, Conn. He is survived by his brother, Peter.

—Compiled by Denise Smith
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Round two is under way in the battle for the off-network rights to NBC's *Seinfeld*.

Columbia TriStar Television Distribution is said to be in serious discussions with stations in the top three markets for the second syndication cycle of the "show about nothing." The last five seasons of *Seinfeld* (some 180 episodes) are said to be headed into syndication in spring 2001. The current off-net cycle ends in February 2001, and CTTD executives reportedly are attempting to double license fees for the series. *Seinfeld* is widely expected to become the highest-grossing show

in syndication history when the second cycle of fees is wrapped up. CTTD executives had no comment. The first batch of off-network *Seinfeld* episodes sold for \$3.5 million–\$4 million an episode (barter included), sources say. The incumbent stations in New York (WPIX), Los Angeles (KTLA) and Chicago (WFLD) are said to be the front-runners for the next cycle. Executives at the three stations would not comment.

Howard Stern appears to be on his way to a CBS station near you.

Sources say Stern, whose nationally syndicated radio

show is distributed by CBS, has had discussions with CBS television executives about a weekly late-night show to go head-to-head with NBC's *Saturday Night Live*. Sources say the show would be produced for the CBS owned-and-operated stations and distributed for syndication by Eyemark Entertainment. CBS Network head Leslie Moonves told reporters at last month's TV critics event in Los Angeles that the network has had discussions with Stern. Any deal is "at least a year away," one CBS executive said. CBS and Eyemark executives would not comment.

Columbia TriStar TV executives are looking to double their pleasure with drama *Party of Five*.

Sources say the studio is asking \$2 million per episode from Fox, up from its current \$1 million per show. Sources also say that interest from other networks and the show's recent ratings spikes have provoked the new demands from Columbia TriStar. One Fox executive says that a deal for the show's renewal will "likely get done in the next week" and adds that the price will likely be in the \$1.5 million range. "Columbia is trying to bid this up in the press," the Fox source

Revenue revue

■ **US West Media Group** said fourth-quarter operating cash flow rose 27%, to \$677 million, on revenue of \$2.4 billion, up 9%. Cash flow for the year was \$2.6 billion, up 18%, on annual revenue of \$9.1 billion, up 12%. MediaOne Group's fourth-quarter net loss attributable to common shareholders was \$146 million, or 24 cents per share—21.9% less than during the same period the previous year. For 1997 overall, Media Group reported a \$532 million loss, or 88 cents per share, 5.5% less than in 1996. In 1997, Media Group sold some \$2 billion worth of international and domestic assets, which helped boost cash-flow growth. Cash flow from domestic broadband operations—primarily cable—increased 25%, to \$445 million, thanks partly to internal customer growth of 2.4%, to 5.1 million subscribers, and to the strength of Time Warner Entertainment, of which Media Group owns 25.51%.

■ **Chris Craft Industries—controlled TV station owner BHC Communications** reported net income for 1997 of \$131.2 million, largely the result of its sale of 50% of UPN to Viacom. BHC continues to own the other half of UPN. In 1996, BHC's income was \$4.2 million. The company reported operating revenue of \$443.5 million for 1997, down 1% from a year ago. Its station group posted earnings of almost \$126 million for the year, down 3%, the result of a less-than-robust first nine months that was mostly offset by a strong rebound in the fourth quarter, BHC said. The company recorded start-up losses of \$87.4 million for its half of UPN in 1997, from \$146.3 million in 1996, when it owned 100% of the network. Net income in the fourth quarter was \$5.5 million, versus a \$1.1 million loss for fourth quarter 1996. BHC posted operating income of \$29.4 million in the quarter, up 20%, with revenue of \$117.5 million, flat compared with 4Q 1996. For the year, operating income was \$101.3 million, down 5% from 1996.

■ **Chancellor Media Corp.** cut its yearly loss to \$6.7 million last year as revenue nearly doubled. The radio owner's revenue rose 98.1%, to \$582.1 million, while broadcast cash flow rose 122.4%, to \$265.8 million. That reduced Chan-

cellor's 1996 loss of \$19.1 million to \$6.7 million. The fourth-quarter loss of \$12.6 million was attributed to the merger of Chancellor Broadcasting Co. and Evergreen Media Corp. that formed the company and to the acquisition of 10 radio stations from Viacom International Inc. "The company will focus on de-leveraging its balance sheet and further diversifying its operations in 1998," Chancellor President Scott K. Ginsburg said in a statement. Chancellor owns or operates 99 radio stations.

■ Net revenue and income were both up about 40% for CBS Radio's **Westwood One Inc.** in 1997. Revenue at the radio network was up 40.2%, to \$240.8 million, while income rose 45.7%, to \$25.5 million. Meanwhile, operating income rose 31.5%, to \$35.9 million.

■ With purchases of and improvements to radio and TV stations and its acquisition of outdoor firm Eller Media Corp., **Clear Channel Communications Inc.** reports 1997 revenue of \$697.1 million, nearly doubling 1996's \$351.7 million. Net income rose 69%, to \$63.8 million, with operating income up 97%, to \$302.7 million.

■ **Sinclair** reported a 12.8% gain in fourth-quarter broadcast cash flow, to \$80.5 million, on a 7.6% revenue gain, to \$151.1 million. For full-year 1997, broadcast cash flow grew 28.6%, to \$243.4 million, on a 36.4% revenue gain, to \$516.4 million. Sinclair attributed the results to strong performance at its core stations, as well as to station acquisitions.

■ DBS premium programming provider **U.S. Satellite Broadcasting** reported a net loss of \$87.3 million, or 97 cents per share, for the year ended Dec. 31, 1997, on revenue of \$456.6 million, up 56% from the year before. The net loss represents a decline of 16.9% from the year before. For the fourth quarter ended Dec. 31, USSB reported a net loss of \$27.4 million, or 31 cents per share, compared with a net loss of \$41.1 million (46 cents per share). Revenue increased nearly 40%, to \$128.8 million, compared with the same period last year. During the quarter, the number of paying subscribers grew by almost 156,000, to 1.74 million. ■

says. An executive at Columbia TriStar says: "They [Fox] have got to get this done now, now that it is out in the press. We want to make a fair deal, but other networks have shown a desire for the show." Executives at Fox and Columbia TriStar would not comment.

An overwhelming majority of advertisers (94%) say they should be given advance warning of any potentially controversial programming content, according to a study released by the American Association of Advertising Agencies in conjunction with its conference in Anaheim, Calif. The same study, however, found that only 36% of advertisers say they actually influence programming content. Among the study's other findings: Although the network TV audience continues to erode, 61% of respondents say that prime time is still worth its premium price over other day-parts. More than half of the advertisers polled say they are buying interactive media, but somewhat less than half say that the Internet represents a "significant amount" of their ad budgets.

FCC commissioners on Thursday will launch their inquiry into broadcast ownership regulation. The inquiry will cover all broadcast ownership rules—such as the newspaper/television crossownership restriction—not covered by FCC reviews already under way.

TCI says it added 155,000 basic sub-

scribers during fourth quarter 1997, exceeding the 125,000 that the company had projected a month ago and the 90,000 it forecast in mid-December. The gain comes after a string of subscriber losses that followed a 13% basic rate increase in June 1996. TCI expects fourth-quarter cash flow to come in at \$730 million—\$750 million, a sharp gain from a year earlier. TCI also says that it plans to increase basic rates 5%-5.5% in June, considerably less than the 9.2% average increase other operators plan. Responding to TCI's claim that as much as two-thirds of the rate increase comes from increased programming costs, particularly in sports, ESPN issued a statement saying that the net impact on TCI for distributing ESPN in the coming year "will be a matter of pennies" per subscriber per month.

DirecTV is attacking what it sees as a chink in cable's armor—rate increases—

and is launching a marketing campaign in 18 large U.S. cities aimed at getting cable customers to defect to DBS. DirecTV launched print ads last week, and TV ads will follow later this month. DirecTV will focus on rising cable rates, DBS strength in sports programming and other factors that differentiate between DBS and cable.

The Federal Trade Com-

mission is examining cigar-product placement in TV shows and movies as part of its new probe of cigar advertising. The commission last week asked several cigar manufacturers to file "special reports" on their sales and advertising expenditures. Among the questions: Whether they paid any money in 1996 or 1997 to have their product appear in any TV shows or movies.

Multipath plagues DTV reception

According to DTV tests in Raleigh, N.C., and Washington, multipath interference—not transmission power level—is the main stumbling block to receiving a clear DTV picture in viewer homes, particularly with an indoor antenna (the indoor antenna concern was also raised by Sinclair Broadcast Group VP Nat Ostroff in a letter to B&C and copied to the FCC [see page 59]). WRAL-HD in Raleigh found that only 60%-80% of homes within 32 miles of the transmitter received a DTV picture with an indoor antenna, while 92% of homes with an outdoor antenna could receive a DTV signal up to 60 miles away. "The signals that failed did not fail due to signal strength," says Luther Ritchie, HDTV developmental engineer for WRAL-HD. "They failed due to indoor multipath. There was more than an ample signal inside the homes." MSTV has found similar results in indoor testing of signal reception from WETA-HD and WHD-TV Washington, including sites where the picture was perfect in the driveway and unattainable in the house. "Putting more power into the DTV signal is not the answer," says Tom Gurley, VP of technology for MSTV. "What we need is better multipath discrimination." Both Ritchie and Gurley say developments in indoor antenna design, such as circularly polarized antennas, are needed to solve the multipath problem. —Glen Dickson



Drawn for BROADCASTING & CABLE by Jack Schmidt
"As you may have noticed, Gunther was not happy with my comments about his form on that run..."

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Incorporating The Fifth Estate TELEVISION Broadcasting

Inglorious beginning

In her first major policy address on the subject, FCC Commissioner Gloria Tristani sounded disturbingly like the ghost of content regulators past. Tristani, who already had raised the specter of the violence issue at the time of her confirmation, last week praised the V-chip and kids TV quotas and, citing studies she said link TV to antisocial behavior, said "[i]t is the obligation of the entertainment industry to acknowledge the importance of reducing the level of violence on programs that children are watching." (UCLA's annual study suggests that broadcasters have already done just that.) The ease with which regulators employ or threaten content controls to effect their social policy goals remains one of the most serious challenges to broadcast freedoms. For the moment, Tristani's threat is purely rhetorical. We hope it stays that way.

The snow must go on

CBS was taking more shots than a biathlon target last week over its Olympics coverage.

The network suffered from problems both within and beyond its control. There were the second-guessable editorial calls—perhaps most notably, pulling the plug on a choral masterpiece/technological marvel in favor of a canned piece. There was the dearth of U.S. winners early on (or placers or showers, for that matter) to help drive viewership. And then there was all that rain and snow (we thought skiers liked snow) and sleet and gloom of fog that kept staying the skiers from their appointed rounds. In fact, after wind had delayed the start of the men's downhill yet again, Jim Nantz suggested that "maybe there should have been a joint agreement with The Weather Channel to bring you the men's downhill."

As far as we know, CBS has no control over the weather or the U.S. Olympic team's performance. And by week's end, the gold, silver and bronze mined by U.S. skiers and

(for the first time) lugers, combined with what was shaping up to be high drama in men's figure skating, were beginning to draw some of the Naga-noshows to their sets. Advertisers, who weren't yet beating up on CBS the way everyone else was, were cautiously optimistic.

We think we'll wait until the games are over before we take our turn at the parlor game of passing judgment on CBS for what is always a massive and difficult undertaking. Or better yet, not pass judgment at all until we've schussed a mile in their skis.

Compelling argument

The U.S. Court of Appeals for the Eleventh Circuit has upheld a permanent injunction against Georgia's Workers' Compensation Truth in Advertising Act. Back in June 1995, when a district judge in Georgia originally enjoined the act, we agreed with him that the law didn't belong on the books and told you we'd keep you posted on the appeal. The wheels of justice turning as they do, it has taken two and a half years.

The law, which targeted television, required advertisers for workers' compensation services to include a five-second, 36-point-type disclaimer in their TV spots (no such demands were placed on print ads) warning about penalties for fraudulent claims. If such micromanaging of truthful speech were allowed to proliferate, no ad would be safe from warnings of what might happen if the legal product or service were misused. The bottom of TV screens would start to look like the sides of ladders, where—to avoid lawsuits, like those solicited in the ads in question—warnings are posted about every possible danger as though it were not incumbent on the user to know enough not to place the ladder on ice or mount it while carrying a chainsaw.

The lower court properly found that the Georgia law was unduly burdensome and "unjustifiably compelled speech." The appeals court agreed, and so do we. Compelling speech can be just as unconstitutional as restricting it.

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