

MAR 2

Broadcasting Cable

The Newsworthy of Television and Radio

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SCRIPPS:

The Know-How In How-To TV

Sinclair grows
to 55 TVs
with \$1B buy

Big Four
network
earnings

Scripps executives (l-r),
Frank Gardner, William
Burleigh and Ken Lowe

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TECHNOLOGY / 40

Tell media
PAGE 42



Lily Ho, Marketing Supervisor,
Charter Communications Western Region,
Alhambra, CA

Lily Ho's **Commitment** to Cable's **On-Time Guarantee** is Hanging by a Shoelace.

It's all part of Lily's far-reaching plan to get the word out about Charter Communication's OTG. She took the lead on ensuring that all of Charter's employees and customers learned about the guarantee. She even had the OTG logo printed on the shoelaces (technically they're called 'lanyards') that secure employee's ID cards. Some other ways she communicated that **excellent service is always a priority:**



Educating all Charter employees on the OTG by holding a training session, distributing OTG fact sheets, and giving away pens, keychains and flashlights with the OTG logo.



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Lily's seen that tying the OTG into all aspects of customer relations results in **greater customer satisfaction**. It's good for Charter Communications ...and it's good for the cable industry.

Fast Track

Must Reading from

**Broadcasting
& Cable**

March 2, 1998

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Senate Majority Leader Trent Lott let the FCC know he wants it to stay out of the free-airtime debate. / **16**

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Zelnick, ABC trade shots Recently departed ABC News correspondent Bob Zelnick last week accused his former employer of liberal bias, lying and ignoring its own standards. ABC, in turn, said Zelnick was the liar. / **23**

Fox renews key hours

Fox has re-upped its top-rated dramas *Melrose Place*, *Beverly Hills, 90210* and *Party of Five* for some \$1.9 million apiece. *Melrose* and *90210* will be renewed for at least the next season; *Party*, for the next two seasons. / **23**



Capital anchors fall prey to bloopers and blunders. / **27**

Frog jumps to small towns The WB television network's WeB project is preparing to bring the network to markets 101 through 209 via cable channels. / **24**



COVER STORY

E.W. Scripps: Building, growing with HGTV

Staid old Cincinnati corporation E.W. Scripps is moving into the 21st century with a growth strategy based less on the mass media of publishing and broadcasting and more on targeted cable networks that deliver a select group of viewers to a select group of advertisers. / **18**

Cover photo by Jim Callaway/Black Star

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Ratings help cable in quest for ad dollars

Spending on programming like USA's *Moby Dick* has cable networks cast as a squad of Ahabs chasing an immense, unconquerable whale. And while they are far from slaying their quarry, cable programmers are gloating over their networks' recent ratings achievements. / **31**



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Malone, Rigas make gifts to Cable Center

TCI's John Malone pledges \$5 million to the National Cable Television Center and Museum in Denver, while Adelphia Communications' Michael Rigas has promised \$2 million. / **34**

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DiviCom unveils new MPEG-2 encoder DiviCom has launched its next-generation MediaView MV40 digital video encoder, which will compress transmission feeds for broadcasters, satellite operators and cable providers. / **40**

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SonicNet relaunch leads TCI Music attack

SonicNet's relaunch next week heralds TCI Music's integrated programming strategy, mixing and matching material from SonicNet, The Box and DMX via digital set-top boxes. / **42**

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Top of the Week

Nets are Big 4's weakest link

ABC, CBS, NBC and Fox post \$21.5 billion in '97 revenue, \$4.1 billion in profit

By Steve McClellan

Despite continuing audience erosion, a robust broadcast economy helped the four major broadcast TV networks generate \$21.5 billion in 1997 operating revenue for their core and developing businesses, up 13% from 1996.

With the exception of NBC, however, the over-the-air network business was the least profitable operating segment for the Big Four in 1997. CBS acknowledged a \$107 million loss on CBS-TV last year, and analysts say Fox also lost money—perhaps around \$50 million, when purchase price accounting benefits are discounted.

Fox's numbers are based on News Corp.'s fiscal year, which ends June 30. Analysts note the network was particularly hard-hit in the fourth calendar quarter of 1996 (included in its '97 results) when a batch of new shows (remember *Party Girl* and *Lush Life*?) flopped immediately out of the gate.

This season, Fox has rebounded dramatically with strong showings from the likes of *The X-Files*, *King of the Hill* and *Party of Five*. Some analysts, including Patrick Harrigan of J.P. Morgan, believe that the Fox network will show an operating profit of \$100 million in 1998.

Analysts also say that ABC may have made a small profit on its network operation—probably around \$75 million, after goodwill and purchase-price accounting benefits are discounted. Despite dwindling ratings in prime time this season, ABC said its network revenue actually grew \$74 million in 1997. The network attributed the gain to "improved performance of sports, news and late-night programming."

NBC-TV earned profits of \$475 million, up 25% from 1996, although revenue for the network was down 6%, to \$3.8 billion. While NBC was the only network to report a decrease in network revenue, it still generated about \$650 million more than ABC, \$1 billion more than CBS and over \$2 billion more than Fox.

The network-owned TV station groups continue to be the networks' biggest cash cows, with profit margins

Fiscal '97: The Four-Network Picture					
(Dollar figures in millions)		REVENUE	% CHANGE FROM '96	PROFIT	% CHANGE FROM '96
 <i>Home Improvement</i>	ABC				
	Radio	\$450	+5%	\$135	+5%
	TV network	\$3,147	+1%	\$480 *	+9%
	Owned TVs	\$975	+3%	\$460	+4%
	Cable/intl.	\$1,950	+15%	\$650	+15%
	Total	\$6,522	+6%	\$1,725	+6%
 <i>Touched by an Angel</i>	CBS				
	Radio	\$1,475	+266%	\$390	+142%
	TV network	\$2,816	+7%	-\$107 ****	—
	Owned TVs	\$836	+3%	\$325	+10%
	Cable/other	\$302	+158%	\$40	+300%
	Total	\$5,363 **	+29%	\$648 ***	+41%
 <i>ER</i>	NBC				
	TV network	\$3,800	-6%	\$475	+25%
	Owned TVs	\$1,000	+8%	\$550	+10%
	Cable/intl.	\$350	+24%	\$50	+400%
	Total	\$5,150	-2%	\$1,075	+20%
 <i>The X-Files</i>	Fox				
	TV network	\$1,680	+6%	\$10 ^	NM
	Owned TVs	\$1,050	+29%	\$500	+21%
	Twentieth	\$600	+160%	\$150	+100%
	Cable/intl.	\$1,200	+100%	\$0	—
	Total	\$4,530	+30%	\$660	+15%

Notes: Estimates are BROADCASTING & CABLE's. Sources include network executives and securities analysts. Revenue is net of agency commission; profit figures are pre-tax operating profits. *Includes about \$405 million in goodwill and purchase-price accounting benefits. **Total revenue figures do not include intracompany sales of \$86 million for 1997 and \$28 million for 1996. ***Before corporate charges of \$399 million for corporate overhead, downsizing of Pittsburgh office and legal settlements from discontinued industrial operations. ****Includes purchase-price accounting benefit of \$42 million. ^Includes purchase price accounting benefit of \$60 million. NM=not meaningful.

of 50% or better at all but CBS. Driven by its acquisition of New World, the Fox group showed the greatest growth: up 29% in revenue, to \$1.050 billion, with profit of \$500 million, up 21%.

All of the networks are focused on growing their cable and international businesses, which showed double- or triple-digit growth in 1997. In the cable/international category, Fox parent News Corp. is beginning to rival ABC in size. News Corp. doubled its revenue in that category last year, driven largely by its 40% stake in the UK's BSkyB. But its more than \$250 million in profit from that venture was offset by its Star satellite service in Asia, Fox News in the U.S. and start-up satellite services in Latin America.

CBS more than doubled its cable revenue through The Nashville Network and Country Music Television, acquired from Gaylord Entertainment last year.

CBS's biggest cash cow is radio, which contributed the single-largest chunks of revenue and profit to the network in 1997. The revenue and profit are largely the result of the acquisition of Infinity Broadcasting the year before.

Fox's television production and syndication unit, Twentieth Television, rebounded dramatically last year. The network production division doubled its production output, and revenue soared 160%, to \$600 million. But the division's \$150 million in profits came largely from the syndication of the company's off-network program library. ■



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Sullivan buy continues Sinclair spree

Stock jumps on news of \$950 million—\$1 billion deal

By Steve McClellan

Sinclair Broadcasting's station-buying spree continues, with no signs of letting up. Last week Wall Street was loving it.

During the two days after the company announced its deal to buy Sullivan Broadcasting, Sinclair's stock jumped more than \$3, to \$58.25. Since Feb. 4, the stock has climbed almost 25%.

Last week the company entered into a definitive agreement to buy Sullivan Broadcasting for \$950 million—\$1 billion, which includes \$160 million in Sullivan debt.

Sinclair says it may issue \$250 million in new equity to help finance the deal. It may also ask its primary bank lender, Chase, to lend it more money "if needed" to complete the transaction, said Sinclair Chairman David Smith.

Over the past year, Sinclair has made deals (including Heritage, Max Media and Sullivan) that will double the size of its TV station group to 55, covering 22.4% of the country. Once closed, those deals will make Sinclair the largest non-network-owned station group in terms of reach. Sinclair has put together most of its group since 1991, when it owned just three stations.

The Sullivan deal also will make Sinclair the largest single owner of Fox affiliates, with 24 outlets—two more than even the Fox station group.

Smith reiterated to analysts last week the company's intention to become the largest TV group owner, with up to 100 stations. With the Sullivan acquisition, he's more than halfway there.

Sinclair also added to its gaggle of local marketing agreements (LMAs), acquiring two more in Buffalo, N.Y., and Greensboro, N.C. It also bought a second station in Oklahoma City, KOKH-TV, which may be spun off to a third party that would agree to do an LMA. That would give Sinclair 14 TV LMAs, more than any other single entity. In addition to Oklahoma City, three other conflicts arise out of the Sullivan deal: in Dayton, Ohio; Charleston, W.Va., and Charleston, S.C. (see chart).

Sullivan shareholders have agreed to

accept up to \$100 million in Sinclair stock as part of the consideration. But the stock payment is Sinclair's option, which it will decide to exercise or not as it gets near the anticipated June 1998 closing date. Analysts say the decision hinges on the cost of raising \$100 million versus a projection of how high and how fast Sinclair's stock will grow.

Sullivan Broadcasting founder and president Dan Sullivan will not join Sinclair's management group but instead will continue to build a new TV group, Quorum Communications.

Sullivan said he has the backing of ABRY Partners and about \$850 million in capital, which he said translates to "a couple billion" in station-buying power. He will focus on small to mid-size markets. As was the case with Sullivan Broadcasting, Quorum will look for underperforming stations, fix them and sell them, Sullivan said.

Sullivan had revenue of \$125 million in 1997 and cash flow of \$71 million, according to analysts. The core of Sullivan's group, eight Act III stations, were acquired two and a half years ago for \$500 million. Sinclair estimates that it will pay about 12 times Sullivan's 1998 cash flow for the 13-station group, which includes 10 Fox affiliates, mostly in markets 40-85. Sullivan says he expects Quorum's \$140 million acquisition of Petracom Broadcasting to close in 30 days.

ABRY, which has a 56% stake in Sullivan Broadcasting, is a big winner in the latest Sinclair acquisition. The Boston-based media investor put up \$60 million to help Sullivan acquire Act III, analysts say. When the Sullivan sale to Sinclair closes, ABRY's take will be about \$212 million.

Smith told analysts last week that he doubts the FCC will make a move to prohibit TV LMAs—especially in light of the political hot water that FCC Chairman William Kennard finds himself in over the free-airtime issue. But Smith said that he doesn't care whether the commission bans LMAs and forces the divestiture of existing LMAs. Sinclair, he said, would simply make an "adjustment" in its business model and meet anticipated revenue and profit goals going forward.

—With reporting by Sara Brown

Sinclair Broadcast Group Inc.

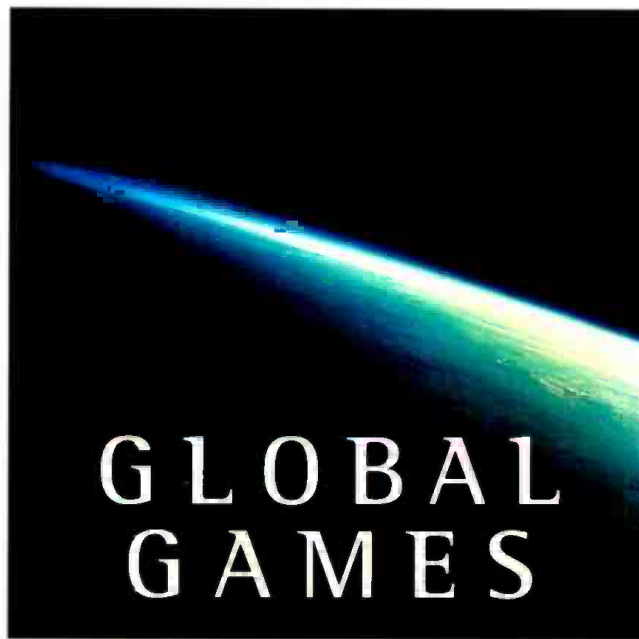
55 stations/Full coverage: 22.4% of U.S.

DMA #	Market	Station	Affiliation	
14	Minneapolis	KLGT-TV*	WB	
19	Pittsburgh	WPGH-TV	Fox	
	LMA	WCWB-TV	WB	
20	Sacramento	KOVR-TV	CBS	
21	St. Louis	KDNL-TV	ABC	
23	Baltimore	WBFF-TV	Fox	
	LMA	WNUV-TV	WB	
25	Indianapolis	WTTV-TV	Ind.	
	satellite	WTTK-TV	Ind.	
29	Raleigh-Durham	WLFL-TV	Fox	
	LMA	WRDC-TV	UPN	
30	Cincinnati	WSTR-TV	WB	
31	Kansas City	KSMO-TV	Ind.	
32	Milwaukee	WCGV-TV	Ind.	
	LMA	WVTV(TV)	WB	
33	Nashville	WZTV-TV+	Fox	
	LMA	WUXP-TV+	UPN	
34	Columbus	WTEF-TV	Fox	
35	Asheville	WLOS-TV	ABC	
	LMA	WFBC-TV	Ind.	
38	San Antonio	KABB-TV	Fox	
	LMA	KRRT-TV	WB	
39	Norfolk	WTVZ(TV)	Fox	
40	Buffalo	WUTV(TV)+	Fox	
44	Oklahoma City	KOCB-TV	WB	
44	Oklahoma City	KOKH-TV+	Fox	
46	Greensboro	WXLV-TV+	ABC	
	LMA	WUPN-TV+	UPN	
51	Birmingham	WTTT-TV	WB	
	LMA	WABM-TV	Ind.	
53	Dayton	WKEF-TV*	NBC	
53	Dayton	WRGT-TV+	Fox	
57	Charleston	WCHS-TV*	ABC	
57	Charleston	WVAH-TV+	Fox	
59	Richmond	WRLH-TV+	Fox	
61	Las Vegas	KUPN-TV	WB	
62	Mobile-Pens.	WEAR-TV	ABC	
	LMA/option	WFGX-TV	WB	
63	Flint-Saginaw	WSMH-TV	Fox	
67	Lexington	WDKY-TV	Fox	
69	Des Moines	KDSM-TV	Fox	
72	Syracuse	WSYT-TV*	Fox	
	LMA	WNYS-TV*	UPN	
75	Rochester	WUHF-TV+	Fox	
79	Paducah	KBSI-TV*	Fox	
	LMA	WDKA-TV*	UPN	
84	Madison	WMSN-TV+	Fox	
93	Tri-Cities, Tenn.	WEMT-TV*	Fox	
107	Tyler-Longview	KETK-TV*	NBC	
	LMA	KLBS-TV*	NBC	
110	Peoria	WYZZ-TV	Fox	
117	Charleston, S.C.	WMMP-TV	UPN	
117	Charleston, S.C.	WTAT-TV+	Fox	
169	Utica, N.Y.	WFVX-TV+	Fox	
187	Tuscaloosa, Ala.	LMA	WDBB-TV	WB

*is buying — is buying from Sullivan
Source: Sinclair Broadcast Group Inc.



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Las Vegas system on the table

MSOs ready to ante up for Prime property; Prime Cable could put some of that cash toward planned wireless purchase in California

By John M. Higgins

In a deal that could set a break though valuation for cable systems, four operators are in a bidding contest to acquire Prime Cable's Las Vegas operation at a price expected to go north of \$1 billion.

Sources say that Comcast, Tele-Communications Inc., Cox Communications and Charter Communications Inc. have lined up to bid on the property, which serves 300,000 subscribers and thousands of rooms in casino hotels around town.

As a relatively large single cluster in the fastest-growing market in the country, the property is particularly lucrative. Las Vegas housing starts—the best driver of customer growth—are running three to four times those of the rest of the country.

The system isn't a natural fit in any of the bidders' existing operations. It is such a large and rare concentration of subscribers in a single system that even operators that are otherwise focused on bolstering their existing clusters are jumping into the bidding.

At the same time, San Antonio, Tex.-based Prime isn't going to sit idle.

Industry executives say the MSO is close to cutting a deal to buy telco SBC Communications Inc.'s wireless cable operations in Southern California. That deal would pit Prime in a head-to-head war for customers against some of the same operators bidding on the Las Vegas system. The sources say that Prime is looking to pay just \$100 million for the wireless cable operation, less than 40% of what Pacific Telesis—which SBC took over last year—has spent acquiring an active operation in Riverside, Calif., and building a new one serving Orange and Los Angeles counties.

Wall Street and media executives are carefully watching the Las Vegas deal because of the price they expect. Prime and its partner, the locally prominent Greenspun family, are asking more than 13 times cash flow for the operation. That's far higher than the 10-11-times multiple of other deals in recent months, and traders are hoping that the Las Vegas sale will set a new benchmark for private transactions and in turn boost

Sources say that Comcast, Tele-Communications Inc., Cox Communications and Charter Communications Inc. have lined up to bid on the property.

cable stocks. But divining a clear value from the final price will be complicated; the property includes not just residential cable but also a large, separate hotel

video business, a competitive local telephone exchange carrier and even some real estate operations.

The first round of offers is expected this week. TCI and Comcast are expected to bid with backing from institutional buyout firms that have been circling the industry for the past two years looking for an opportunity. Cox is expected to make a solo bid. Charter is already well-backed by institutional investors.

While Prime manages the properties and owns part of the operation, sources say that the sale is being spurred by the Greenspun family, which owns the *Las Vegas Sun*, real estate interests in nearby Henderson and 60% of the local cable system. Flamboyant family patriarch Hank Greenspun died in 1989, and the family companies have been run by his son, Brian.

Executives familiar with the deal say that Brian Greenspun is seeking some liquidity in the family's holdings. The family has asked for bidders to offer a combination of cash and publicly traded stock, which would seem to rule out privately held Charter.

None of the companies involved in the bidding would comment, nor would the investment bankers handling the sale—Daniels & Associates and Waller Capital Corp. Brian Greenspun and Prime did not return calls.

BellSouth Corp. has an interest in the system but is not going to exercise an option to take control, sources say. In 1994, when telcos plunging into cable were all the rage, BellSouth lent \$250 million to the system as part of a \$600 million recapitalization. BellSouth had the option of converting that to equity and buying out Prime and the Greenspuns, but it has since soured on cable and will simply exit as part of the sale.

Marcus tempted to sell

After months of thinking about going public, Marcus Cable Corp. is now considering whether to sell the company.

Cable and Wall Street executives familiar with the company say that Marcus Cable and its investors may test the waters to see whether the surge in cable stocks will translate into a high price in the private market for the MSO's 1.2 million subscribers. The company is worth some \$2.8 billion, including \$1.5 billion in debt.

Depending on the buyer, the company may not change much outwardly. Another MSO would want the whole operation, but a financial buyer—such as Marcus's seven backers, including investment bank Goldman Sachs and buyout fund Hicks Muse—might simply take out existing investors, recapitalize the company and hire Marcus's management company to run the properties.

Dallas-based Marcus has been considering an initial public offering since last fall, when Microsoft's \$1 billion investment in Comcast sparked a rally that pushed MSO stocks to all-time highs.

But Marcus investors are in the usual IPO quandary: whether selling a slice to public investors at roughly 9.5 times cash flow is worth it, given that the company's private-market value is probably about 11 times cash flow. That's a particularly important question because Marcus doesn't need the cash to expand.

—John Higgins



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"Silence isn't golden,
reading to your child is"

Broadcasters sell themselves

They take to the Hill to promote their public interest contributions

By Paige Albiniaik

Broadcasters this week are launching the first wave of a preemptive strike to help them avoid more public interest requirements when they make the transition to digital.

As many as 200 state broadcasters converge on Washington today (March 2) for the National Association of Broadcasters' State Leadership conference. NAB President Eddie Fritts is kicking off the conference by unveiling state surveys that detail broadcasters' community contributions.

After spending the rest of the day hearing from NAB staff, lawmakers, Hill staffers and regulators, broadcasters will storm Capitol Hill on Tuesday, talking up their good works to representatives from their states.

Those good works include everything from contributing to charities and holding blood, food and toy drives to running races to raise funds for various causes. Broadcasters also must use some of their spectrum to provide public service programming, such as three hours per week of children's programming and public service announcements.

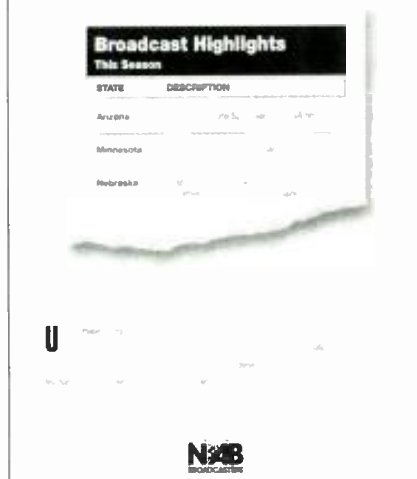
The NAB prepped politicians for the broadcasters' arrival by running ads in Capitol Hill publications *Roll Call* and *The Hill*. Using a format similar to television listings, the ads list states and the activities broadcasters perform in each to help their communities.

Broadcasters will launch the second front at the NAB Convention in Las Vegas this April. There, after the results of the national data drive are in, Fritts will make a speech quantifying how much money broadcasters spend on charity and public interest each year.

Early results from the state surveys already seem to have softened some lawmakers on the Hill. "I was pleased to learn that radio and television stations across Minnesota raised more than \$19.4 million for charities between June 1996 and June 1997, including \$65 million in donated airtime for public service announcements," said Sen. Rod Grams (R-Minn.) last week in a floor speech.

"A recent survey conducted by the Illinois Broadcasters Association indicates that the average TV station in my state contributes over half a million dollars annually in airtime for public

Check your local listings.



The ad that NAB is running in Hill publications to promote broadcasters' public interest contributions

service announcements and over \$80,000 per radio station," said Rep. John Shimkus (R-Ill.).

In the upcoming digital age, commercial and public broadcasters' public interest fate—like most of their business plans—is unknown. The Public Interest Advisory Committee on digital broadcasting, known as the Gore com-

mission, is working to determine what the public interest requirements of broadcasters should be once they make the transition to digital.

Broadcasters began preparing for the strike against the Gore commission last fall, when NAB's Fritts asked them to collect data and submit comprehensive listings of their public service.

Broadcasters are fighting the notion that they should have to use their new digital spectrum specifically for additional public interest programming. But no matter how many food drives, blood drives and walkathons broadcasters engage in, public interest advocates want to see more such programming.

"[Supermarkets] Giant and Safeway also do charity work, but they don't receive licenses for it. What broadcasters need to do to justify their free licenses is [offer] programming that addresses issues of importance to their local communities," says Gigi Sohn, executive director of nonprofit law firm Media Access Project.

"Broadcasters do many good things for the public, as they should. ... We basically handed a virtual Fort Knox to the broadcasting industry, and there needs to be a real quid pro quo," says Jeff Chester, executive director of the Center for Media Education. ■

Chancellor readies to buy

Announces \$1 billion public offering along with \$600 million-plus swap with Capstar

By Elizabeth A. Rathbun

A planned public offering of 16 million shares could give Chancellor Media Corp. a radio war chest of more than \$1 billion, analysts say.

At Chancellor's current trading price of nearly \$45—it hit a 52-week high of \$45.50 last Wednesday as the stock market soared—the offering would raise about \$750 million, making it "one of the largest equity financings in broadcasting history," says Tom Burnett, founder of Merger Insight research service. Chancellor then could boost its buying power to more than \$1 billion by borrowing against the proceeds of the offering, Burnett says.

Chancellor says it would use the money to draw down debt, then buy more radio stations.

News of the offering came the same day that Chancellor and Capstar Broadcasting Corp.—related via Thomas O. Hicks, chairman of Chancellor and owner of Capstar—announced a station swap valued at \$637.5 million. The swap generally keeps both companies in market sizes where they are most comfortable: Chancellor in large markets and Capstar in midsize ones.

Chancellor will get 11 radio stations in four major markets that Capstar is in the process of buying from SFX Broadcasting Inc. In return, Capstar will get "several small- and medium-market stations

that will be identified by Capstar and paid for by Chancellor," a news release from the two companies says. Chancellor also will loan Capstar \$250 million.

Chancellor enters San Diego (the country's 14th market) with SFX's KPEN(FM) and KXYX(FM). It adds two FMs in Dallas/Fort Worth (7) to its current complement of three FMs and one AM there; two FMs and one AM to its three FMs and two AMs in Houston (9), and four FMs in Pittsburgh (20) to its WWSW-AM-FM there.

SFX's KKPN(FM) Houston and WFAE (AM) Pittsburgh will be sold to keep Chancellor within the federal ownership limit of no more than eight radio stations per broadcaster in a major market.

With the swap, Capstar owns or operates 312 radio stations valued at

more than \$3 billion, Capstar President R. Steven Hicks says. He expects acquisitions to "slow down considerably now.... It's going to get more difficult" to keep up the furious pace of the last two years. "Everybody's overlapping now." But, he adds, Capstar could manage up to 500 stations.

Chancellor, meanwhile, would grow to own or operate 110 radio stations in 22 of the nation's largest markets. In nine of the top 10 markets, Chancellor owns the stations with the first or second revenue positions. Chancellor President Scott K. Ginsburg said in a statement. The company's radio stations have a combined weekly listener base of more than 46 million people, he said.

SFX approval of the sale to Capstar is scheduled for March 26. ■

MediaOne wins TKO in Minnesota

Charter not expected to go away quietly

By Price Colman

The brawl between Charter Communications and US West over lucrative Minnesota cable systems ended with federal referees handing US West the win on a technical knockout.

But a rematch is likely. A source close to Charter says the MSO isn't "through yet."

The FCC's Cable Services Bureau last Thursday granted US West's request to hang on to the cable systems until July 31. That's US West's self-imposed deadline for spinning off MediaOne. MediaOne promptly terminated the deal to sell the systems to Charter for \$600 million.



Chuck Lillis and MediaOne are victorious.

Predictably, MediaOne CEO Jan Peters says the MSO is "extremely pleased with the FCC order" and plans to continue upgrading the Minnesota systems, encompassing 290,000 subscribers, to offer competitive services.

By halting the deal, MediaOne will have to pay Charter a \$30 million "walk-away" fee required by the sales contract. But that \$30 million won't cover commitment and other fees that Charter paid to arrange debt and equity financing for the acquisition, sources say. That means the warring MSOs are likely headed for a rematch in court, where Charter will seek to recover damages in excess of the \$30 million.

Action on other legal fronts is pending. Charter already has sued US West in an effort to force it to honor the sales contract, and a lawsuit to reverse the bureau's ruling is possible. A Charter official declined to comment other than to say that the company was "considering all its options."

Stunned Charter officials say they are disappointed by the FCC decision and, after reading the order, are "hard-pressed to see how this decision was reached." ■

FCC makes EEO exception

Says religious broadcasters may require religious affiliation of employees

By Chris McConnell

With a challenge to their equal employment opportunity (EEO) program pending in court, FCC officials last week loosened enforcement of the rules for religious broadcasters.

Reversing an earlier policy, the FCC said religious broadcasters may establish religious belief or affiliation as a job qualification for all station employees. Previously, the commission allowed religious stations to establish such conditions only for those hired to espouse religious views over the air.

"It is reasonable to conclude that it may be appropriate for all employees of [a] religious broadcaster to share a common commitment to a licensee's basic religious objective," the FCC said in changing the policy, maintaining that the broadcasters still are barred from discriminating against minorities and women who share a station's religious belief.

FCC Chairman William Kennard said he hopes that the new policy will give religious broadcasters more flexibility without compromising the commission's EEO program.

Others say the move is aimed at heading off a pending court challenge to the FCC's EEO policies. The Lutheran Church/Missouri Synod is appealing EEO reporting requirements that the

commission placed on its KFUP-AM-FM Clayton, Mo. Several observers following the case say the challenge could pose a broad threat to the FCC's EEO policy; they speculate that the commission is hoping to have the case settled before the three-judge panel can render a decision. Judges for the case heard arguments in January.

An FCC official downplayed the potential threat that the case might pose to the FCC's EEO program. Others voiced the hope that last week's policy shift will settle the issue. "Given the order ... I see no reason for the church to want to continue to press that case," Kennard said.

An attorney for the Lutheran Church/Missouri Synod had no comment about the church's plans to pursue the challenge now that the FCC has changed its policy.

The FCC move, meanwhile, drew no protest from EEO advocates. "It is fair. It is deregulatory," says NAACP counsel David Honig. "Given the political climate, I can understand," adds Media Access Project Executive Director Gigi Sohn. "They're in a hostile environment."

Commissioner Harold Furchtgott-Roth agreed with the decision to expand the religious broadcaster exemption but also said that the new policy leaves other issues unaddressed. He pointed to the question of identifying religious broadcasters as well as the legal status of the new policy statement. "This statement is but a promise that can be broken tomorrow," Furchtgott-Roth said. ■

Counterprogram like a Fox

While 184 million watched the Olympics, Fox is only network to gain ground in sweeps

By Michael Stroud and
Steve McClellan

CBS's coverage of the Nagano Olympics was the third-most-watched event in television history, the network said last week, with an estimated 184 million viewers seeing some part of the coverage.

That put Nagano behind NBC's coverage of the 1996 Atlanta Olympics (208.6 million total viewers) and CBS's coverage of the Lillehammer games (203.9 million). The prime time average was a 16.2 Nielsen rating/27 share, slightly more than 3 rating points below what CBS guaranteed its major advertisers (and 13% below the 1992 Albertville games and 42% below those in Lillehammer). The CBS-owned TV stations averaged a 17.5/27 in prime time, with 10 of 13 O&Os placing first in their markets for the February sweeps.

The most active counterprogrammer was Fox, which didn't take the



Robert F. Bukaty/AP Photo

Fox posted improved ratings against the Olympics with shows like 'Ally McBeal.'

Olympics lying down. The fourth network stole a page from CBS's book by re-pairing Tonya Harding and Nancy Kerrigan in interviews on Feb. 5, the night before the Olympics began. It counterprogrammed aggressively with episodes of *The X-Files* written by Stephen King and William Gibson; one of the year's most talked-about episodes of *Ally McBeal*, and strong movies such as "Mask" and "Speed."

The result: Fox emerged as the only broadcast network to improve on its season-to-date ratings average during Olympics competition. Ratings were up 14% among adults 18-49, compared with declining ratings for ABC and NBC. For the week of Feb. 16-22, it scored a 5.9 rating and 15 share among adults 18-49, handily beating both ABC and NBC.

For the sweeps to date, Fox has a 5.7 rating, leaving it in a possible position to close nearly even with NBC.

"This sweeps is yet another indication that we are getting closer to realizing our goal of becoming the number-one network among adults 18 to 49," says Fox Entertainment President Peter Roth.

But the network isn't there yet, not by a long shot. CBS likely will win the sweeps on the strength of its Olympics coverage. Next month, the buildup to the grand finale of *Seinfeld* is expected to make NBC's ratings unassailable.

Still, Fox arguably is in its strongest position ever. Its performance so far puts it nearly even with last year's performance despite the strong competition from the Olympics. Both NBC and ABC's ratings declined for the period.

By contrast, the ratings of ABC and NBC declined during the sweeps.

Next season, Fox has a solid lineup of returning hit shows such as *Party of Five*, *Melrose Place* and *Beverly Hills 90210* and must-see sporting events such as the World Series and the Super Bowl.

"We attack," Roth says. "That's what our brand is all about."

Silver King 'Incorrect' in Miami

WHYS-TV Miami, the Silver King station that's switching to a local format called CityVision, has acquired the rights to ABC's *Politically Incorrect*, the Bill Maher-hosted conversation show that airs after *Nightline* on most ABC stations. However, ABC Miami affiliate WPLG(TV) airs the show out of pattern. After *Nightline*, it airs a second run of *Oprah*; the combination easily wins its 11:30 p.m.-1 a.m. time period.

There's no final decision on when WHYs-TV will air the show. But Matti Leshem, the station's programming chief, says there's a strong likelihood that it will run in prime time, coupled with a locally produced show with a similar format. "That was the initial thought, and it's still very much on the drawing board," he says.

In addition, the station has acquired the rights to *The Magic Hour with Magic Johnson*. The former NBA star played for much of his career under Pat Riley, coach of the Miami Heat. The station also has the rights to *The Heat* starting next season.

WHYS-TV also announced two new local magazine shows. *Ocean Drive* will be produced in association with the Miami-based print magazine of the same name. It's designed to be the arbiter of what's hip, cool and trendy in South Florida. The second magazine, *Generation n*, is aimed at Cuban-American Generation Xers. It too is associated with a print publication of the same name.

—Steve McClellan



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ESPN's 'Wide World of Sports'?

By Michael Stroud

With ABC falling behind Fox for some of the February sweeps, Wall Street wants to see action to bolster ratings.

One plan Disney is considering: tying its successful ESPN sports channel more closely to ABC Sports—possibly replacing the ABC Sports moniker in some programming, Disney officials say. The linkage might



The planned ESPN Zone restaurant in Baltimore's Inner Harbor.

give ABC sports programming stronger brand recognition, while providing extra exposure for the ESPN brand as Disney launches ESPN restaurants and retail stores.

"It's an interesting example of the cable network sports tail wagging the broadcast network dog," says analyst Harold Vogel of Cowen & Co.

Bolstering ESPN's role makes fiscal sense. The cable network's strong profit has helped to counter ABC's lesser contribution to Disney's broadcasting earnings. ESPN's 20% owner, Hearst Corp., would likely approve the plan, although the support of ABC's union members is less certain, analysts say.

The plan fits Disney's preference to turn the network around by changing programming, not top managers. So far, the company remains publicly committed to programming chiefs Stuart Bloomberg and Jamie Tarses.

Either way, expect to see more changes at ABC in the months ahead. Says Vogel: "Management knows [ABC's] something they have to work on."

Closed Circuit

WASHINGTON

Pulitzer on the block?

Pulitzer Publishing has hired Huntleigh Securities and Goldman, Sachs & Co. to look at the future of its broadcasting division—even the possible sale of its nine network-affiliated TVs. Potential buyers could include Hearst-Argyle; Gannett; Hicks, Muse, Tate & Furst; Meredith Corp.; Allbritton; A.H. Belo; Sinclair, and Cox Broadcasting, according to brokers. Steve Pruett of Communications Equity Associates, who expects the group to draw \$1.6 billion, says that "over a decent horizon, even at 15 times [cash flow, or in excess of \$1.7 billion], this will be a good buy for anybody." Fred Kalil of Kalil & Co. says that the group could draw up to \$2 billion. Last Friday, Pulitzer's stock was up as much as \$18 and closed at 84, up 16-3/8.

DENVER

Following suit

Attorneys for EchoStar last week deposited News Corp. Chairman Rupert Murdoch in New York. (TCI Chairman John Malone was deposited the previous week.) EchoStar, which is preparing for its \$5 billion breach-of-contract suit against News Corp. over the failed Sky venture, will have a little more time to prepare. News Corp. has been granted a motion pushing the trial date to November from June. Meanwhile, EchoStar's original law firm in the case—Denver-based Jacobs Chase Frick Kleinkopf & Kelley—has withdrawn "by mutual agreement" with EchoStar and has been replaced by Bartlit Beck Herman Palenchar & Scott.

WASHINGTON

Heftel eyes EXCL

EXCL Communications Inc.'s 18 radio stations are reportedly on the block. Sources say Heftel Broadcasting Corp. is poised to buy the group for as much as \$200 million.

Difference of opinion

Although American Enterprise Institute Resident Scholar Norman Ornstein is an advocate of giving candidates free airtime, his institute is publishing a study opposing such a measure. Last week AEI released a report asserting that a free-airtime requirement would violate the First Amendment rights of broadcasters as well as the Fifth Amendment protection against the taking of property.

Well, recuuuuuse me!

North Carolina radio applicant Willsyr, worried that the deck may be stacked against it at the FCC, wants FCC Chairman William Kennard to recuse himself from the FCC's pending proposal for assigning contested radio licenses. Commissioners last fall proposed auctioning the licenses but invited comments on whether some 20 of the older applications might be processed instead through a comparative criteria system. Willsyr, which is competing with North Carolina broadcaster Zebulon Lee for a radio license, contends that Kennard has been pressured by Sen. Jesse Helms (R-N.C.) to act in Lee's favor. Helms last year threatened to hold up Kennard's FCC nomination over Lee's radio license. A Washington court subsequently ordered the FCC to reinstate Lee's interim license until the commission chooses a permanent licenseholder.

Mr. Smith goes to Washington

Sinclair Broadcast Group chief David Smith last week took his worries about digital TV transmission technology to House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.). Smith is concerned that the DTV transmission system won't deliver pictures to set-top receiving antennas. "We need to bring the issue to the table," says Smith, who wants the industry to reevaluate the current transmission technology as well as an alternative technology.

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Lott joins attack on FCC airtime plan

Kennard, Clinton could face 'war' over planned rulemaking

By Paige Albinia

If FCC Chairman William Kennard was unclear on how Congress's Republican majority felt about his free-airtime proposal, he's gotten the message now.

Senate Majority Leader Trent Lott (R-Miss.) last week introduced legislation that would forbid the FCC from mandating that broadcasters provide free airtime for political candidates. Kennard plans a rulemaking that would require broadcasters to do just that, he said in January.

"I feel very strongly the FCC should not be doing this," Lott said during a floor speech. The bill came as an amendment to campaign finance reform, which the Senate was debating last week. That legislation did not pass, but the move shows that the majority leader firmly opposes Kennard's plan.

The FCC says the Lott amendment, which consists of language circulated by Senate Commerce Committee Chairman John McCain (R-Ariz.), would do more than the Republicans intend.

"[T]he...amendment would undermine FCC enforcement of well-established and noncontroversial rules governing candidate opportunities to respond when attacked," according to Kennard spokeswoman Liz Rose.

The FCC has rules in place that require broadcasters to give politicians advertising at a reduced rate and to give them equal time to respond to opponents.

Lott's involvement "means ... that Bill Kennard doesn't have a fight on his hands, he has a war on his hands," says Ken Johnson, spokesman for House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.).

Lott joins a group that includes McCain and Senate Communications Subcommittee Chairman Conrad Burns (R-Mont.). McCain and Burns came out strongly against Kennard almost as soon as the words left his mouth.

Last month the two said they would offer a proposal similar to Lott's. They still plan to attach legislation to an appropriations bill. Tauzin already has introduced a similar bill.

President Clinton asked the FCC to look into the free-airtime issue during his State of the Union address Jan. 27.

The next day, Kennard said he planned to open a rulemaking on the subject.

FCC Commissioners Susan Ness and Gloria Tristani, both Democrats, agree with Kennard and expressed that view to House Commerce Committee ranking Democrat John Dingell (D-Mich.). Dingell sent commissioners an extensive series of questions on the issue Feb. 4, after Kennard announced he was considering the rulemaking. Both Kennard and Ness pointed



Senate Majority Leader Trent Lott let the FCC know he wants it to stay out of the free-airtime debate.

out to Dingell in their responses that 55 members of Congress wrote to the FCC supporting Kennard's suggestion.

Republican commissioners Harold Furchgott-Roth and Michael Powell disagree with Kennard.

"I believe that the interaction between the electoral process and democracy is a matter for the men and women who are politically accountable to the people.

and not for a majority of five unelected regulators," Powell wrote. ■

FCC finds stations violating kids TV law

Markey calls advertising excesses 'alarming'; NAB cites overall compliance

By Paige Albinia

The author of the 1990 Children's Television Act called on the FCC to crack down on TV stations that exceed advertising limits for children's programming, after an FCC report last week that found dozens of instances of noncompliance.

Since the law was enacted, 84 stations have been found in violation. The stiffest fine has gone to KTTU-TV Tucson, Ariz. The FCC fined that station \$125,000 for 581 overages, including 140 instances in which advertising went two minutes past the time limit.

Rep. Ed Markey (D-Mass.), who said he was alarmed by the number of stations violating the act, called on the FCC "to crack down on these renegades. They give a black eye to their industry and subject the notion of this critical public interest obligation to ridicule."

The FCC requires broadcasters to limit advertising during children's programming to 10-1/2 minutes per hour during weekends and 12 minutes per hour during weekdays. In a recent FCC survey of 465 stations, 28% were found to be out of compliance.

The rules went into effect Jan. 1, 1992. Stations voluntarily report whether they are complying with the rules when their licenses come up for renewal every three years.

Markey asked FCC Chairman William Kennard if the fines, which start at \$7,500 and range mostly between \$10,000 and \$20,000, are too low to ensure compliance with the rules. Markey presented Kennard with a list of questions about compliance, seeking a response by March 13.

"From the chairman's perspective, any noncompliance with our rules is unacceptable," says Susan Fox, Kennard's senior legal adviser. "He is committed to enforcing our rules regarding children and children's programming."

The National Association of Broadcasters disputes the perception of a compliance problem. "The vast majority of stations were in total compliance with FCC rules," says spokesman Dennis Wharton. "Many of the violations were so insignificant as to warrant no action. The others were voluntarily reported to the FCC over a five-year period, and there's no indication they were anything other than inadvertent." ■

The latest cable bill

A new cable bill arrived in Washington last week. Rep. Ed Markey (D-Mass.) introduced legislation that would regulate cable past March 1999—when the current law lifts consumer price controls on cable. Markey, ranking member of the House Telecommunications Subcommittee, and co-sponsor Rep. Christopher Shays (R-Conn.), convinced 21 other lawmakers to co-sponsor the bill. “Without a legislative chance to extend consumer price protections for cable consumers past March 31, 1999, consumers will be hit with a cable-rate El Niño,” Markey says. But he does not have support from House Commerce Committee leaders to move legislation this year, says Ken Johnson, spokesman for Telecommunications Subcommittee Chairman Billy Tauzin (R-La.). “We feel Mr. Markey’s legislation is premature,” Johnson added, although he said that Tauzin is not ruling out cable regulation if rates keep going up.

National Cable Television Association President Decker

Anstrom, meanwhile, maintained that more cable regulation will “put at risk new high-speed Internet services, digital TV and competitive telephone service.”

Washington Watch

Edited by Chris McConnell and Page Albinak

More free-time talk

The Gore commission plans to get down to brass tacks today (March 2) with a discussion of political broadcasting. The group, which is meeting in Los Angeles at the University of Southern California, will hear from free political airtime advocate Paul Taylor and others. The commission, assembled by Vice President Gore, is developing recommendations for digital TV public interest obligations. Also on the agenda for today: a discussion of independent programming and access in the digital age.

The Media Institute’s own version of the Gore commission last week issued a paper opposing mandated airtime for candidates. “Why should broadcasters in the 21st century be subject to any public interest obligations mandated by the federal government?” asks the paper, written by Arizona State University law professor Laurence Winer.

Casino ad ban takes a hit

Supreme Court turns down appeal of lower-court decision of unconstitutionality

By Paige Albinak

Broadcasters moved a step closer last week to ridding themselves of a federal law that keeps advertising for casino gambling off the air.

The U.S. Supreme Court decided not to hear a case disputing the constitutionality of the ban. The Justice Department had appealed a decision by the Ninth U.S. Circuit Court of Appeals in San Francisco, which last year ruled in favor of Valley Broadcasting in Las Vegas. The circuit court found banning gaming ads to be a violation of commercial free speech. The FCC has since stopped enforcing rules that ban gambling ads in the nine Western states that make up the Ninth Circuit.

The FCC also has stopped enforcing its rules in New Jersey, where a U.S. District Court agreed with the Ninth Circuit. The Justice Department has appealed that case to the Third U.S. Circuit Court of Appeals in New Jersey.

Plaintiffs in the New Jersey case, which include Players International and the National Association of Broadcasters, also filed a petition with the District Court that would eliminate the federal ban nationwide. Justice has filed against the petition, and a decision is pending.

Plaintiff’s attorney Steven Perskie says he expects the District Court to



The FCC is not enforcing its gambling ad restrictions in 10 states.

rule on the petition regardless of what the Third Circuit decides.

Meanwhile, a third federal appeals court, the Fifth U.S. Circuit Court of Appeals in New Orleans, is faced with the same issue. The Greater New Orleans Broadcasters Association is fighting to run gaming ads now that riverboat gambling is legal in New Orleans. The Fifth Circuit originally found against broadcasters, but the Supreme Court sent that decision back to the court on a technicality.

Now that the Supreme Court has denied certiorari in the Valley Broadcasting case, the Fifth Circuit is likely to announce its ruling, says Mike Lamers, attorney for the New Orleans broadcasters: “Our hope is that the Fifth Circuit will take a look at the Supreme Court decision ... and reverse their earlier deci-

sion. We were sort of pleased that the Supreme Court agreed not to grant cert. The Supreme Court agrees with what the Ninth Circuit Court did. This lets [Justice] know that [the Supreme Court finds the] ban inconsistent with the First Amendment.”

If the Fifth Circuit agrees with the Ninth, the Supreme Court again is likely not to take the case, but the Justice Department still can appeal. If the Fifth Circuit does not reverse its earlier finding against broadcasters, the case will go to the Supreme Court (the high court resolves conflicts among circuit courts).

Even if the Supreme Court decisively strikes down the federal law, states that have laws in place banning gaming ads still can enforce them. “State laws are probably drafted differently and maybe enforced differently,” says W. Randolph Teslik, a Washington-based attorney for New Jersey plaintiff Players International. “Just because the federal statute is found to be in violation of the First Amendment doesn’t mean that a parallel state statute also would be found to violate the First Amendment.” ■



Jim Callaway / Black Star

E.W. SCRIPPS Building, growing with

Success of cable channel has led to company's blueprint for the future: 'category television'

By Harry A. Jessell

When you think of the E.W. Scripps Co., you probably think about all those newspapers and the 120 years of ink-stained tradition. Or perhaps about the solid collection of nine network-affiliated TV stations.

Time to think again.

The staid old Cincinnati corporation is moving into the 21st century with a growth strategy based less on the mass media of publishing and broadcasting than on targeted cable networks that deliver a select group of viewers to a select group of advertisers.

"Category television," as Scripps calls its cable narrowcasting strategy, "has a lot more growth potential going forward than either newspapers or television," says William Burleigh, the onetime newspaper reporter who leads Scripps as president and CEO.

Scripps's enthusiasm for "category television" derives from the success of Home & Garden Television. After just three years and an investment of \$125 million, HGTV now reaches 39 million cable homes and expects to break into the black this year. Analysts believe the network already is worth at least \$500 million, which would be more valuable than any other single asset.

"Launching a cable network, venturing out into those unfamiliar waters of cable—a very different culture—was really scary," says Frank Gardner, senior vice president, television, who oversees broadcast and cable operations. "But there is no way we could have grown the company faster or better. We have created a valuable and important new asset for the company."

Wall Street analysts agree. "They have been able to redeploy the cash from the newspapers into a high-growth business," says William Bird of Salomon Smith Barney. "They have done a tremendous job of building a valuable new asset from scratch."

"The cable nets give Scripps an additional growth booster over the next five or 10 years," says William Drewry of PaineWebber.

Despite the success of HGTV, the company's commitment to the strategy did not become fully evident until last fall. That's when it swapped a leading TV station in San Antonio, Tex., KENS-TV, and its companion AM radio station with Belo Broadcasting for \$75 million and a controlling 56% interest in the Food Network, another niche cable network.

Assuming that the two stations are worth \$200 million, Scripps, in effect, paid \$125 million (\$200 million minus the \$75 million cash) for half of a minor cable network that is expected to lose money for at least two or three more years.

But that's OK, say the Scripps executives—because Food Network, cooked from the same recipe as HGTV, fits nicely into the company's category-television strategy.

"We didn't flinch from [the swap] because we absolutely believe that ownership of a category which is that important and that universal will be enormously valuable down the road," says Gardner.

At \$8 per subscriber, says analyst Bird, Scripps acquired Food Network at "a very attractive level." Operated in

more attractive advertising buy."

Burleigh and Gardner stress that the category-television strategy does not lessen the company's confidence in newspapers and broadcasting, which generate the bulk of its \$1.3 billion annual revenue and which remain the company's foundation.

Indeed, Scripps acquired six daily newspapers from Harte-Hanks Communications last year for \$775 million. (The deal included the two San Antonio stations that Scripps used in the Food Network swap.) And Gardner claims that the company is just as enthusiastic as ever about broadcasting.

"In a digital world, having a few specific categories of viewer interest ensures your viability down the road much more than just remaining in the broad, general, mass-appeal business," Gardner says. "You want to hedge your bets."

Although Scripps has sat out the latest round of consolidation within the station business, Burleigh and Gardner contend that they are interested buyers, although put off by the high prices. "Television stations, at the right price, make sense to us. We just haven't been lucky enough to find the right prices," Burleigh says.

Through HGTV and Food Network, Scripps is trying to "create easily identifiable, highly specific viewer- and advertiser-friendly brands within very discrete categories of customer interest—brands that can satiate a particular need or interest on the part of a very specific group of consumers who want to make what little discretionary time they have count.

"It's about owning the category and getting so deeply branded in the public's consciousness that regardless of the confusion about pipelines and delivery systems they know where we are and what we are," says Gardner.

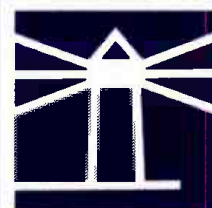
The category that HGTV seeks to "own" is that of home decorating, improvement and maintenance and landscaping and gardening. According to Scripps, advertisers spend billions each year to reach people interested in such things. And before the launch of HGTV, those dollars were all going to newspapers and magazines.

Ken Lowe gets the credit for HGTV. He helped run the Scripps radio sta-

tions until switching over to the TV side in the mid-1980s.

After piecing together the business plan for HGTV, he finally pitched it to Gardner, along with the then-CEO and the board, using a concept a publishing company would understand. "To convince these guys, I literally made up an eight-by-four [foot] magazine rack and filled it with shelter magazines."

From the start, HGTV eschewed the infomercial, except during the post-midnight hours when it seems all of



E.W. Scripps Co.
(NYSE: SSP)

1997 AT A GLANCE

Revenue +18%
to \$1.3 billion;
operating cash
flow +19% to
\$328 million

BROADCASTING—Nine TV stations reaching 8.02% of U.S. TV homes: Revenue +2.4% to \$331 million; operating cash flow +1.4% to \$128 million

STATIONS

Station	Market/DMA	Affil.	% of U.S. TV HHs (FCC)*	Channels	
				Analog	Digital
WXYZ-TV	Detroit/9	ABC	1.819	7	41
WEWS-TV	CLEVELAND/13	ABC	1.500	5	15
WFTS-TV	TAMPA, FLA./15	ABC	.733	28	29
KNXV-TV	PHOENIX/17	ABC	.658	15	56
WMAR-TV	BALTIMORE/23	ABC	1.009	2	52
WCPO-TV	CINCINNATI/30	ABC	.814	9	10
KSHB-TV	KANSAS CITY/31	NBC	.4045	41	42
WPTV-TV	W.P. BEACH/43	NBC	.608	5	55
KJRH-TV	TULSA, OKLA./58	NBC	.478	2	56

*For regulatory purposes, the FCC discounts UHF stations' coverage by half of the market's TV households.

ENTERTAINMENT—Food Network and Home & Garden Television: Revenue +133% to \$51.5 million; operating loss \$9.7 million (up from \$17.5 million loss in 1996)

Cinetel Productions (program production) and United Media (licensing and syndication): Revenue -3.9% to \$101 million; operating cash flow -28% to \$5.3 million

PUBLISHING—20 daily newspapers, 16 non-daily newspapers, Scripps Howard News Service and *Adventures in Dining* magazine: Revenue +7% to \$840 million (pro forma); operating cash flow +19% to \$798.3 million

HGTV

tandem, he says, HGTV and Food Network will benefit from the sharing of costs, especially in affiliate sales and production.

The acquisition of Food also gave Scripps greater presence and leverage in the cable programming business, now dominated by big companies with multiple networks like Time Warner, Viacom and Disney.

"HGTV, owned by a little old company in the Midwest, couldn't survive alone in the converging world of cable and cable programming," says Burleigh. "We were aware that sooner or later we were going to have to surround it with something more to create a critical mass in order to get carriage, to present cross-promotional opportunities, to have a

cable is loaded with get-rich-quick schemes and ab tighteners.

If the program is about remodeling the kitchen, the host won't say which brands of tools he is using. However, recognizing that such information may be valuable to viewers, HGTV invites them to call an 800-number for it. Since the network's inception, HGTV has received calls from half a million viewers. The calls are recorded in a database that will be used, Lowe says, for "internal purposes."

The Scripps cable formula calls for

owning outright as much of the programming as it can. Scripps owns 90%-96% of the programming on HGTV, says Lowe. That way HGTV can reuse or resell it without copyright worries.

The desire to own programming led Scripps to purchase Cinetel Productions, a Knoxville, Tenn., production house now under the direction of former CBS News president Eric Ober. However, Cinetel accounts for only about 10% of HGTV programming, Lowe says. The rest comes from independent TV production companies

around the company.

HGTV is paying \$10,000-\$30,000 for a half-hour show and up to \$50,000 for an hour. Helping keep costs down is the discovery that how-to shows don't need celebrities to attract viewers. "When people tune into this kind of programming, they really want somebody who knows what they are talking about," Lowe says. "I don't care if the guy's not coiffed and everything's not in place—if he knows what he's talking about, that comes through loud and clear."

HGTV now claims some 750 adver-

Scripps on cable: content, not systems

When E.W. Scripps & Co. sold its cable systems to Comcast Corp. in 1996, the 800,000-subscriber operation brought \$1.6 billion, an eye-popping 13 times running-rate cash flow at a time when other portfolios were being valued at 10.5-11 times cash flow.

Should Scripps executives be congratulated for running a savvy auction that also attracted competition from other heavyweights, like Tele-Communications Inc. and what was then Continental Cablevision Inc.? Not necessarily. The real reason for the high price: Comcast executives found the systems' earnings so low, they were sure that once they got their hands on them they could easily boost cash flow. And they did, to the point where their actual payment was just 11 times cash flow.

That's because Scripps Howard Cable produced some of the weakest financial results in the industry, a product of what media executives gently characterize as the entire company's "conservative management." The same cautious approach that has kept Scripps out of the station acquisition game, and kept station earnings relatively low, cost it tens of millions of dollars in cable and eventually prompted the company to sell.

The sale proved a boon for Scripps shareholders, thanks to Bill Gates. Scripps sold the systems for Comcast stock, whose price had sagged from \$22 to less than \$17 per share, low enough to almost scuttle the deal. But eight months later, Microsoft Corp. rescued the entire cable industry from a stock slump by taking a \$1 billion stake in Comcast at \$23 per share,

sparking a rally that has pushed the price as high as \$34. Scripps had passed the Comcast stock out to shareholders, primarily family trust funds, but they enjoyed huge gains. Cable operators still puzzle over the way Scripps ran its systems, however. "It was weird how they operated," says the president of one MSO familiar with the old operation.

Comcast executives wouldn't characterize Scripps's management but said they run the properties much differently. "One of the nice things for us in 1997 was to get the Scripps systems from a 41 percent operating margin to 46 percent," says Comcast treasurer John Alchin. Annual cash flow went from \$165 per subscriber to "north of \$200. It's still a far cry from the \$235 the other Comcast systems generate," Alchin says.

The Scripps style manifested itself in such things as low spending on marketing—even by cable's already-low benchmark—and a costly decision to make no effort to blunt the effects of cable re-regulation. Executives at other MSOs compare that decision to paying the tax bill without taking any deductions.

Even before cable re-regulation crunched all cable operators beginning in 1993, Scripps Cable's cash-flow margins ran in the low 40s versus 45%-50% for most MSOs. Then when the FCC's 17% rate rollback hit, operators like TCI, Comcast and Time Warner Inc. bobbed and weaved to blunt the damage, limiting their cash-flow losses. But Scripps did virtually nothing, taking a full hit that sliced cash flow 12% in 1995 and pushed

"We were not big enough to hack it in the world that we saw evolving. We were going to have to become much, much bigger, and it was going to require a big capital outlay that this company was not prepared to make."

—Scripps President William Burleigh

margins down into the 30s.

"They really didn't do anything," says one former Scripps executive. But former Scripps Cable COO Steve Crawford says the low margins and lack of response to re-regulation were deliberate. Scripps Cable tended to treat certain equipment spending as expenses that most operators treat as long-term capital investment. That depressed Scripps Cable's cash flow but also trimmed the parent company's tax bill, a problem other cash-strapped MSOs didn't face.

As for simply accepting its FCC medicine, Crawford says he and other executives didn't want to put local system managers in the position of having to grapple with angry city officials that governed Scripps systems. "Some other MSOs didn't take the hit and begged forgiveness later," says Crawford, who is proving he knows how to boost cash flow at

tisers, led by such large category retailers as Lowe's Home Improvement, Owens Corning, Home Depot and Sears.

If half the battle of successfully launching a cable network is programming and advertising, the other half is distribution. And here HGTV had a big advantage, thanks to Scripps's station group.

In 1992, Congress said that cable systems would have to get the permission of local TV stations in order to carry their signals. In exchange for

their permission—retransmission consent—the Scripps stations asked nothing for themselves. Rather, they asked for carriage of HGTV.

When it saw that cable operators were receptive to the deal, Scripps went one step further. It recruited 54 other TV stations willing to barter retransmission consent for carriage of HGTV. In exchange, the stations get a cut of HGTV's advertising revenue over the course of the six-year deal, which expires in 1999. All told, the retransmission consent program has yielded 12

million—13 million cable homes for HGTV.

Retransmission consent not only gave the network carriage, but also allowed Scripps to retain complete control of HGTV. Cable operators' "way of dealing historically [with new networks] has always been to demand a percentage of the network for distribution," says Lowe.

To keep distribution growing, HGTV in 1996 began offering cash—\$3 to \$5—for each new subscriber operators contributed to the HGTV universe. The payment plan accounted for up to 9 million of the 17 million subscribers added last year, Lowe says.

According to Scripps's report for third quarter 1997, the company spent \$63.4 million in "subscriber acquisition costs" for HGTV. Analyst Bird is not discouraged by the high cost of buying distribution. "The real pot of gold at the end of the rainbow is advertising revenue," he says. "That's their business model."

"Considering what it has been able to do in reaching or exceeding its distribution goals, I would say it's been a pretty wise investment," says PaineWebber's Drewry.

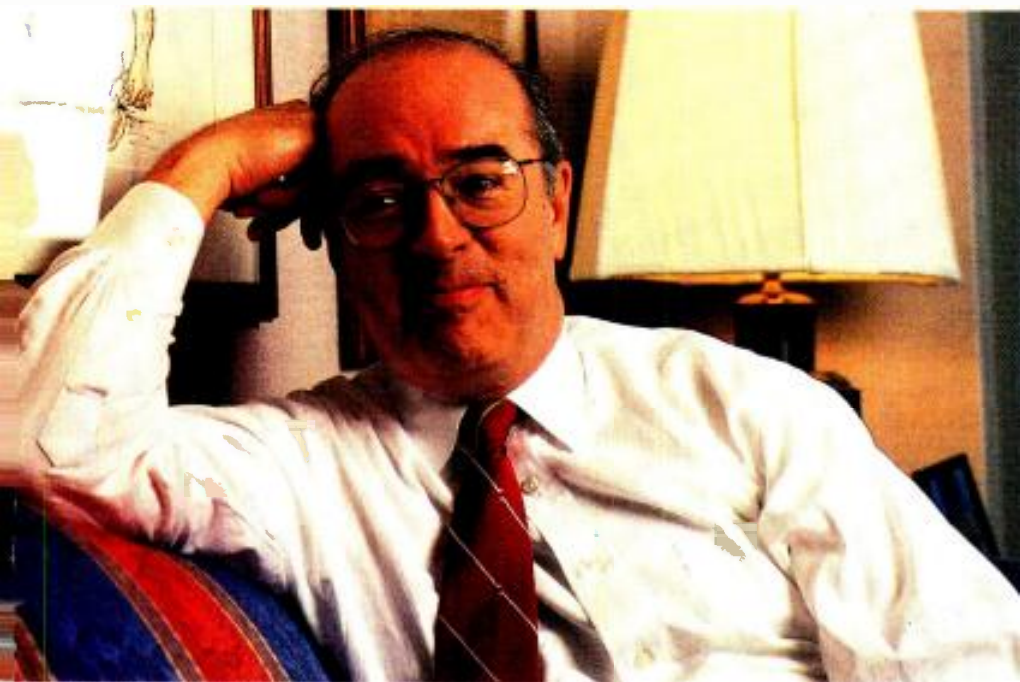
After piling up \$57 million in operating losses since 1994, Scripps says HGTV will make a modest operating profit in 1998 as advertising revenue and subscriber fees (8-10 cents per subscriber per month) continue to rise.

Even though it has yet to make a buck, Drewry puts a \$500 million price tag on HGTV. The estimate is based on a valuation of \$12-\$13 per sub—conservative given the per-sub rates of other recent cable programming deals, Drewry says. Fox Kids paid \$25-\$28 per sub for The Family Channel, he says, while Disney/Comcast spent \$20 to boost their stakes in E!

Although similar in concept to HGTV, Food Network doesn't have the same revenue potential. For one thing, local retailers of food—grocery stores—are not as interested in national advertising as local retailers of hardware, Lowe says.

For another, it will have only one revenue stream—advertising. It was launched in November 1993 with the promise that it would not seek subscriber fees for 10 years.

Food Network also has suffered from several changes of management since its launch, says Drewry. At launch, it was principally owned and managed by The Providence Journal Co. It passed to Belo



Intermedia Partners, where margins have popped from 42% in 1996 to 50% in 1997.

E.W. Scripps sold not because of operating performance but because its cautious management didn't want to spend the money it would take to pursue new technology and amass a bigger portfolio of systems. "We were not big enough to hack it in the world that we saw evolving. We were going to have to become much, much bigger, and it was going to require a big capital outlay that this company was not prepared to make," Scripps President William Burleigh says.

Burleigh admits that it didn't make a lot of sense to give up what little bit of cable distribution Scripps had at the time it was desperately seeking carriage for its cable programming, HGTV and now the Food Network. "In part, the right hand was not sure what the left hand was doing," he says. "We got

off into cable and frankly didn't know much about the technology. We didn't understand wires and pipes and all that. We did understand content. So when we spun off cable it was in part because of our strategic belief that whatever Scripps was going to do in the future should be content-related."

Although the company is deprived of the cable assets and cash flow and didn't hold on to any Comcast shares, Scripps shareholders are doing fine because of Microsoft's good graces. Scripps family trusts got 49 million shares priced at \$17 and sold 17 million in September at about \$27.50, for a \$178.5 million gain. The remaining 32 million shares have given the family members paper gains of an additional \$540 million.

"They can run my portfolio anytime," says Alchin of Scripps management.

—John M. Higgins

Corp. when that company absorbed Providence Journal in January 1997. It finally landed at Scripps last fall. "I think it's finally found a home," Drewry says.

The next stop for category television is Do-It-Yourself, which will offer step-by-step instructions for home remodeling and repair, decorating, gardening, hobbies and crafts. "DIY is kind of like that 'Dummies' book series," says Lowe.

Scripps hopes to launch DIY early next year on some of the new digital channels that cable operators will have available once they begin deploying digital set-top boxes.

HGTV's "brand extensions," as Gardner calls them, are the Home & Garden Radio Network and HG Pro. Launch of the radio network, which will offer 20 hours of call-in advice, has slipped from the first to third quarter of this year.

HG Pro is an attempt to cash in on business-to-business advertising, which Gardner says accounts for 30% of all ad dollars and which has mostly eluded TV. "We are looking for people who are in the business of home and garden: retailers, manufacturers, service people, architects, designers, engineers, pool installers, builders, contractors," says Gardner. "That world is an enormous part of this economy. And right now there is no electronic component that enables those people to get information back and forth."

Lowe concedes that cable operators may be reluctant to give up valuable channels for an offering as narrow as HG Pro. Consequently, he says, it will start out as an early-morning block on HGTV and grow from there.

Making good use of its program ownership, HGTV also has been expanding internationally. It made its debut in Canada last fall and airs blocks of its programming on other networks in Australia, Europe and Japan.

Scripps has identified a couple of other categories that might make for profitable niche networks, although neither Gardner nor Lowe will hint what they might be. It's not hard to identify a group of viewers eager to



'Dream Builders' on HGTV is shot in multiple locations.



Home & Garden Television

9701 Madison Avenue

Knoxville, Tenn. 37932

Phone: 423-694-2700

President/CEO: Ken Lowe (also

oversees Food Network)

Launch date: Dec. 30, 1994

Subscribers: 39 million

Food Network

1177 Avenue of the Americas

New York, N.Y. 10036

Phone: 212-736-7716

President/CEO: Erica Gruen

(reports to Ken Lowe, HGTV)

Launch date: November 1993

Subscribers: 31 million



'Ready, Set, Cook' is one of Food Network's many original programs taped in-house.

tune into programming tailored to their special interests, he says. What's hard is finding a group with advertisers willing to support it. "It's a very difficult search. Not all categories and not all niches have that narrow a gap between viewer and advertiser."

As it ponders new networks, Scripps also is scouting the existing cable marketplace. Scripps took a hard look at Travel Channel, another network that would have dovetailed with its category-

television strategy. But the opportunity to buy it came at the same time the Food Network deal presented itself. Scripps felt it could swallow only one network at a time, Gardner says. "We just thought Food was a little bit more compatible fit with Home & Garden."

Scripps strategists have another expression: inhabiting the category. That means that once it latches on to a category, it wants to create not only complementary channels like DIY and HG Pro but also companion magazines and Websites.

The Internet figures heavily in Scripps's thinking. Both HGTV and Food Network have lively sites (www.hgtv.com and www.foodtv.com, respectively). Like other farsighted TV executives, Lowe is looking forward to the day when the Web can accommodate good-quality, full-motion video. By combining video streaming and the Internet's natural interactivity, the Web can provide video on demand, an ideal platform for specialized programming.

Scripps's TV stations may be drawn into the category-television strategy in a couple of ways, according to Gardner. First, the group is experimenting with

locally produced niche programming modeled on the HGTV shows, aimed at matching specialty advertisers with a select group of viewers.

Such programming will not replace syndicated programming from Hollywood, Gardner says. But it could be a profitable way of filling weekends and other odd hours that are not currently being programmed effectively.

The stations also could produce programs for HGTV, Food Network and the other Scripps networks, Gardner says. Gardner says he hates the S word—synergy—as much as everyone else, but he "fully expects"

station-produced programs to appear on the cable networks within 18 months.

Delighted by the performance of HGTV and the prospects for Food Network, Scripps is looking to category television to be its growth engine for years.

But it may be difficult for Scripps to match HGTV, which has enthralled its select audience. In surveys, says Burleigh, viewers say they are "addicted" to the service. The word keeps turning up, he says. "It's amazing." ■

Zelnick, ABC trade shots

In op-ed piece, former correspondent accuses network of bias lying; ABC counters that charges are untrue

By Steve McClellan

Recently departed ABC News correspondent Bob Zelnick lambasted his former employer last week in a *Wall Street Journal* op-ed piece in which he accused the network of liberal bias, lying and ignoring its own standards. ABC, in turn, said Zelnick was the liar.

The op-ed piece appeared less than a week after what Zelnick termed his "forced" departure from ABC News—after he refused to stop writing a biography of Vice President Gore (B&C, Feb. 23). He was under contract to write the book for publisher Alfred Regnery, known for its conservative publications.

According to Zelnick, ABC News Senior Vice President Richard Wald gave him permission in January 1997 to write the Gore bio after he indicated to Wald that it would be a "reasonably straightforward" treatment of the Vice President. Last September, according to Zelnick, ABC News abruptly changed its mind, insisting that Zelnick choose between the Gore book and keeping his job as an ABC News Washington correspondent.

ABC acknowledges that it violated its own rules in allowing Zelnick to write the book in the first place. A spokesperson said last week that there is a "strict policy" prohibiting any correspondent from writing a book and expressing opinions about any figure or subject the correspondent might cover in the course of his or her job at ABC News.

When the Zelnick story leaked two weeks ago, ABC began telling reporters that permission was given to Zelnick to write the book only because Wald and other senior news executives knew at the time that Zelnick's contract was expiring soon and would not be renewed.

In his op-ed piece, Zelnick said that

Wald "concocted a tale that I was about to be fired when I approached him" about writing the Gore book.

But last week an ABC spokesperson said "that's just not true, and [Zelnick] knows it's not true." Other ABC sources say Zelnick is forcing the network to talk about hiring and firing issues it normally doesn't comment on.

When Zelnick was told last year that his contract would not be renewed, "he pleaded for his job," a network source says. At least one high-level network executive took up Zelnick's cause, and after lengthy debate Zelnick was offered a new contract—at reduced pay and on the condition that he give up the Gore book, according to the source. ABC says Zelnick agreed to the terms.

Zelnick says he didn't. In his op-ed piece, headlined "ABC: Anyone But Conservatives," Zelnick said that because he is not a dyed-in-the-wool liberal, ABC forced him to make the choice between his job and the Gore book. He noted that Sam Donaldson

Zelnick said that because he is not a dyed-in-the-wool liberal, ABC forced him to make the choice between his job and the Gore book.

"This is not about being liberal or conservative."

—ABC spokesperson

wrote a book close to his beat ("Hold on There, Mr. President") without having to give up his day job. "Would I have faced the same problem if I were an avowedly liberal journalist undertaking a book called 'Gingrich: A Critical Look?'" he wrote. "I doubt it."

Zelnick wrote that many news organizations encourage correspondents to write books, "then point to them with pride, indicating staff depth, scholarship and authority." Indeed, ABC does seem to do just that in its Zelnick bio issued last fall in its 1997-98 program information guide. The bio says that Zelnick is a "frequent commentator on public affairs," having pub-

Fox renews key hours



'Beverly Hills 90210' will maintain its current Fox address.

Fox has re-upped its top-rated dramas *Melrose Place*, *Beverly Hills 90210*, and *Party of Five* for about \$1.9 million apiece. Columbia TriStar's *Party* was renewed for two seasons in a deal that will likely include the sale of off-network reruns to 22 Fox-owned stations. The two Spelling Entertainment shows will be renewed for at least the next season. "All three of these series represent the best of the Fox brand," says Fox Entertainment President Peter Roth. "They're unlike anything else you can find on network television." *Party of Five*'s high-priced renewal came amid hints from Columbia TriStar executives that they would consider shopping it to other networks. The studio's deal with executive producers and co-creators Christopher Keyser and Amy Lippman is said to end later this year.

—Michael Stroud

lished many articles in respected scholarly journals as well as major daily newspapers. ABC also notes that Zelnick's 1996 book, "Backfire, a Reporter's Look at Affirmative Action," was "widely and favorably received." The bio even mentions the Gore book as a work in progress.

The network spokesperson said that

the Donaldson book was different. Donaldson's book was autobiographical and humorous. "That was basically about Sam" and his exploits as White House correspondent, published after he gave up the beat. And it contained nothing about the current occupant of the White House, the spokesperson said.

"This is not about being liberal or conservative," the spokesperson said. "It's why we don't let people give speeches, give to PACs or do anything that could put them in a position of having formed opinions ... on an area of coverage."

Zelnick couldn't be reached for comment. ■

Frog jumping to small towns

The WeB lines up programs for its new small-market cable/broadcast service

By Joe Schlosser

There's new shelf space coming to town—small towns, that is.

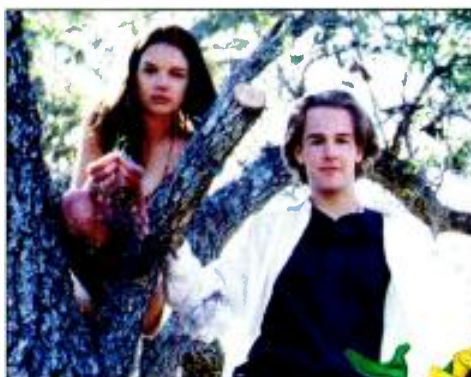
The WB network's WeB project is preparing to bring the network to smaller markets. Starting Sept. 8, the WeB will carry The WB's regular prime time fare along with a full roster of syndicated programming to markets 101-210 via cable channels. Shows like The WB's *Dawson's Creek* and syndicated programs like *The Love Connection* will now be accessible to millions of viewers who might not otherwise get an opportunity to see them without a satellite dish.

The project brings together local cable operators and broadcasters in an unprecedented fashion.

In an arrangement similar to a leased management agreement (LMA), The WB has signed agreements with nearly 90 broadcast stations that will handle local ad sales and promotional duties. The affiliates are made 50-50 partners with The WB and arrange carriage on their local cable systems. The cable operators are being offered financial rewards "off the top" for good placement on their systems.

Many of the stations signed on are CBS, NBC and ABC affiliates in towns like Wausau, Wis., and Fargo, N.D. And in other smaller markets, The WB has signed deals directly with cable operators that will handle the promotional and sales tasks themselves.

"When we all got together three years ago to start The WB, it wasn't more than the first day before we said, 'How are we going to get into the second tier of markets?'" says WB President Jamie Kellner. "We knew the top 100 markets would not be a problem, but it was the bottom 100 that could be. We knew that we had to have efficiency, and we couldn't deal with a cable-



WB's *Dawson's Creek* (above) and *Jenny Jones* (above right) will be available in many more smaller markets.



generated to support the other things. It was just a bare-bones attempt to get into households."

All WeB channels will offer up to two hours a day for local news, including a daily hour-long 10 p.m. window. On Sunday, the WeB will

allot a number of hours to local affairs-type programming; another 25 hours a year will be allotted to events such as telethons and parades.

The WeB's target area represents 14% of U.S. households. Since the WeB is being delivered into those homes via cable, it can reach only about 7.8 million of those target homes.

"The average number of TV stations in markets 1 to 99 is five and a half," says Russ Myerson, senior VP and general manager of the WeB. "In the 100-plus markets, it's only three and a half stations per market. So there is more programming than there is shelf space in the 100-plus markets, and what we at the WeB represent is shelf space and an opportunity to run programming in constant time periods in all time zones."

Since The WB delivers only two hours of prime time programming, four nights per week (it also carries The Kids WB, which is morning and afternoon children's fare), the project needs a plethora of syndicated shows to

style delivery."

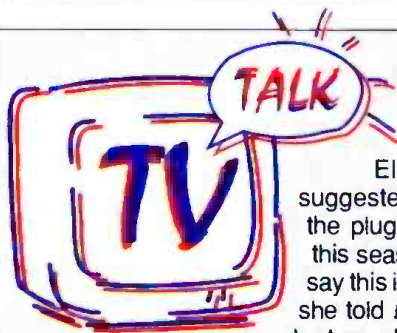
So the WeB project is a combination of both. Viewers in the second-tier markets will be able to watch The WB only on cable, but the cable channel will have a local broadcast station feel to it. Each market will eventually have its own local news broadcasts, local programming and local advertising/promotion.

The idea for the WeB stems from Kellner's background as founding president of the Fox Broadcasting Company. Kellner helped Fox grow to its current network status through a similar arrangement in the smaller markets. The only difference: Fox didn't add the local aspect to the deal.

"Back when we realized we had a problem getting into the smaller markets at Fox, we created something called Fox Net, which was nothing more than a satellite feed to a headend with no time shifts for different time zones," Kellner says. "So Bart [Simpson] played at 8 o'clock in New York and 5 o'clock in Los Angeles. It was like what a national cable channel looks like if it has only one transponder.

"No local promotion, no local call letters, nothing. There was no revenue





Ellen says show may end this season

Ellen DeGeneres has suggested that ABC may pull the plug on her comedy after this season. "It's pretty safe to say this is it for the *Ellen* show," she told *Entertainment Tonight* last week. "I'm getting every

indication that [ABC is] not picking the show up." ABC officials insist that no decision on the show will be made until May. Industry observers suggest that DeGeneres may be sounding out public support for the show. Despite continuing to lead its Wednesday night time slot, the comedy has suffered from declining ratings since Ellen came out on the show and in real life last year (the episode aired April 30).

NBC, UPN get dramatic

NBC has added three more drama pilots to its fall season, including an NBC Studios production, *Wind on the Waters*, about a ranching family in Hawaii. The other programs are Touchstone Television's *Man Made*, about a female team probing technology run amok, and Spelling Television's *Odd Jobs*, about mercenaries. The projects join two previously ordered John Wells pilots: *Trinity*, about a Hell's Kitchen family, and legal drama *The Adversaries*.

UPN has six dramas on its fall development slate, includ-

ing *Joy Street Station*, an All-American Television show about two women in uniform. The other shows are *Desert Heat*, a Touchstone Television show focusing on two detectives; science fiction dramas *Mercy Point*, from Columbia TriStar/Mandalay Entertainment, and *Martian Law*, from Rysler Entertainment; *Seven Days*, about a man who returns to the past to prevent catastrophes, and 20th Century Fox TV's *Legacy*, about a post-Civil War family. The pilots were lined up by Tom Nunan, executive vice president, entertainment, who is helping the network rebuild its schedule to focus on a more mainstream audience.

New pact for PBS, CTW

The Public Broadcasting Service and Children's Television Workshop have extended their partnership into the next century with a four-year agreement that includes continued collaboration on *Sesame Street*.

The two also plan to collaborate on two new series for future PBS seasons. The agreement comes as *Sesame Street* prepares to start its 30th season. PBS will retain first-run broadcast rights to the show in the U.S. and the right to transmit it by satellite and computer. CTW may offer the *Sesame Street* library to some satellite and digital cable services, the companies say.



CTW's new logo, designed by Pentagram Designs

round out its 24-hour format. All syndicated programs coming to the Web will be on a barter basis, with no cash changing hands. Kellner says.

And much of the syndicated programming is coming from Warner Bros. Television Distribution, also part of the Time Warner family. The syndicator has signed on with the Web for off-network runs of *ER* on the weekend, *Friends* every week-night and talk show *Jenny Jones* during the afternoon. And no one at Warner Bros. appears to be complaining about the format.

"It's more efficient for us than having salespeople go out and clear our shows in the smaller markets. It is also a way for us to generate more revenue," says Warner Bros. Vice President Scott Carlin. "By no means will it

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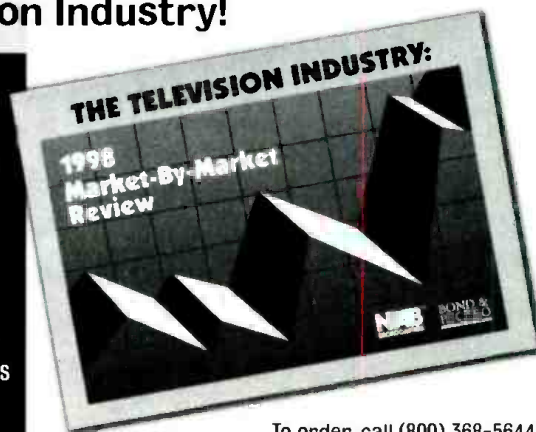
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mean less revenue than if we had gone market by market, because it's more of a buyer's market in these small towns. They are in a much better position to dictate the price than in a market where there are three or four independents bidding for one off-network show."

The daily programming slate for the

WeB will consist of The Kids WB at 6-9 a.m. and 3-5 p.m. each weekday. At 9 a.m.-2 p.m., the WeB will carry various adult syndicated programming, such as *Jenny Jones* and other talk show-style programs. At 5-7 p.m., the WeB will feature off-network sitcoms and young-adult-skewing programs such as *Kelly*

News and Entertainment's two teenage game shows, *Click* and *Peer Pressure*. At 7-8 p.m., back-to-back episodes of *Friends* will air in the prime access hour leading into The WB's prime time slate. On weekends, the WeB will feature a mixture of syndicated action hours and movies. ■

Study criticizes Clinton coverage

Says press routinely mix reporting, speculation, opinion

By Dan Trigoboff

A study from a journalism consortium supports criticism that traditional reporting standards suffered during the recent presidential scandal.

The study, conducted by Princeton Survey Research Associates for the Committee of Concerned Journalists, "raises basic questions about the standards of American journalism and whether the press is in the business of reporting facts or something else."

"From the earliest moments of the Clinton crisis," the committee reports, "the press routinely intermingled reporting with opinion and speculation."

Television was a major offender, the study finds. "It's clear in the data," says Tom Rosenstiel, director of the Project for Excellence in Journalism and head of the study, "that there was more analysis and punditry on TV than in print. Print tended to focus more on

factual reporting, while television was quicker to move to analysis, speculation and judgment."

The study looked at national TV news, analysis and interview shows and several major newspapers and news weeklies during the first days of the story (Jan. 21-24).

In particular, the study finds, established standards such as the so-called two-source rule suffered, or even disappeared. "As the story was breaking," the committee says, "the two-source rule for anonymous sources was not dead, but it was not the rule. A large percentage of the reportage had no sourcing."

Specifically, the study finds that only 1% of reporting was based on two or more sources, while 40% was based on a single, anonymous source. Meanwhile, 41% of reports were not factual; they were analysis, opinion, speculation or judgment.

"So much of what the press is today," says Rosenstiel, "is not heavily invested

in gathering news. It's invested in disseminating news—ripping and reading. In the absence of hard facts, reporters feel it's necessary to fill up the time. As more facts became available, the level of interpretation went down."

Of TV networks, the committee reports, CNN had the lowest level of reporting based on named sources, at 18.5%, with 22% at NBC, 24% at ABC and 26% at CBS. "CNN also stood out for allowing its reporters to engage in opinion unattributed to any reporting whatsoever," says the committee. "Nearly 30 percent of all their reportage was opinion," the committee said, higher than any other news outlet surveyed.

ABC's *Nightline* was the most factual of the news outlets: More than three-quarters of all statements were factual reporting. Additionally, it had the highest level of reporting based on named sources. But *Nightline* was also among the highest users of single, anonymous sources.

ABC was found to be "most aggressive" in use of single anonymous sourcing, led by *Good Morning America*. Of evening newscasts, *CBS Evening News* was found to be the most judgmental, followed by ABC's *World News*. *NBC Evening News* and CNN's *The World Tonight* did not offer judgmental statements, according to the study.

CNN Late Edition offered about a quarter of its statements in the form of unattributed opinions but did not engage in speculation or judgment, according to findings. Other news analysis shows, classified as "Sunday morning" shows, relied far more on speculation, judgment and opinion than the rest of the press, the study concludes. "*The McLaughlin Group* defies categorization," the committee says, with 70% of the program considered punditry—opinion and speculation.

"*The McLaughlin Group* is emphatically an opinion show," says Morton Kondracke, a Washington journalist and longtime *McLaughlin* regular. "I don't regard that as criticism, that we are regarded as pundits." ■

SYNDICATION MARKETPLACE

Eye clears

Eyemark Entertainment's daily strips *Martha Stewart Living* and *The Gayle King Show* have been renewed in 85% of the country for fall 1998. Both shows have been cleared in 24 of the top 25 markets.

All about 'Animals'

Telco Productions Inc. has cleared *Animal Rescue* in more than 50% of the country for fall 1998. New stations on board include WTXF(TV) Philadelphia, WHDH-TV Boston and KXTX-TV Dallas.

PolyGram teams with Ryan

PolyGram Television has signed a two-year exclusive development deal with Meg Ryan's production compa-

ny, Prufrock Pictures. The deal calls for Prufrock to develop long-form projects and dramatic series for PolyGram. Ryan will produce, direct and possibly star in the projects.

'Kwik' Clears

Beau and Arrow Productions has cleared its late-night show *Kwik Witz* in 13 of the top 20 markets for fall 1998. New markets for *Kwik Witz* include WMAQ-TV Chicago, WCAU(TV) Philadelphia and KGO-TV San Francisco.

Ship shape

Tribune Entertainment has cleared the two-hour special *Titanic: Secrets Revealed* in 48 markets, representing 52% of the country. *Titanic* is available in a broadcast window from March 30 to April 19.—Joe Schlosser

Wright charts course through sea of nets

Says challenge will be to deliver targeted ads to smaller audiences

By Paige Albiniak

Broadcast and cable networks face similar situations with advertisers now that viewers have some 260 Nielsen-recognized networks from which to choose. NBC President Bob Wright said last week at a Washington Metro Cable Club luncheon.

With eight television networks—ABC, CBS, NBC, Fox, WB, UPN, Barry Diller's CityVision and Bud Paxson's Pax Net—and more than 250 basic and regional cable networks competing for audience, broadcast networks have to figure out how to deliver targeted advertising to smaller audiences, Wright said.

"Marketing will be more targeted, and we're going to have to get more familiar with the makeup of those individual audiences," he said.

Meanwhile, all networks have to contend with providing more expensive programming—such as sports—just to maintain their smaller market share.

"Although there are more high-quality programs on television than ever

before, the average quality of the vast amount of programming varies enormously and is often not commensurate with the cost," Wright said. "And when even inferior programming can be quite costly—as we often find out ourselves—productions that are successful can command an enormous premium."

As far as sports goes—specifically NBC's recently lost contract with the NFL—Wright said that "facing fourth and long, we decided it would be smart to punt. So we gave the ball back and we will proceed in another direction."

Wright blamed bad luck and a lack of preparation for CBS's winter Olympics programming woes. The 16.8 rating/27 share generated by CBS's Nagano coverage were the lowest for any winter Olympics since Grenoble, France, in 1968—down 42% from the 1994 Lillehammer games and 13% from the 1992



NBC's Wright: Broadcast networks need to target smaller audiences.

Albertville games.

NBC has the rights to the Olympics for the next 10 years and already is planning its Sydney, Australia, coverage for 2000.

In contrast to Nagano, NBC's coverage of the 1996 summer Olympics in Atlanta earned a 21.6/41. Americans tend to do better in the summer sports, plus the time difference of the Nagano games was hard to over-

come, Wright said.

NBC expects that the U.S. location of the 2002 winter games—Salt Lake City—also will help.

Moving on to address digital television, Wright said NBC plans to do standard-definition multicasting during the day and HDTV in prime time.

"If we had to do this today, we would do 1080i in prime time and 480P during the day," Wright said. "But we are still so early in this." ■

Mea culpas for Capital anchors

Two longtime Washington anchors got caught late last month with, respectively, a hand onscreen and a foot in the mouth, leading to apparently painful on-air apologies.

"Once you apologize on camera," said an embarrassed Doreen Gentzler (WRC-TV), "how much worse can it get?" Gentzler was caught gesturing as if firing a gun to the head of co-anchor Jim Vance, who briefly stumbled verbally while reading a story about a suicide watch for convicted killer Diane Zamora.

The gesture, she said, was part of horseplay between herself and Vance and did not relate to the Zamora story. "But it's embarrassing any way you look at it," she said. Gentzler apologized the next night to virtually everyone connected to the newscast—from the subjects of the story to the audience—and insisted in an interview that the apology was her idea and not that of station management. "Nobody made me do it," the 19-year broadcast veteran said. "It was the first time I've ever had to do anything like that, and the last—I hope."



WRC-TV anchor Doreen Gentzler suggests a way co-anchor Jim Vance might deal with flubbing a line.



WUSA-TV anchor Mike Buchanan apologizes for an unfortunate segue.

A few days later, WUSA-TV anchor Mike Buchanan suffered what he termed "a case of stupid-attack" in an ill-framed segue to the station's traffic report. After a follow-up story about a murdered state trooper—including an interview with the trooper's widow and a reference to the death-row status of one of the killers—Buchanan said, "Well, we all gotta go sometime," as he

introduced the traffic report.

The anchor was clearly uncomfortable for the next several moments—which included an interview with comedian Rob Becker about Becker's one-man show, "Defending the Caveman." As that story ended with information about ticket availability, Becker said, "You gotta go sometime," patting Buchanan on the back as he exited.

Following a commercial break, the 28-year WUSA-TV veteran looked pained as he apologized for his remark. "I can't find a hole big enough to crawl in," he said in an interview a day later. Buchanan said he had been talking with a producer during the story and hadn't been paying close attention. "The minute I said it, I knew what I had done. It was terribly inappropriate." —Dan Trigoboff

Broadcasting & Cable PEOPLE'S CHOICE Ratings according to Nielsen Feb. 16-22

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 22	abc	15.3/23	NBC	6.7/10	U/P/N	3.0/4
MONDAY	7.8/12	15.3/23	10.9/16	6.7/10	2.6/4	3.0/4
8:00	36. America's Funniest Home Videos 8.0/12	5. XVIII Winter Olympics 14.9/23	17. NBC Monday Night Movie—A Few Good Men 10.9/16	44. Melrose Place 7.1/10	75. In the House 2.8/4	66. 7th Heaven 3.5/5
8:30					75. Mal & Eddie 2.8/4	
9:00	30. 20/20 8.4/12			56. Ally McBeal 6.2/9	77. Good News 2.7/4	80. Three 2.4/3
9:30					81. Sparks 2.3/3	
10:00	47. The Practice 7.0/11					
10:30						
TUESDAY	9.3/14	13.5/21	7.9/12	11.8/18	1.5/2	4.4/7
8:00	23. Home Imprvmt 9.1/14	8. XVIII Winter Olympics 13.5/21	39. Mad About You 7.5/12	16. World's Scariest Police Chases 11.2/17	78. Moesha 2.6/4	66. Buffy/Vampire Slayer 3.5/5
8:30	27. Soul Man 8.7/13		53. NewsRadio 6.3/9		85. Clueless 2.0/3	
9:00	29. Home Imprvmt 8.5/12		32. Frasier 8.3/12	11. Surviving the Moment of Impact 12.3/18	86. UPN alt.games 0.7/1	60. Dawson's Creek 5.2/8
9:30	40. Grace Undr Fire 7.4/11		41. Just Shoot Me 7.3/11			
10:00	17. NYPD Blue 10.9/18		24. Dateline NBC 8.9/14			
10:30						
WEDNESDAY	7.4/11	20.9/32	7.5/12	8.2/12	3.0/5	3.2/5
8:00	44. Spin City 7.1/11	2. XVIII Winter Olympics 20.7/32	48. Law & Order 6.9/11	33. Fox Movie Special—The Mask 8.2/12	65. Star Trek: Voyager 3.8/6	68. Sister, Sistr 3.4/5
8:30	38. Dharma & Greg 7.7/12		41. Law & Order 7.3/11		81. The Sentinel 2.3/3	70. Smart Guy 3.3/5
9:00	24. Drew Carey 8.9/13		30. Law & Order 8.4/13			71. Wayans Bros 3.1/5
9:30	53. Ellen 6.3/9					73. Steve Harvey 3.0/4
10:00	44. PrimeTime Live 7.1/11					
10:30						
THURSDAY	6.0/9	13.9/22	12.7/20	8.6/13		
8:00	63. Prey 4.7/7	7. XVIII Winter Olympics 13.9/22	9. Friends 13.1/21	28. Fox Movie Special—Sister Act 2 8.6/13		
8:30			15. 3rd Rock fr/Sun 11.8/18			
9:00			4. Seinfeld 15.0/22			
9:30	49. Motown 40: The Music is Forever 6.6/10		19. Veronica's Ciset 10.8/16			
10:00			10. ER 12.8/21			
10:30						
FRIDAY	6.1/10	22.6/36	5.9/12	7.3/12		
8:00	63. Elmopalooza 4.7/8	1. XVIII Winter Olympics 23.2/38	52. Dateline NBC 6.4/11	41. Fox Movie Special—Speed 7.3/12		
8:30			57. NBC Movie of the Week—Maverick 5.8/9			
9:00	57. Sabrina/Witch 5.8/9					
9:30						
10:00	37. 20/20 7.8/12					
10:30						
SATURDAY	8.2/14	12.9/23	5.0/9	6.3/11		
8:00		12. XVIII Winter Olympics 12.0/22	60. TV Censored Bloopers 5.2/9	59. Cops 5.5/10		
8:30				53. Cops 6.3/11		
9:00	33. Saturday Night at the Movies—Clear and Present Danger 8.2/14		62. NBC Movie of the Week—Virtuosity 4.9/9	49. AMW: America Fights Back 6.6/11		
9:30						
10:00						
10:30						
SUNDAY	12.8/20	12.3/19	9.1/14	9.5/15		2.8/4
7:00		6.60 Minutes 14.0/24	35. Dateline NBC 8.1/13	49. World's Funniest! 6.6/11		81. Nick Freno 2.3/4
7:30	26. ABC Family Movie—Casper 8.8/14			21. The Simpsons 9.7/15		84. Tom Show 2.2/4
8:00				20. King of the Hill 10.0/15		73. Parent 'Hood 3.0/5
8:30			22. NBC Sunday Night Movie—Crimson Tide 9.6/15	12. The X-Files 12.0/17		68. Jamie Foxx 3.4/5
9:00						71. Unhap Ev At 3.1/5
9:30	3. Oprah Winfrey Presents: The Wedding 16.8/25	12. XVIII Winter Olympics Closing Ceremonies 12.0/18				79. Alright Alrdy 2.5/4
10:00						
10:30						
WEEK AVG	8.4/13	15.3/25	8.5/13	8.4/13	2.4/4	3.2/5
STD AVG	8.6/14	10.0/26	10.5/17	7.2/12	2.9/5	3.1/5

Changing Hands

*The week's tabulation
of station sales*

Proposed station trades

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

THIS WEEK:

TVs **\$6,000,000** **1**
Combos **\$18,717,000** **3**
FMs **\$20,325,000** **5**
AMs **\$3,950,000** **5**
Total **\$48,992,000** **14**

SO FAR IN 1998:

TVs **\$1,987,986,000** **19**
Combos **\$539,430,868** **54**
FMs **\$159,573,950** **71**
AMs **\$133,050,942** **41**
Total **\$2,820,041,760** **185**

SAME PERIOD IN 1997:

TVs **\$950,429,000** **14**
Combos **\$3,305,273,155** **52**
FMs **\$489,369,035** **67**
AMs **\$24,339,617** **40**
Total **\$4,769,410,807** **173**

Source: BROADCASTING & CABLE

TV

WPXE(TV) Kenosha, Wis.

Price: \$6 million

Buyer: DP Media Inc., Palm Beach, Fla. (Devon and Roslyck Paxson, principals); owns WRMY(TV) Rocky Mount/Raleigh/Durham, N.C., and WSHE(TV) Martinsburg, W.Va.; is buying WCEE(TV) Mt. Vernon, Ill., and WILV(TV) (formerly WJUE) Battle Creek/Grand Rapids, Mich.

Seller: Paxson Communications

Amplifications

■ Dave Garland was co-broker with George Moore & Associates on the sale of KGOK(FM) Pauls Valley, Okla., by Wright & Wright to A.M. & P.M. Communications Inc. for \$475,000 (B&C, Feb. 23).

■ Jacor Communications Inc.'s purchase of KIIK(AM)-KTCL(FM) Fort Collins/Wellington, Colo., from Tsunami Communications Inc. (B&C, Feb. 23) had a total value of \$6.1 million, \$500,000 cash for stock and \$5.6 million in assumption of debt.

■ Media Venture Partners brokered Chancellor Media Corp.'s \$72 million purchase of WWDC-AM-FM Washington from Capitol Broadcasting Co. (B&C, Feb. 23)

Corp., West Palm Beach, Fla. (Lowell W. "Bud" Paxson, chairman/owner); owns/is buying 55 TVs

Facilities: ch. 55, 741 kw visual, 64.6 kw aural, ant. 403 ft.

Affiliation: InTV (will be Pax Net)

COMBOS

KJR-AM-FM and KUBE(FM) Seattle

Price: \$17.812 million

Buyer: Ackerley Group, Seattle (William Ackerley, president/COO); owns/is buying seven TVs

Seller: New Century Seattle LP, Seattle (Lance Anderson, principal); principals own KHOT(FM) Paradise Valley, KDD.(FM) Globe, KGME(AM) Glendale and KEDJ(FM) Sun City, all Ariz.

Facilities: KJR(AM): 950 khz, 5 kw; FM: 95.7 mhz, 100 kw, ant. 1,150 ft.; KUBE: 93.3 mhz, 100 kw, ant. 1,291 ft.

Formats: KJR(AM): sports; KJR-FM: AC; KUBE: contemporary hit radio

WSTJ(AM)-WNKV(FM) St. Johnsbury, Vt.

Price: \$630,000

Buyer: Vermont Broadcast Associates Inc., Lyndonville, Vt. (Bruce A. James, president/owner); no other broadcast interests

Seller: Northeast Kingdom Broadcasting Inc., Ocean Bluff, Mass. (Eric

Johnson, principal); has TBA with WMTK(FM) Littleton, N.H.

Facilities: AM: 1340 khz, 1 kw; FM: 105.5 mhz, 400 w, ant. 712 ft.

Formats: AM: AC, news, information; FM: hot country

WWSC(AM)-WCQL(FM) Glens Falls, N.Y.

Price: \$275,000

Buyer: Entertronics Inc., Glens Falls, N.Y. (David Convey, president); no other broadcast interests

Seller: Normandy Broadcasting Corp., Glens Falls (Christopher Lynch, principal); no other broadcast interests

Facilities: AM: 1450 khz, 1 kw; FM: 95.9 mhz, 240 w, ant. 918 ft.

Formats: AM: news, talk, info. MOR; FM: contemporary country

RADIO: FM

WTLN-FM Apopka/Orlando, Fla.

Price: \$14.5 million

Buyer: Cox Broadcasting Inc., Atlanta (Nicholas D. Trigony, president; Andrew S. Fisher, executive VP-TV; Robert F. Neil, president, Cox Radio Inc.; 75% owner Cox Enterprises Inc. [James C. Kennedy, chairman]) owns/is buying nine TVs, 34 FMs

Continues on page 54

PAXSON COMMUNICATIONS CORPORATION

Lowell "Bud" Paxson, Chairman and CEO

has agreed to acquire

WFHL-TV, Decatur, Illinois
for \$9,250,000

from

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BROADCASTING, INC.**

Rev. Fred Parker, President

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Country riding high

Interrep study says format most popular with listeners 'trending up'

Radio

By John Merli, B&C correspondent

The country music format, which surged in popularity in the early 1990s and peaked in 1995 at more than 40 million listeners, has maintained its popularity during the past three years, a new study finds. In fact, country music is "steadily trending up"—and continues to be the nation's most popular format.

The new study uses eight years of Simmons trend data to refute the conventional wisdom that country began

declining in 1995. Mary Ann Slepavic, author of the Interrep Research report, says that country "remains America's format. Its appeal crosses regions, lifestyles and economic boundaries. This may be its greatest asset to advertisers."

The report also offers statistics on the format's demographics that non-country broadcasters and others may find surprising:

- Only 29% of listeners live in rural areas.
 - 70% own their own homes.
 - Nearly 80% are high school graduates or better.
 - Nearly 75% are in the 18-49 demo.
- But one long-held assumption was

validated: While country listeners live in all regions of the U.S., nearly half (45%) live in the South, and more than a quarter (26%) reside in the Midwest.

Weekly cumes of listeners 18-plus credit 43.34 million listeners to country, compared with 38.95 million for news/talk, 38.84 million for adult contemporary, 22.78 million for CHR and 22.30 million for golden oldies. Classical music remains last on the weekly cume totem pole, with some 9.68 million listeners.

Relatively large segments of listeners whose primary format is not country also listen to the nation's top format, especially those who listen classic rock (29%), golden oldies (28%), adult contemporary (26%) and CHR (25%). However, the reverse is not true: Only 8% of country listeners tune in to AOR, only 6% to urban contemporary and only 11% to classic rock. ■

R I D I N G G A I N

Saga's game

Radio group owner Saga Communications Inc. reports that net income rose 15.4% in 1997, to \$4.5 million. Net revenue rose nearly 18%, to \$66.3 million, while broadcast cash flow was up 14.8%, to \$22.5 million. Saga, which owns 37 radio stations and one TV station, acquired nine radio stations in four markets last year.

Root takes wings

Root Communications Group LP says it has \$85 million to spend on "an aggressive growth strategy via acquisition." Daytona Beach, Fla.-based Root already owns 24 radio stations in the Southeast. The new money will be supplied by Fleet Equity Partners, Bank of Montreal and SunTrust Bank. Also last week, the company announced the appointment of regional vice presidents/co-chief operating officers Harold T. Miller Jr. and Thomas A. DiBacco. Richard L. McGrane was named CFO.

HRN goes live—and wide

Hispanic Radio Network's *Mundo 2000* will be the first live, interactive Spanish-language radio talk show to reach the entire Western Hemisphere, the network says. Based at National Public Radio's studios in Washington, the show will be broadcast Tuesdays

at 7-8 p.m. ET. Its focus will be science, technology, health care and the environment. The premiere is scheduled for tomorrow (March 3). HRN produces and syndicates Spanish-language educational programming.

Hats off on country profiles

U.S. Radio Networks Inc. is planning a series of profiles of country superstars, *Country Giants*. Each three-hour show will be produced by Neil Haislop & Associates. Among the artists to be profiled are Reba McEntire, Vince Gill and Garth Brooks. The series starts in mid-May and ends in early October. U.S. Radio also recently announced plans to launch a two-hour weekend program combining America's passion for country music and NASCAR racing: *Thunder Road* will provide listeners with music as well as racing coverage. Executive producers are Winslow Stillman and Charles Crutfield.

WFAN best in billings

For the third year in a row, CBS's WFAN(AM) New York was the nation's top-billing radio station, BIA Research says. The sports station held that spot last year with an estimated \$47.7 million in revenue. Chancellor Media Corp.'s WLTW(FM) rocketed from seventh to second on the list, with \$37.9 million in revenue. But CBS dominates BIA's list,

owning six of the top 10 billers. Here's the rest of the top 10: CBS's WXRK(FM) New York (\$37.3 million) and WINS(AM) New York (\$36.5 million); Tribune Broadcasting Co.'s WGN(AM) Chicago (\$34.5 million); CBS's KRTH(FM) Los Angeles (\$34.3 million); Chancellor Media Corp.'s WKTU(FM) New York (\$34.3 million) and KKBT(FM) Los Angeles (\$34.2 million), and CBS's KVIL-FM Dallas (\$32.8 million) and WCBS-FM New York (\$32.7 million).

Don, meet BOB

In Cincinnati, you can find Don on BOB. That's the word from Chancellor Media Corp., which after hundreds of telephone calls and e-mails decided to restore Don Imus's *Imus in the Morning* to the city's airwaves. Chancellor replaced *Imus* on WBOB(AM), known as "1160 BOB," with its own show led by hometown football hero Bob Trumpy. But "we were real bad guys for doing this," which listeners made apparent, says John Rohm, Chancellor's Cincinnati general manager. So Chancellor decided to dub its WUBE(AM), which formerly offered a retro format, "BOB 2" and move *Imus* there. Although both BOBs offer sports talk, 1160 BOB concentrates on the Bengals and other local sports, while BOB 2 runs only national sports shows, Rohm says. Plus Don.—Elizabeth A. Rathbun

CABLE ADVERTISING

Ratings help cable in quest for ad \$

Investment in programming pays off

By Larry Leventhal,
B&C correspondent

In March, USA Network will air a breakthrough movie, a new version of *Moby Dick* that stars Patrick Stewart. The breakthrough is not the topic or even the star, but the \$20 million budget—four or five times that of the usual basic cable movie.

Such programming spending has cable networks cast as a squad of Ahabs chasing an immense, unconquerable whale. And while they are far from slaying their quarry, cable programmers are gloating over their networks' recent ratings achievements—which give them new statistical weapons to draw more blood from NBC, ABC, CBS and Fox.

Trends in long-term ad-supported cable household share for total-day viewership have surpassed the numbers for the Big Three network affiliates for the 1996-97 season, according to the Cabletelevision Advertising Bureau. CAB research also shows cable shares rising and broadcast network shares falling in long-term total TV households.

"When history is written, the summer of 1997 is going to be seen as a watershed for cable television," contends Tim Brooks, senior vice president of research for USA Networks. Brooks edits an encyclopedia on the history of TV. "It was the first summer that more people were watching cable than the Big Three broadcast networks. It also was the summer that cable networks got their act together. Several premiered high-profile, original programming at the beginning of the summer when broadcast networks were running repeats."

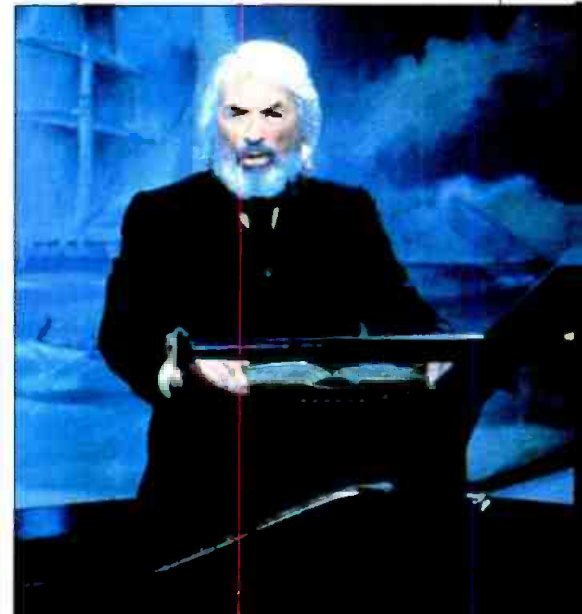
While Brooks acknowledges that a

In advance of the Cable Advertising Conference sponsored by the Cabletelevision Advertising Bureau on Thursday in New York, the stories appearing on this page and page 32 take a look at the state of cable advertising. For panels and speakers scheduled for the conference, see the box on page 34.

surge has taken place every summer for the past 10 years, "much of the viewership [sticks] with cable, even when broadcasters go back to new programming. It's a matter of viewers getting used to watching cable."

More important, say cable executives such as Steve Heyer, president, Turner Broadcasting System, is how media planners and advertisers interpret these numbers in a time of expanding choices for television viewers. "We are moving to a world where there are no big ratings anymore," Heyer says. "You have small ratings and smaller ratings."

In this new world of fractionalized ratings, Heyer says, cable programs do indeed have a place in advertisers' media buying plans. Larger basic cable channels such as TBS, TNT or USA

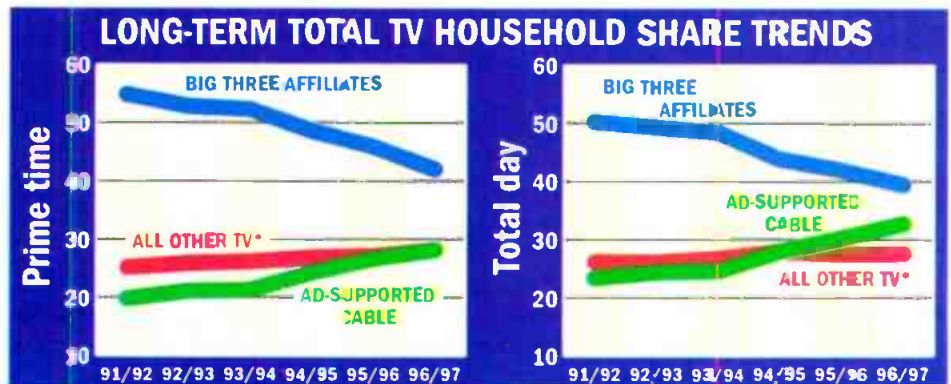


Big-budget original productions such as USA's *'Moby Dick'* are helping cable in its pursuit of viewers and advertisers.

reach "an audience big enough for 'mass' to be redefined."

Cable may have trouble attracting the ratings levels chalked up by broadcasters, such as "a 10 for ages 25 to 54, or an 18 to 59, but when it's a five, it's a walk in the park," Heyer says.

The ratings gap is becoming tantalizingly narrow. Five years ago, the Big Three's prime time ratings doubled those of cable networks, averaging 52.9 versus 21.1 for basic cable. Last fall, that 31-point gap had narrowed to 14 points—to 42.1 for broadcast networks versus 28.2 for basic cable. On a total-day basis, the gap is even narrower—



Source: Cabletelevision Advertising Bureau

*Includes independents, pay cable, Fox/WB/UPN affiliates, and PBS

39.5 for NBC, ABC and CBS affiliates versus 27.8 for cable, 12 points apart.

But cable's investment in programming has not translated into ratings nearly as high as those of some prime time network TV shows. According to Nielsen, in prime time in 1997, basic cable posted a 20.5/35, compared with 33.1/57 for the broadcast networks.

Basic cable total day ratings posted an 11.1/37 versus 15.2/51 for broadcast network affiliates. However, when compared with 1996 numbers, broadcast network ratings and share slipped in both prime time and total day categories, while basic cable grew. However, so did Fox and upstarts UPN and The WB.

Brooks cites total investments in original programming for basic cable "somewhere north of \$1 billion a year. That's an awful lot of fire." USA Network budgets \$175 million annually for original programming, according to John Silvestri, executive vice president of advertising. "These new shows have a strong following, delivering demos that are in demand," he says.



Zenith's Richard Hamilton (l) and USA's Tim Brooks.

Indeed, USA delivered 1997 prime time viewing increases of 9% for viewers 18-49 and 11% for viewers 25-54, age demographics generally considered important by many advertisers.

Hamilton also says that "any issues that the major cable networks have with Nielsen ratings are similar to those of the major broadcast networks. As the networks gets smaller," he explains, "then the numbers get smaller and the validity of the numbers is more difficult to confirm. The numbers never really tell the whole story. Targetability is important.

It is a balancing act where judgment is involved."

This probably will become more difficult with the coming digital age. Continuing fragmentation, which could result from expanding viewer choices, will most certainly have an impact on programming—and the ratings and advertiser support that may or may not follow.

"It will be a classic case of history repeating itself," says Nickolas Davatzes, president of A&E Television Networks. "In 1988, it was clear that the cable networks were

having a real impact on broadcasters. We now face the same situation with the new networks that are coming along. They will have an impact on what we will do.

"The reality," Davatzes observes, "is that we are in a highly competitive marketplace for what is a finite creative community. We have a continuing obligation to provide to consumers—and therefore to the advertisers—creative original programming. To meet that mission, the cost of programming will accelerate." ■

Ad-buying software breaks down media barriers

Optimizer programs seek widest reach for dollar, blending broadcast and cable

By Larry Leventhal,
special correspondent

Cable sales executives are looking at software to give agencies new perspective on the efficiency of cable against broadcast TV, ending separate buying budgets for each medium.

The software, known as optimizers, analyzes Nielsen data on viewing habits and demographics for both cable and broadcast TV. It takes into account the cost of airtime and determines which medium will most effectively reach the advertiser's target.

"You can say to the system, 'I need to achieve the greatest percentage of reach with a budget of this amount,'" says Jayne Spittler, senior vice president and worldwide director of media research at Starcom Media Services, a division of Leo Burnett Co. "The system...really puts all television inventory on a level playing field. Because of this, we will see both planners and buyers looking across a wider inventory."

Erwin Ephron, partner in media consulting firm Ephron, Papazian & Ephron, says: "Planners now allocate money to different types of television—prime time, broadcast, daytime, cable. That will disappear."

Cable executives—such as Tim Brooks, USA Networks senior vice president—research—say the optimizer software benefits cable because it searches for the widest reach for the money. "Cable viewers are priced at a fraction of broadcast viewers," he says. The system "breaks down barriers between network and cable. One thing that has kept cable rates artificially low is that most agencies have separate budgets," Brooks says.

Steve Heyer, president of Turner Broadcasting System and former president of Young & Rubicam, says, "The optimization programs change the



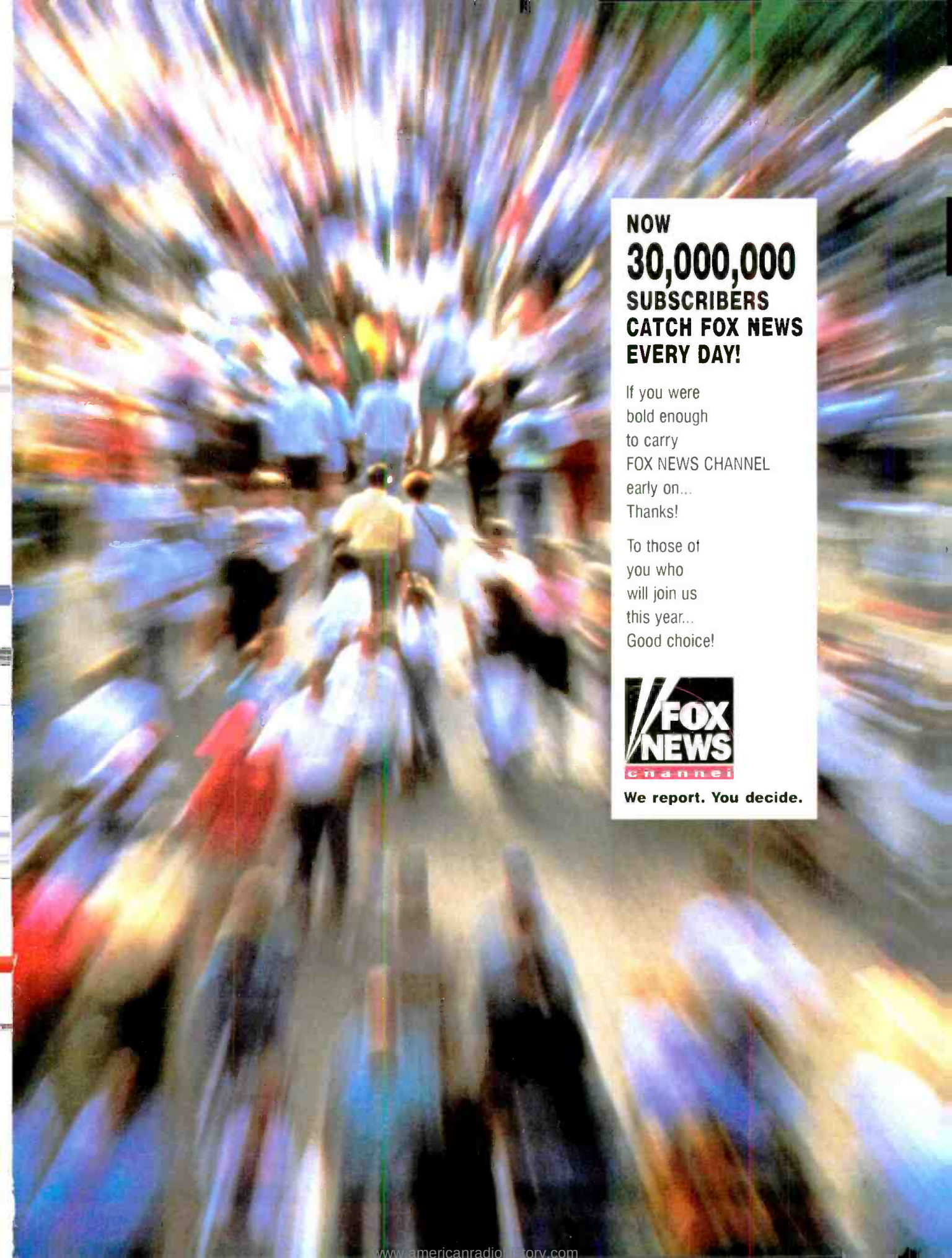
Ephron's Erwin Ephron



Burnett's Jayne Spittler

mind-set from 'I have to buy big ratings' to 'I have to buy appropriate reach frequency.'"

In the long run, the optimizer could impact the price of cable advertising. "Everybody talks about pricing based on supply and demand. If these models say there should be more demand for certain kinds of cable, then rates could go up," says Starcom Media's Spittler. But, she says, "I don't think the televi-



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Reality check on cable advertising

The multichannel environment has created a new reality for ad agency planners and buyers. In some ways, cable has benefited from changing viewing habits and marketing philosophies. The Cabletelevision Advertising Bureau is gathering marketing executives and cable network chiefs to take a "Reality Check" this week in New York.

On Thursday, March 5, at the Marriott Marquis, TCI President Leo Hindery will deliver the keynote speech.

Also on tap for the conference is a panel session on trends in cable programming featuring the top executives of four cable networks: Nickolas Davatzes, president, A&E Television Networks; John Hendricks, chairman, Discovery Communications; Steve Heyer, president, Turner Broadcasting System, and Mark Rosenthal, president, MTV Networks. Moderator is Ed Erhardt, publisher of *Advertising Age*.

Another session will discuss new software called "optimizers," used by media planners and buyers. The panel, "The Use of Media Planning and Buying Models to Optimize Performance and Accountability," features Erwin Ephron, partner, New York media consultant Ephron, Papazian & Ephron; Barry Fischer, executive vice president, research and marketing, Turner Broadcasting System; Rich Hamilton, CEO, media planning firm Zenith Media, and Jayne Spittler, senior vice president, director of worldwide media research, Chicago-based Starcom Media, a division of Leo Burnett Co. Jim Spaeth, president, Advertising Research Foundation, will moderate.

In addition, Ron Schneier, senior vice president, sales, for A&E Television Networks, is scheduled to speak about electronic commerce and the move toward "making the back office paperless." —Larry Leventhal

sion marketplace is that rational."

Turner's Heyer does think it's possible that cable rates may go up: "As a new supply-and-demand equilibrium is reached between broadcasting and cable, I would imagine that broadcast CPMs [costs per thousand] will come down some, and cable CPMs will come up."

However, the optimizer program has shortcomings, according to Spittler. "Most of these models execute runs looking at pure audience versus pure cost. There are still other factors that affect where you want to place ads, such as [audience] attentiveness and loyalty to certain programs. We have research on these kinds of factors, but they are not in the [optimizer] model."

For example, prime time is considered a better environment for viewing. The theory is that prime time is less cluttered with commercials and that viewers are more attentive and enjoy programming more. The optimizer does not take these kinds of perceptions into account.

Ephron agrees that until the software is capable of custom-tailoring the data, optimizers will be "a bonanza for cable." ■

Cable Center gets cash influx

Malone, Rigas donate to museum/educational effort

By Price Colman

TCI's John Malone is poised to give \$5 million of his personal fortune to the education arm of the National Cable Television Center and Museum in Denver.

In addition to the gift, which commemorates Malone's mentor and TCI founder Bob Magness, Malone may lend his name to efforts to generate at least an additional \$5 million in pledges, sources say. If he succeeds, the Center Institute would be named the Bob Magness Institute for Cable Telecommunications.

Simultaneously, Adelphia Communications' Michael Rigas has promised \$2 million—in the name of his family and Adelphia—which will enable the center to build indoor and outdoor theaters to showcase original cable programming.

Rigas's pledge means the center is about 80% of the way toward its \$48 million fund-raising target and well ahead of internal schedules for its capi-

tal campaign. The \$48 million target includes \$15 million for construction, a \$3 million transition fund, a \$20 million endowment to run the center and its various components and \$10 million in equipment and technology.

While center officials confirm Rigas's gift, they decline to comment on Malone's plans. A TCI spokesperson also declined to comment on Malone's intentions.

Since the capital campaign was launched last November, the Center has received pledges and equipment gifts totaling almost \$40 million. Nearly half of that was pledged when the campaign was launched, says Bob Russo, executive vice president of Daniels & Associates and chairman of the capital campaign's steering committee.

"We are very excited about the momentum of the campaign for the center at this point," says Russo.

The two latest pledges follow a \$10 million pledge from Alan Gerry, founder of Cablevision Industries;

\$2.25 million from Yolanda Barco, the estate of George J. Barco and the Barco-Duratz Foundation; \$1 million from Bill Daniels; \$500,000 each from Bill Brennan, Frank Drendel and John V. Saeman; \$300,000 from Trygve Myhren and \$250,000 from John Hendricks.

Those are among the largest gifts, but they're far from the only ones. Scores of people in or connected with the cable industry have donated money, equipment or time to make the nonprofit center a reality. Construction is to begin later this year, and the center, a 42,000-square-foot structure on the University of Denver campus in Denver, is slated to open in July 2000.

Despite the surge in donations and increasing interest, there's still uncertainty about exactly what the center will be.

"What it really is, is a facility that is both some bricks and mortar on the DU campus and electronic outreach capability through all electronic outreach possibilities including the Internet."

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says Myhren, president of Myhren Media, center board member and honorary capital campaign co-chairman for the center. "The center is taking cable telecommunications, looking at its present, future and past, including obviously some very interesting history, but with concentration on the present and future."

The museum, once envisioned as the core and focusing on cable's past, has assumed a more modest role as one of five components of the larger center. The others are the Center Library, Center Institute, Center Demonstration Academy and Center Works.

The library, which will use print and electronic media to tell cable's story, will include everything from rare journals and books to oral histories, scientific papers and case studies.

The institute, essentially the academic arm of the center, will incorporate a fellowship program, management training and seminars. Closely allied with DU, the institute, is "where we will train people, hopefully develop undergraduate courses, but also postgraduate master's programs



Architectural firm RNL's new design for the Alan Gerry Building of the National Cable Television Center and Museum

in cable telecommunications," says Bresnan. "That's as well as more meat and potatoes—week-long programs to train people working in cable companies now in marketing and management."

The demonstration academy will showcase bleeding-edge (so far out on the cutting edge that you get cut) innovations in cable telecommunications in collaboration with MSOs, programmers, CableLabs, DU and other educational institutions.

The Center Works will produce programs for distribution on cable networks worldwide and handle management of the center's World Wide Web site—www.cablecenter.org.

The museum, departing from a more traditional model, will be both a repository of cable's history and, in cyberspace form, an outreach to the public. In conjunction with the Center Works, the museum will use the center's Website to feature videos, text, virtual field trips and discussions. In addition, the museum will develop traveling exhibits.

The question that arose was, "why should we create an all-physical museum, public programming through glass cases?" says John Jacobson, president of White Oak Associates, a museum planning firm that helped with early strategic planning. "Why not use the technology of the cable industry to get the message out to the general public? It will have a physical core, the 'mother ship' that Bob Magness coined. But it will also have outreach programs, using cable's core media."

Five years ago, the center's future was the topic of considerable debate. Originally housed at Pennsylvania State University in State College, Pa., what's now the center was originally called the National Cable Television

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Museum. It was envisioned as a showcase for artifacts and documents from cable's past.

When a dispute erupted between Penn State—which wanted to keep the center but also wanted governance—and a center group seeking autonomy and a more accessible location, a committee appointed by Bresnan (now center chairman) backed a move to another city. Candidates included New York, Washington and Denver. It wasn't until late 1995, more than two years later, that the center's board settled on Denver.

University of Denver Chancellor Daniel L. Ritchie's offer of a 99-year lease (since expanded to 199 years) on a 3.5-acre site for \$1 a year played a key role in the decision. Nor did it hurt that Denver has long been considered the nation's cable capital or that cable pioneers Bill Daniels and Bob Magness were major DU donors.

Says Ritchie: "As the concept for the center began to develop, it was clear that it had a number of functions. Among them were educational and archival ones to serve the business. That, of course, is our business. On the other hand, I think the center's resources and facility can enhance our programs in communications and technology. 'It's a mutually supportive kind of thing.'"

Marlowe Froke, center president, has been in the thick of it since the beginning—1984, when cable pioneer George J. Barco enlisted him to co-

FX stakes claim to 'Vampire Slayer'

FX Network nabbed another top off-network drama last week, picking up *Buffy the Vampire Slayer* for nearly \$650,000 per episode from co-owned Twentieth Television. *Buffy*, which airs on The WB, will join FX in fall 2001.

Bidding for the series was reportedly heated, with executives from USA, TNT and even MTV expressing interest, sources say.

Buffy is the third top network drama to go to FX via Twentieth Television in the past two years. *NYPD Blue* and *The X-Files* were acquired two years ago for \$400,000 and \$600,000 per episode, respectively. Both shows debuted on FX this season and have driven the network's ratings to all-time highs.

Twentieth Television President Rick Jacobson says the Fox connection between FX and Twentieth did not give the cable channel "most-favored-nation status."

"Just as we did for *NYPD Blue* and *The X-Files*, we sold it to the highest bidder and got what we think is the top market value," Jacobson says. "It just happened to be FX that stepped up to acquire it."

Buffy will also get weekend runs in syndication, which sources say will push it over the \$1 million-per-episode mark in off-network revenue.



'Buffy' will join FX in 2001.

—Joe Schlosser

direct the organizing efforts. Froke's vision of the center has evolved considerably.

"By the year 2000-2001, it will result in the cable version of Andrew Carnegie Public Libraries, only this time cable will be up in front in bringing people together," says Froke.

For Bresnan, the driving force behind the Center and its various com-

ponents is to tell cable's story in a dynamic, high-impact manner.

"It's a great American story, a great entrepreneurial story," he says. "It's an important story to be told, not just because it's about cable but because it's an American industry. For young people to learn about that and what you can do in this country, that's an important message."

History Channel makes history

Plans two original series on century-shaping events and personalities

By Donna Petrozzello

In its most ambitious programming venture ever, The History Channel is developing a 15-hour series documenting key events and personalities that have shaped the 20th century as well as a four-part series on the Depression.

The Century: America's Time will trace U.S. history from the era of President Teddy Roosevelt through Ronald Reagan and into the 1990s.

Dan Davids, History Channel executive vice president and general manager, says the series will be "the cornerstone" of the network's "millennium programming. This is a definitive his-

tory," Davids says.

The Century will tap more than 3,000 hours of archival footage and 500 original interviews that range from profiles of prominent world leaders of the 20th Century to man-on-the-street opinion polls. History has spent five years developing the series with its co-producer, ABC News. ABC News anchor Peter Jennings will narrate the series, which is slated to debut in spring 1999.

History's second major original production documenting U.S. history is *The Great Depression*. This four-part documentary series is hosted by former New York governor Mario Cuomo and will air March 9-12.

The History Channel's treatment of

the stock market crash of 1929 and its aftermath recalls not only its devastating effect on the U.S. and global economies but also the boon it proved to be for the movie and radio industries.

As with *The Century*, *The Great Depression* relies heavily on footage of citizens' struggles during times of crisis and their emotional strength despite hard times.

"We've been able to make the past come alive so that viewers can experience times and situations they wouldn't ordinarily be presented with in other network programming," Davids says. "Our mission is to serve the history enthusiast in all of us, from the mild observer to the history buff."

Cable climbs in newsy February

Lewinsky, Saddam and Karla Faye Tucker boost news ratings

By Donna Petrozzello

Cable news channels got a ratings boost in February from the investigation of President Clinton and the execution of Karla Faye Tucker.

CNN/U.S. touted February as its best ratings month in more than a year. According to Nielsen Media Research data, CNN earned an average 0.7 rating/482,000 households in total-day ratings between Jan. 26 and Feb. 22.

The February ratings matched CNN's ratings of October 1995, the month O.J. Simpson was acquitted on murder charges, and were 40% better



than CNN's 0.5 in February 1997, according to Nielsen.

The network's highest-rated program for February was its 30-minute special on convicted murderer Karla Faye Tucker of Texas, who was executed by federal order early in the month. The program reaped a 4.5 rat-

ing/3.3 million households and was basic cable's top-rated documentary for February, according to Nielsen and CNN officials.

CNN's highest-rated special news report for the month came on Jan. 26 with *Investigating the President*, an hour special that garnered a 2.5 rating/1.8 million households. CNN also earned a 1.7 rating/1.3 million households for its live midday coverage Feb. 18 of the White House town meeting on potential U.S. military action against Iraq.

CNBC boasted a 62% increase in ratings for its early-morning business news programs over February 1997, a 19% increase in prime time ratings and a 26% increase in total-day ratings over the same period.

In household gains, CNBC says its morning news shows reached 71% more homes this month compared with last year. CNBC also reported a 32% gain in households for total-day viewing and a 24% increase in prime time households.

Within the past year, CNBC has signed almost 4 million new subscribers, bringing its total carriage to 64 million subs, says network spokesman George Jamison. Jamison attributes the gains in part to Americans' growing interest and investment in stocks, mutual funds and other financial retirement plans.

MSNBC's ratings for February peaked with its coverage of Tucker. The network devoted its 8-9 p.m. ET *Big Show* to her on Feb. 3 and garnered a 2.4 rating/914,000 households. MSNBC averaged a 0.3 rating/132,000 households in total-day ratings for February and a 0.5 rating/182,000 households in prime time for the month.

25 PEOPLE'S CHOICE Top Cable Shows

Following are the top 25 basic cable programs for the week of Feb. 16-22, 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	6.9	3.3	3,208	10.2
2	NASCAR/Goodwrench 400	TNN	Sun	12:30p	240	5.6	4.0	3,954	13.7
3	WCW Monday Nitro	TNT	Mon	10:00p	60	5.4	4.0	3,872	8.0
4	WCW Monday Nitro	TNT	Mon	9:00p	60	5.2	3.8	3,764	7.4
5	WCW Monday Nitro	TNT	Mon	8:00p	60	4.8	3.5	3,447	7.0
6	Rugrats	NICK	Mon	7:30p	30	4.4	3.2	3,111	6.6
7	Rugrats	NICK	Wed	7:30p	30	4.3	3.1	3,060	7.0
8	Rugrats	NICK	Tue	7:30p	30	4.2	3.0	2,983	6.6
8	Rugrats	NICK	Thu	7:30p	30	4.2	3.0	2,974	6.8
10	Thunder	TBS	Thu	9:05p	72	4.1	3.1	3,020	6.2
10	Westminster Kennel Club Dog Show	USA	Tue	8:00p	180	4.1	3.0	2,940	6.0
12	Rugrats	NICK	Sat	8:00p	30	4.0	2.9	2,847	7.1
13	Westminster Kennel Club Dog Show	USA	Mon	8:00p	180	3.9	2.8	2,791	5.6
14	Hey Arnold	NICK	Sun	11:00a	60	3.8	2.8	2,697	10.5
15	Angry Beavers	NICK	Sun	10:30a	30	3.7	2.7	2,616	10.4
16	Kenan & Kel	NICK	Sat	9:00p	30	3.6	2.6	2,577	6.1
16	Doug	NICK	Wed	7:00p	30	3.6	2.6	2,565	6.2
16	Doug	NICK	Mon	7:00p	30	3.6	2.6	2,561	5.7
19	Thunder	TBS	Thu	8:05p	60	3.5	2.6	2,590	5.6
19	Rugrats	NICK	Sun	10:00a	30	3.5	2.6	2,508	10.3
19	All That	NICK	Sat	8:30p	30	3.5	2.5	2,483	6.0
19	Doug	NICK	Tue	7:00p	30	3.5	2.5	2,481	5.8
23	Rugrats	NICK	Sat	10:00a	30	3.3	2.4	2,369	10.0
24	Blues Clues	NICK	Mon	9:30a	30	3.2	2.3	2,293	10.2
24	WWF Special	USA	Sat	9:00p	60	3.2	2.3	2,290	5.3
24	AAAH!!! Real Monsters	NICK	Sun	11:30a	30	3.2	2.3	2,274	8.8
24	Busy World of Richard Scarry	NICK	Mon	10:00a	30	3.2	2.3	2,265	9.8
24	Rugrats	NICK	Fri	7:30p	30	3.2	2.3	2,260	5.6

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Tighter UK rules urged

Don Cruickshank, director general of UK telcom watchdog Ofcom, has called for tougher regulations to deal with the convergence of broadcasting, telecoms and computer technology. He reportedly said anticompetitive behavior by such companies as Microsoft and UK pay-TV operator BSkyB needs to be checked so that information access is not restricted and controlled by commercial gatekeepers.

BSkyB to show movies before cinemas do

According to local reports, UK pay-TV operator BSkyB is close to signing deals with several U.S. film producers that would allow it to show movies on its premium movie channels before cinema or video release. One Sky Exclusive movie is planned per month. The service is likely to start in June to coincide with its 200-channel digital service launch.

Canal Digital prepares Scandinavian launch

Canal Digital, a joint venture of France's Canal+ and Norwegian telcom giant Telenor, will launch a raft of new digital channels across Nordic territories in coming months. The company has been testing its service for up to 79 new channels since October.

TF1 takes E! fare

U.S.-based programmer E! Entertainment Television has sealed a supply deal with French broadcaster TF1. TF1 has bought the rights to 20 hours of entertainment programming from the cable service.



CNBC Asia cuts local programming

Business news channel CNBC Asia will carry seven hours of live programming from CNBC's U.S. channel. The company attributed the move to viewer demand, but several cost-cutting measures have been introduced since CNBC Asia's merger with Dow Jones-backed Asia Business News late last year.



CNN Deutschland doubles up

CNN Deutschland, CNN's German-language joint-venture window with Dusseldorf producer DFA, doubled its distribution on March 1, when it expanded into Berlin, Frankfurt, Hamburg, Munich and Stuttgart. The prime time weekday news service will now reach 7.5 million homes.



Hicks Muse expands in Latin America

Hicks, Muse, Tate & Furst Inc.'s new Latin America Fund has made "a significant investment" in Intercable. The unnamed investment would make Intercable, now in six major cities in Venezuela, the second-largest cable operator in that country. Hicks Muse also will help Intercable buy systems in five more mid-sized markets and fund infrastructure systemwide.

Disney to sell SBS stake

The Walt Disney Co. has put its 19.6% stake in Scandinavian Broadcasting System up for sale; the company wants to sell many international TV investments inherited in its 1996 Capcities/ABC acquisition. Disney made the announcement Feb. 23, after SBS shares closed at a yearly high of \$28 three days earlier. The 19.6% block of SBS shares has a market value of \$72.9 million. The stock was bought at \$19 a share, giving Disney a profit of \$24.3 million based on its current \$28 share price. Disney has hired investment firm Bear, Stearns & Co. to find a buyer for the shares.



CLT-Ufa exits French TPS

French utility Suez Lyonnaise des Eaux (SLE) and commercial broadcaster M6 will buy an additional 15% and 5%, respectively, of the pay-TV platform TPS. The shares now are owned by European broadcaster CLT-Ufa. The two companies will pay a total of FF395 million (\$65 million) for the holdings. TPS was valued at FF3.6 billion at the end of 1997, but the sale price takes into account TPS's debt and illiquid share structure. When the sale is complete, SLE and M6 each will control 25% of TPS.

Telesat seeks C\$500 million for birds

Telesat Canada, Canada's monopoly supplier of satellite services, says it is looking for up to C\$500 million (\$347 million) in debt and equity issues to expand its orbit. While Telesat has not decided what type of financing it is seeking, the company intends to use the money to help fund two Anik F satellites, which will launch in 2000, as well as potential partnerships in Asia.

Cinar Films ups production plans

Canadian-based Cinar Films has more than doubled its production budget. More than 340 half-hour episodes are scheduled for production in 1998 and 1999. The new budget exceeds C\$125 million (\$86.7 million).

—Michael Katz

DiviCom unveils new MPEG-2 encoder

Uses 'lookahead' technology to improve picture quality

By Glen Dickson

DiviCom has launched its next-generation MediaView MV40 digital video encoder, which is designed to compress transmission feeds for broadcasters, satellite operators and cable providers.

The new one-rack-unit, 4:2:0/4:2:2-switchable MPEG-2 encoder features DiviTrack, an innovative "lookahead" capability that uses dual encoding chips to improve picture quality and minimize bit rates in a statistically multiplexed environment.

In analyzing how fast an encoder needs to adjust the bit rate to keep up with dynamic pictures, DiviCom learned that an encoder could "never be too fast," says Robin Wilson, DiviCom director of marketing. In fact, he says, to effectively encode fast-motion footage an encoder needs to be able to look three frames ahead.

At the time the new encoder was developed, DiviCom parent C-Cube Microsystems had improved its silicon chip design, squeezing more processing



DiviCom's new MediaView MV40 encoder uses dual encoding chips to maintain picture quality at low bit rates.

power into a smaller package with its new DVx chip. While DiviCom's last MPEG-2 encoder required seven chips to encode a picture, the MV40 needs only one DVx silicon to compress an image. That left space—and money—to add a second encoding engine.

"We started thinking on how to look

ahead, and we realized we could afford to put two chips in one encoder, with the second encoder [chip] looking ahead at the first," says Wilson. "Instead of playing a high-speed catch-up game, we could add a full-blown MPEG encoder and keep the price [about \$70,000] the same as our existing high-end product."

To improve picture quality while encoding dynamic pictures, the MV40 uses two separate DVx compression chips—one chip to analyze and encode program data and a second chip to perform a similar operation with more precision a fraction of a second later.

"We use two encoders, with one delayed a few frames from the preview encoder," Wilson says. "That allows us to take care

of picture entropy and send that information ahead. Several frames is an eternity in an MPEG control system."

Broadcasters, of course, don't like latency. But Wilson says the delay that DiviTrack introduces to the encoding process is a "slight penalty" considering the improvement in picture quality. He estimates the delay to be well under 10 frames, or one-third of a second.

The MediaView MV40 will begin shipping later this month and will be demonstrated at NAB '98 in April. DiviCom also is developing a high-definition encoder but won't have it ready to show in Las Vegas. ■

Clarification

A byline was mistakenly left off last week's Special Report, "NAB '98 Sellers' Guide." The section was written by Glen Dickson.

Cameras for a Lifetime

Lifetime Studios, New York, has purchased three Ikegami HK-388W wide-band digital studio cameras. The digital signal processing cameras are 16:9/4:3 switchable and are equipped with Fujinon lenses and Vinten Fulmar and Hawk pedestals. The new HK-388Ws join Lifetime's existing inventory of Ikegami cameras, which include HL-59, HL-57 and HL-55A units.

Lifetime engineer/EIC Jeff Hartnett with two of Lifetime's new Ikegami cameras



HP servers go 4:2:2

New encoders support origination, hi-def upconversion

By Glen Dickson

Hewlett-Packard has developed new versions of its MPEG-2 broadcast video server and disk recorder that use the 4:2:2—or so-called studio profile—encoding scheme. Broadcast networks increasingly favor that encoding scheme for distribution of network programming.

The 4:2:2 encoding solution for the HP MediaStream broadcast server and disk recorder offers enhanced chroma resolution compared with 4:2:0 encoding. That makes it more suitable for network origination, where the image may need to be manipulated and/or recompressed. The increased chroma information in 4:2:2-encoded pictures also makes them better for HD upconversion, which both networks and local stations are considering for the bulk of their DTV broadcast day.

HP's 4:2:2 capability will be available in upgrades and new stand-alone units due to be shipped in May. The 4:2:2 products will be able to support 4:2:0 encoding—allowing users to play 4:2:2 and 4:2:0 spots back to back. They also will include HP's jog-and-shuttle capabilities and patented "CleanCut" frame-accurate cuts editing when using dual decoders.

New HP 4:2:2 servers and disk

recorders will sell for the same base prices as HP's existing 4:2:0 units: servers starting at \$145,000 for a one-input, one-output unit with 18 hours of storage, and disk recorders starting at \$65,000 for one I/O and five hours of storage.

Existing HP MediaStream customers can upgrade their 4:2:0 units to 4:2:2 by replacing the encoders and decoders. HP is offering a 20% discount on the price of an existing encoder/decoder package, which starts at \$20,000 for an encoder and \$10,000 for a decoder.

However, 4:2:2 encoding isn't as storage-efficient as 4:2:0, which is used in HP's existing disk-based playback products. Not everyone will need the 4:2:2 upgrade, particularly not smaller-market stations that are using a server just to store and play back spots.

"Most people buying this will be the big boys, like broadcast networks and cable networks, who know that their pictures will be decoded and reencoded again," says Al Kovalick, principal architect for HP's video communications division. "Another new area is HD upconversion—stations aren't going to be on air 24 hours a day with HD from networks—and what's a bet-



Hewlett-Packard's MPEG-2 MediaStream broadcast server (top) and disk recorder now support both 4:2:0 and 4:2:2 encoding.

ter thing to upconvert than 4:2:2?"

Kovalick says that HP has been experimenting with encoding 525-line pictures in the 4:2:2 scheme and then upconverting them to 1,080-line interlace HD, which he says yields better results than upconverting a 4:2:0-encoded picture. HP will be demonstrating 4:2:2 upconversion with a high-definition monitor at the NAB show in April.

HP, which has been experimenting with different 4:2:2 data rates, has decided that HP's 4:2:2 products will support data rates up to 30 Mb/s. After comparison testing with both expert and non-expert viewers, the company didn't see any reason to offer encoding rates of up to 50 Mb/s, as competitor Tektronix is doing in its 4:2:2 Profiles.

Kovalick says that "20 Mb/s 4:2:2 is as good as 50 Mb/s when we've [shown] both pictures to people at road shows. People can't tell them apart. Besides, most of our 4:2:0 users work at 8 Mb/s today, and those servers can support 15 Mb/s."

Cutting Edge

By Glen Dickson

A.H. Belo Corp. is buying digital studio-to-transmitter links (STLs) from California Microwave's Microwave Radio Communications (MRC) division for two of its Texas stations. WFAA-TV Dallas and KHOU-TV Houston will use the new 7 ghz digital microwave systems to send compressed digital video signals to

their new DTV transmitters as well as their existing NTSC transmitters. The MRC DAR45 STLs, which include microwave radios, MPEG-2 video codecs, multiplexers, protection equipment and antennas, are designed to accommodate a DS-3 signal, allowing a station to multiplex an NTSC feed and a DTV signal within 45 Mb/s over a single STL. Experi-

mental DTV stations WCBS-HD New York and WHD-TV Washington have installed the DAR45 product.

Comark Digital Services has won a contract from TV Globo in Brazil to transmit World Cup soccer in high-definition from France to Brazil this summer. CDS will be providing TV Globo with an end-to-end ATSC-compliant HDTV system, from digital satellite transmission from France to terrestrial broadcasting in São Paulo in Brazil.

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Online Music

SonicNet relaunch leads TCI Music attack

Three services will mix and form a digital music platform

By Richard Tedesco

SonicNet's relaunch next week heralds TCI Music's integrated programming strategy.

The idea is to mix and match material from SonicNet, The Box and DMX—all TCI Music businesses—in a commingled distribution path via digital set-top boxes. "This is basically phase one for TCI Music trying to establish itself as the premier digital platform provided through various channels," says Tom McPartland, president of TCI Music.

As it reinvents itself with more streaming of multimedia online, SonicNet is on the verge of affiliation deals with as many as four high-speed Internet access providers, domestically and abroad. Its most likely affiliate will be @Home, the service partly owned by TCI Music partner Tele-Communications Inc. Those relationships could create the beginnings of routine pay-per-view concerts online as high-speed Internet connections enhance the impact of streamed content.



While SonicNet's growing multimedia archive is expected to play well on 28.8 modems, it will translate to higher bandwidth speeds "in a heartbeat," according to Nicholas Butterworth, SonicNet president. And deals with high-speed Internet providers will include plans to test subscription services, says Butterworth, who notes that doesn't mean immediate entry into PPV or pay-

per-play businesses online.

SonicNet starts taking content from The Box when it relaunches its site (www.sonicnet.com) on March 12 with a

Streamland section featuring 200-250 music videos that can be viewed in Real-Video. In the Station area on Radio SonicNet, PC users will be able to access digital

music in 27 musical categories, which Christian music will soon join. An extensive Music Guide offers a library of material covering 30,000 artists, including reviews and album cover art, along with an online events calendar and annotated guide to other music Websites.

Graphics that use Macromedia's Flash technology lend a fluid, active look to the site, which also features a retooled Music News area with options for audio and video versions of some stories. PC users will also be able to personalize music content.

As TCI Music aspires to digital music dominance, SonicNet seeks to be the "definitive" online music site, says Butterworth, who envisions a "one-stop shop for music fans." The target core demographic is 18-24, skewing slightly older than music fans courted by MTV.

Both Butterworth and McPartland see numerous possibilities for mixing content among SonicNet, The Box (the 24-hour music video-request cable service) and DMX (the satellite-delivered digital music service). Artist inter-

Discovery recasts online, charts regular multimedia treks

Discovery Channel Online plans to take PC users on monthly, multimedia-rich expeditions on a revamped Website that retains its scientific signature.

The relaunched site (www.discovery.com) debuts this week with enhanced science news, free e-mail and an option to bookmark programming for Discovery viewers. It will continue to build on its weekly Webcast *Science Live!* With Neal Conan, streaming audio of the National Public Radio science correspondent, and will add more special events.

Discovery News Briefs will provide as many as 10 science news headlines daily, including health and medical news, and links to relevant sites, says Tom Hicks, vice president of Discovery Online.

The next expedition for virtual travelers goes to



Montserrat in mid-March, in anticipation of a major eruption of the volcano there. "Both streaming audio and streaming video will be more present on our site," Hicks says.

A series of expeditions sponsored by Lincoln Mercury and presented as *Mercury's Planet of Wonders* kicks off this month with an archaeological exploration in Bolivia.

Discovery plans to experiment further with the technol-

ogy from IPIX originally known as OmniView, an online photo technology that creates 360-degree panoramas for virtual tours of museums and other locations. Discovery will seek to create linear experiences online by linking these images in sequence and embedding "hot spots" with multimedia and high-resolution images.—Richard Tedesco

views could be simulcast on SonicNet and The Box, for example, and content from SonicNet concert events could migrate to The Box.

SonicNet derivatives will start to appear on its companion TCI Music services by the second quarter, according to McPartland, who says plans include offering digital set-top users access to The Box through SonicNet. Similarly, McPartland foresees online musical services developing via DMX.

Neither McPartland nor Butterworth would reveal the cost of the SonicNet relaunch, but McPartland described it as "substantial." SonicNet currently maintains an operating budget of \$3 million.

SonicNet plans to increase the frequency of its online concerts. It offered 20 concerts during January in a *Cybercast Bonanza* series sponsored by Coca-Cola. It will seek to revisit the success of last summer's *Supercast* series, sponsored by Levi Strauss, which included cybercasts of individual concerts from the Lilith Fair, Lollapalooza and Horde tours. The *Supercast* series drew 120,000 music fans via PC.

Sponsorship will remain SonicNet's primary means of financial support. Ads will be worked into the site's interstitial Flash graphics.

With TCI money behind it, SonicNet can now more aggressively pursue online rights to events. Live European and Australian concerts are at the top of SonicNet's shopping list as it hammers out deals for those markets and for Japan.

The new SonicNet site also features an In Concert archive of some 200 performances, which figures to grow exponentially as SonicNet gains financing from its new corporate parent.

TCI Music consummated its \$24 million takeover of Paradigm Music. SonicNet's former parent company, last month.

Multimedia Streaming

RealNetworks grabs Vivo, greater market share

Microsoft strategy seeks a unified technological front

By Richard Tedesco

The big dog got bigger in online multimedia streaming last week, as RealNetworks struck a deal to take over Vivo Software in a \$17 million stock swap.

The merger will push RealNetworks' market share near 90% (its own estimate), as it effectively acquires Vivo's 2 million online users along with its technology and intellectual properties. Vivo was one of RealNetworks' few recognizable competitors.

Overall integration of the extant technologies is the ultimate objective, with Microsoft fostering a unified technological front through the open Active Streaming Format it's been pushing. It doesn't have to push very hard: Microsoft bought Vxtreme last summer shortly after acquiring its 10% stake in RealNetworks. It already owned a minority stake in VDONet.

As Microsoft continues to extend the franchise for its own NetShow streaming technology—with CNN Interactive and Fox among its most recent clients—interaction is its overarching strategy.

That's the language RealNetworks executives were talking last week in unveiling the Vivo takeover. "Our overall strategy is to focus on different aspects of a [streaming] architecture," said Len Jordan, senior vice president of media systems for RealNetworks.

"They seriously beefed up a way to give content providers the means to create richer multimedia experiences online," says Seema Williams, senior analyst at Forrester Research, who adds that RealNetworks needed Vivo's tools

to strengthen its own product.

So RealNetworks now will integrate VivoActive 2.0 into its RealVideo product. Vivo had announced plans last summer to base its broadcast-tool products on NetShow and Microsoft's ASF specification. And Microsoft had previously announced plans to incorporate RealVideo and Real Audio source code into NetShow, which also will draw from Vxtreme source

code in its next incarnation.

RealNetworks currently claims 17 million PC users who can access multimedia content with its products from some 300,000 Web pages on 350 sites.

While it posted an \$11.2 million net loss for 1997 last month, RealNetworks recorded 1997 revenue of \$32.7 million, a 134% increase over 1996. Its fourth-quarter revenue stood at \$10.3 million, an 80% jump over its last quarter in 1996.

CBS, N2K stroll down Country Music Blvd.

N2K will fill a niche and CBS Cable expand one with their plans to co-create a Country Music Boulevard marketing site.

The latest address for aggressive online music marketer N2K will round out its music categories, following Jazz Central Station and Classical Insites.

Jim Coane, N2K president, says country was "the next logical [category] for us to develop aggressively," almost by default. "We've got the other [music] markets covered," he observes.

Coane appreciates the environment CBS has created on its Country.com site—which incorporates content about NASCAR racing and other sports that CBS Cable airs on The Nashville Network and Country Music Television.

The idea, ultimately, is to create a mirror image of TNN and CMT on computer screens across America, according to Coane, who says some content will be aired simultaneously on-air and online. But the basic idea is to reinforce the TV/PC convergence, pushing the commercial hot buttons that seem to be working online. "It's a very compelling model when you think about how fans are going to use this medium to stay in touch with music they love," Coane says.

The commercial potential is particularly compelling to CBS, says Bob Kunath, CBS Cable senior vice president of sales. "You really want to drive people closer to the point of purchase and then advertise to them at that point."

N2K claims that the demographic sought here is among the fastest-growing segments of the PC-owning population. And CBS agrees. "The computer has become a part of everyday life everywhere. We in New York just don't think of it that way," Kunath says.

Apart from programming shared on-air and online, N2K and CBS could share an even closer relationship as partners in an online country label, according to Kunath. The companies, he says, already have discussed issuing a compilation of recordings from CMT shows.

At the least, N2K gets a piece of Nashville and CBS starts to resemble an online deal-maker by setting up shop with the premier Web music marketer. N2K is also digitizing and streaming live events and intends to pick up the pace of those live online performances, Coane says.

N2K is digitizing archived concert footage too, on Music Boulevard. Having digitized the Grateful Dead and Led Zeppelin, could Patsy Cline and Hank Williams be far behind?—Richard Tedesco

Classifieds

See last page of classifieds for rates and other information

RADIO

HELP WANTED MANAGEMENT

Major Market General Manager. WSNY-FM and WVVO-AM, Columbus, Ohio. Our General Manager is retiring from broadcasting and we have a world-class opportunity for the right candidate. We seek an exemplary individual with high people, organizational, management, and sales skills. You must be a confident leader and team builder. Salary and benefits are well above industry standards. You may reply in complete confidence to Ed Christian, President of Saga Communications. Either fax or mail a presentation letter and resume to 73 Kercheval, Grosse Pointe Farms, Michigan 48236, fax 313-886-7150.

HELP WANTED SALES

Birschbach Media Sales Recruitment
Over 100 positions available nationwide
Call upon 25 years of Media Sales Experience!
See list of current opportunities contact us at
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100,000 watt Country powerhouse in one of the fastest growing areas in America, Gainesville-Ocala, Florida, is looking for experienced sales professionals with integrity, dedicated work ethic and the desire to win. Earn \$60,000 plus (real dollars). Resumes to R.E. Kassi, WOGK-FM, PO Box 70229, Ocala, FL 34470 or fax to 352-622-7822. EOE.

HELP WANTED NEWS

News Director. WSPY Radio and LPTV's (55 miles from Chicago) established Newsroom is accepting applications for an experienced News Director. Position includes writing and anchoring local news as well as oversight of News Department. Salary negotiable - fringe benefits. If you are interested in being part of an operation known for the integrity of its local news, fax resume and requirements to: Pam Nelson, 630-552-9393. EEO, Affirmative Action Employer. Minorities and women are encouraged to apply.

Radio News Director. News/talk station in Southeast is looking for a news director. We need someone who thinks big and can motivate and lead a small staff. Send letter of introduction, resume and tape to Box 01336 EOE.

HELP WANTED HOST

#846 - Program Host, ANTHEM, Cultural Programming. Hosts segments of ANTHEM, NPR's weekly music and features program which airs live on Saturdays. Provides continuity between program items during the live broadcast; conducts interviews with artists, authors, and other guests; prepares script material; participates with artists in recording of music performance segments; and participates in broad editorial review of ANTHEM. Bachelor's degree or equivalent, relevant experience required. Five years radio production experience with emphasis on production and hosting, and on-air hosting experience required. General understanding and knowledge of the different American music traditions and how they influence American popular and high culture music and artists, especially regarding music with known appeal to the NPR listener preferred. Experience producing and/or voicing audio features required. General understanding and knowledge of the different feature areas represented on ANTHEM, which includes travel, books, recreational activities, and NPR archive features preferred. Send or fax cover letter and resume identifying position by number and title: National Public Radio, Human Resources Department, 635 Massachusetts Avenue, NW, Washington, DC 20001-3753. Fax: 202-414-3047. EOE/AA/M/F/D/V. Also visit our website at: www.npr.org

TELEVISION

HELP WANTED MANAGEMENT

Hearst-Argyle TELEVISION, INC.

Grow With Us.

The expansion of our group of network-affiliated television stations has created two new positions in our Washington News Bureau. Two years of local television station experience is a must for either of these new positions:

Photographer/Editor

Solid photojournalist to shoot and edit daily news stories with contemporary style and flair. Send tape and resume.

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Assists in coordination and production of high-quality daily reports. Some field producing. Send resume only.

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1825 K St NW #720
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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.

Business Manager. WPVI-TV, Philadelphia, is seeking someone to manage our business office and direct financial operations at the TV station. Responsibilities include accounting, financial reporting, personnel, budgets and MIS. Successful candidate should have good communications skills and a business degree with an emphasis in finance or accounting. 5+ years of broadcast accounting experience at a management level preferred. CPA is helpful. Send cover letter and resume (*no calls/faxes*) to Dave Davis, President and General Manager, WPVI-TV, Suite 400, 4100 City Avenue, Philadelphia, PA 19131. EOE.

HELP WANTED SALES

Wanted: General Sales Manager. An immediate opening is available for a General Sales Manager to lead the sales team. Are you ready for the challenge of management or are you a local sales manager ready for the big job. If so, rush resume to Sam McLeod, General Manager, KLAX-TV, 1811 England Drive, Alexandria, LA 71303. Women and minorities are encouraged to apply. EOE.

Traffic Manager. KSTP-TV, ABC affiliate is seeking an experienced Traffic Manager or Asst. Traffic Manager who wants to move up. Working knowledge of television traffic and familiarity with BIAS system preferred. Candidates should have full working knowledge of BIAS or comparable traffic systems. Excellent supervisory and interpersonal skills a must. Send resume and salary requirements to: KSTP-TV, Human Resources Job #41-98, 3415 University Avenue, St. Paul, MN 55114. No telephone calls please. An Equal Opportunity Employer.

Traffic Manager. Newschannel 10, NBC affiliate in Roanoke, Virginia, is seeking an experienced Traffic Manager. The best candidate will be a person with excellent communication and teaching skills. Experience with Columbine JDS is essential. Ability to manage time, people and production of daily logs is mandatory. Send resume to Human Resources, Newschannel 10, PO Box 10, Roanoke, VA 24022-0010. Newschannel is an Equal Opportunity Employer. M/F. Pre-employment drug screening required.

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.

Sales Account Executive. KTRK-TV, the ABC, Inc. owned television station in Houston, Texas, seeks an Account Executive to join our local sales staff. Applicants should have 3-5 years TV sales experience. Position requires the ability to work with advertising agency departments, as well as a proven track record in marketing/new business development. Mail or fax resume to: Win Frazier, Sales Manager, KTRK-TV, 3310 Bissonnet, Houston, TX 77005. 713-663-4613. Equal Opportunity Employer. M/F/V/D.

New Business Manager. Univision owned and operated New York station is looking for a dynamic, aggressive and creative new business manager. Think out of the box and success is sure to come. Must be able to prepare and deliver presentations and promotions utilizing our extensive library of marketing tools. Must have full command of the Nielsen Ratings as well as verbal, written and organizational skills. Television sales experience is a must. Full knowledge of IBM compatible computers, MS Office 97 (Excel, Powerpoint, Word) and TV Scan. Looking for a person with 5-8 years experience and four-year college degree. Bilingual is a plus. Apply in person at Univision 41/WXTV, 605 Third Avenue, 12th Floor, New York, NY 10158, or by phone 212-455-5420. EOE.

Looking for Sales Managers with Big 3 and FOX experience. Small market, but lots of competition and great quality of life. Rush resume, salary to Box 01339 EOE.

National Sales Manager: KENS-TV, CBS affiliate and subsidiary of A.H. Belo Corporation seeks top performing sales person, with excellent negotiation skills and knowledge of rep. sales strategies and planning. Two years experience in national sales preferred. Must have creative skills in total station marketing and a proven track record. Demanding job/excellent benefits. Applicants should send resume to Personnel Director (reference position #98-030-3) at PO Box TV5, San Antonio, Texas 78299. We are an Equal Opportunity Employer.

General Sales Manager - WSTM-TV: Major group owned NBC affiliate in Syracuse, New York 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. Equal Opportunity Employer. Please send resumes to: Bill Applegate, VP/GM, WSTM-TV, 1030 James Street, Syracuse, NY 13202.

Act Now! Univision O&O looking for National Sales Manager. Must have 5 years of broadcast sales experience, a proven track record of new business development, expert ratings and research skills, computer savvy, able to motivate spot Account Executives and plan and develop major advertising presentations. Bilingual a plus, but not required. Send resume to KWEX-TV, 411 E. Durango, Ref. #98-6, San Antonio, TX 78204.

Local Sales Manager. CBS affiliate in Houston is seeking a high level organized individual with exceptional managerial skills to take its local sales efforts to new heights. This person will co-manage the local sales staff, make sales calls, develop new business, and accomplish financial goals. Must be highly motivated and have good listening, communication and negotiation skills. Two-three years experience in television sales management required, college degree or equivalent experience preferred. Proven track record is essential. Fax resume to Linda dePrado, Human Resources Director 713-284-8818.

Local Sales Manager - WDEF-TV, Chattanooga, TN - a Media General station. If you are looking for a growth opportunity with a growth company in a city with beautiful mountains, lakes, low crime, and moderate climate, please pay attention. We're looking for a leader of our eight person staff who can help us build our business through relationships and creative selling. You should have a minimum of five years related media sales experience, and demonstrate strong oral and written communication skills. You should also be a strong administrator with computer worksheet and word processing experience. Related management experience is ideal. A college degree, or equivalent job related experience, is required. A strong compensation and related benefits package available to successful applicant. To apply, please mail a cover letter and resume in confidence to: Human Resources, WDEF-TV, 3300 Broad Street, Chattanooga, TN 37408. EOE, minority applicants encouraged to apply, pre-employment drug test required. M/F.

Local Sales Manager. Newschannel 10, NBC affiliate in Roanoke, Virginia, is looking for a proactive Local Sales Manager with excellent coaching, motivational and leadership skills. This person will have the ability to train and teach Account Executives. Skills with Columbine, Marshall Marketing and Nielsen Star a plus. Successful new business development and relationship building are a must for this exciting position. Newschannel 10 is a Media General station in the 67th market. Newschannel 10 is an Equal Opportunity Employer. Pre-employment drug screening required. Send resume, sales philosophy and promotional revenue accomplishments to: Human Resources, Newschannel 10, P.O. Box 10, Roanoke, VA 24022-0010.

Account Executive. WLNS-TV, the market leading CBS affiliate in Lansing, Michigan is seeking an aggressive and highly motivated Account Executive. The ideal candidate will possess knowledge of TV Scan, Marshall Marketing and Nielsen. Responsibilities include effective agency negotiation and new retail sales development. Television sales experience preferred, but will train the right individual. Send resume to Local Sales Manager, WLNS-TV, 2820 East Saginaw Street, Lansing, Michigan 48912. No phone calls please. EOE.

General Sales Manager. Quorum Broadcasting owned by ABRY and operated by Dan Sullivan, is in need of a GSM with strong leadership skills. Candidates should have a minimum of 2-3 years sales management experience, preferably as LSM. Great opportunity for growth in one of the fastest growing broadcast companies in the country. Send resume to: Greg Graber, VP/GM, WQRF, 401 South Main Street, PO Box 139, Rockford, IL 61105.

TV Sales Traffic Coordinator. NBC12 is looking for team player with Ad agency or TV Traffic experience. Computer experience mandatory, Windows 95 preferred. Qualified applicants only send resume to: Toni Henderson, Traffic Manager, NBC12, PO Box 12, Richmond, VA 23218. No phone calls. EOE. MFD.

Director of Traffic - WFLD/FOX O&O TV station in Chicago is looking for an individual to direct/administer all functions of major market television traffic dept. Position works w/traffic manager on matters relating to hiring, training, and supervision of department staff. Reports to general sales manager and informs GSM of inventory control matters. Prior experience w/traffic systems required. Knowledge of Enterprise system highly preferred. College degree preferred. For immediate consideration, send resume and letter of interest to Human Resources, Attn: Marge Curtis, WFLD/FOX 32, 205 N. Michigan Avenue, Chicago, IL 60601. No phone calls, no faxes please. EOE/MF/D/V.

Account Executive. WCTV 6, CBS, Tallahassee offers excellent opportunity in a choice, growing DMA (112). College degree and two years television sales experience required. Cover letter and resume to Sales, AE, WCTV 6, PO Box 3048, Tallahassee, FL 32315. Pre-employment drug test. Equal Opportunity Employer.

HELP WANTED TECHNICAL

ABC, Inc. has immediate opportunities available for the following Vacation Relief positions:

SMAG ENGINEERS

Responsibilities include working with Engineering to wire & assemble new broadcast facilities, and modify & update existing facilities per Engineering requirements. At least 1-2 years' experience in broadcast systems wire and assembly preferred; Machinist experience a plus. Individuals should be able to read and understand engineering schematics.

NETWORK TECHNICAL MAINTENANCE ENGINEERS

At least 2-5 years' electronic maintenance experience required. In-depth knowledge of studio, production, videotape or master control and digital electronics equipment preferred. Individuals should have an understanding of PC's and digital audio/video systems. Electrical Engineering degree (or equivalent) preferred.

ENG MAINTENANCE ENGINEERS

Responsibilities include the maintenance of Beta videotape machines, GVG edit systems, and video switchers. Minimum of 3 years' experience in Broadcast Television or related profession required. Experience with digital audio/video equipment preferred.

For consideration, forward resume to:

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If you know studio transmitters and translators, this could be your chance to be chief or assistant chief. Great small market Western location. Rush resume, salary to Box 01340 EOE.

WRCB-TV is looking for a full-time television Maintenance Technician. Two-year technical school or equivalent experience required. Duties include maintaining all studio, transmitter and remote equipment. Send resume to Ed Aslinger, Chief Engineer, WRCB-TV, 900 Whitehall Road, Chattanooga, TN 37405. E-mail: aslinger@wrcbtv.com WRCB is an Equal Opportunity Employer.

Technical Manager: NTV (Nippon TV) Int'l Corp. Burbank, CA. Japanese TV station will direct and coordinate production and pre-production for satellite news broadcast between the company's Japanese news staff and the American satellite news technicians and crew. Must be fluent in written and spoken Japanese. 8 years experience required. Fax resume to: 818-953-4139. More info. at: www.ntvic.com.

Technical Director. Minimum three years experience switching a fast paced newscast. GVG 4000/2 ME switcher with Kaleidoscope. Need a creative individual who enjoys the charged atmosphere of a live news broadcast. Top market network affiliate station with a leading media company. Send resume and non-returnable tape to: KHOU-TV, Inc., 1945 Allen Parkway, Houston, TX 77019. Production Department. Attn: J.L. Smith.

Maintenance Technician. Requires self starter having experience with Beta, VPR-e, PC's, and other studio equipment maintenance. Experience with microwave, satellite, VHF and UHF transmitter, and FCC General Class license preferred. Contact Marty Peshka, Asst'l. Chief Engineer - Maintenance, WTNH-TV, 8 Elm Street, New Haven, CT 06510, or call: 203-784-8841.

Director of Technical Services, Public Broadcasting: Once-in-a-lifetime opportunity for a seasoned broadcasting professional to oversee transition to digital television and radio broadcasting; assist in the design and oversee construction of a new state-of-the-art broadcast, production and telecommunications center to serve the capital region of New York state; and direct ongoing design, development, construction, operation, supervision and maintenance of WMHT's technical facilities, including broadcast engineering, information systems, and Internet-based services. Requires BSEE or equivalent; minimum 10 years experience in broadcast technology, with 5 years in management; excellent conceptual, communication, project management, and bid preparation/evaluation skills; experience with collective bargaining preferred. Candidates must demonstrate knowledge of emerging technologies and experience with complex video, audio, RF, and control systems; satellite/microwave transmission systems; and data systems and networks. Salary commensurate with experience. Send cover letter and resume to Personnel Office, WMHT Educational Telecommunications, PO Box 17, Schenectady, NY 12301-0017. Applications will be accepted until the position is filled.

ENG Engineer. Responsibilities include setting up and executing live coverage of news events, maintaining equipment for that purpose and supplying technical support that facilitates live remote broadcasting for various station productions. Position requires three years of television engineering experience and a good understanding of the electronics of television. Must have or be able to obtain a Commercial Driver's license. A minimum of two years training in electronics preferred. Send resumes to Linda dePrado, Human Resources Director.

Chief Engineer. KCIT FOX 14 Amarillo, Texas has an immediate opening for a Chief Engineer. Successful candidate will have 3-5 years solid experience as a chief or assistant chief. Should be thoroughly familiar with UHF transmitter operations and maintenance, studio operations and maintenance, FCC regulations. Computer literacy a plus. Non news station with one assistant. Send or fax resume: Station Manager, KCIT FOX 14, 1015 South Fillmore, Amarillo, TX 79105. Fax: 806-371-0408. EOE.

Chief Engineer. WCBT-TV, the Media General station in Charleston, South Carolina has an immediate opening for a Chief Engineer. Successful candidate will have 3-5 years solid experience as a chief or assistant chief. Should be thoroughly familiar with transmitter operations and maintenance, studio operations, FCC regulations. Computer literacy a must. Send resume and salary requirements to WCBT-TV Personnel Department, 210 West Coleman Blvd., Mt. Pleasant, SC 29464. M/F. EOE. drug test required.

Chief Engineer: KIII-TV3, in beautiful, warm, Corpus Christi, Texas on the Gulf of Mexico is seeking a hands-on broadcast engineer who can lead its technical department into the next century. Successful candidates should have five or more years experience as a Chief Engineer or as a proven Assistant Chief with a strong technical knowledge of VHF transmitter, microwave, satellite, ENG, studio and computers (hardware, software and LAN) equipment. Also, must have the leadership ability to manage personnel and budget effectively. Associate degree with SBE certification or General Class FCC License is required. Send resume to: Human Resource Manager, KIII TV, 4750 S. Padre Island Drive, Corpus Christi, Texas 78411. EOE.

HELP WANTED MARKETING

Marketing Manager. If you're a marketing wizard that loves news and a challenge, this job's for you!!! WTVR, the South's First Television station and a member of the Raycom Media Group, is looking for a skilled pro to take over the marketing "wing" of our station. You'll have responsibility for a large outside media budget and design the station's on-air news campaign. Minimum three years successful station marketing management. Ready to take a classy old station from #3 to #1? You'll be a hero or heroine when you do it! Reply to Human Resources Manager, WTVR, 3301 West Broad Street, Richmond, VA 23230. EOE. No phone calls please.

Marketing Director WPGH/WCWB. Oversee comm. production. Develop new and existing business, client marketing events. Work with Research Director, Director of Sales and A.E.'s. College degree preferred. Minimum of 4 years marketing experience. *No calls. Resume to Richard Engberg, DOS, WPGH FOX-53, 750 Ivory Avenue, Pittsburgh, PA 15214. EOE/MF.*

HELP WANTED NEWS

Weekend Sports Anchor. Top rated CBS affiliate in Amarillo, TX needs a weekend sports anchor/weekday sports reporter. At least one year on air experience preferred. We edit on DVC Pro digital. Aggressive coverage ranging from Cowboys to high school. Send tape and resume to: Don Long, EEO Officer, KFDA NewsChannel 10, Box 10, Amarillo, TX 79105. EEO.

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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

ANCHOR/REPORTER

If you are an energetic, credible, creative anchor/reporter with personality, then you want to be part of the FOX News First team. One of the most successful FOX stations in the country will add this position to our growing news operation.

Send non-returnable tapes and resumes to:



**News Director Donna Dedee
FOX 31 WUHF
360 East Avenue
Rochester, NY 14604**

No calls please.

WDEF-TV News is looking for an *Anchor/Reporter*. Must be able to anchor 5 weekday newscasts, duties including writing news stories, assisting in producing, editing video and performing news on-air. Must also report, duties including covering news stories, writing news, editing video and performing stories either live or on video. College degree and minimum of 4 years experience required. 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.

Weathercaster. Top ten independent is looking for a great weather communicator. Great personality and exciting, interesting presentation is far more important than seal or major market experience. Reply to Box 01338 EOE.

Weekend Co-Anchor - to complement our current female co-anchor. Must have at least two years experience and a degree in Journalism or equivalent. Solid reporting credentials also required. You must be a good storyteller who can also enterprise stories and do flawless live shots. Send resume, tape and cover letter to: Donna Kersten, Newsroom Administrator, KXAN-TV, 908 W. MLK Blvd., Austin, Texas 78701. No phone calls, please. EOE.

Weather Anchor: The Granite Broadcasting Corporation station in Fresno, CA is looking for a weather anchor. Prepare and present weather information on M-F newscasts at 5, 6 and 11pm. Fill in as needed on a weekend newscasts and as weather conditions warrant. This person will lead the weather team and be responsible for weather updates on the KSEE 24 web site. Looking for a personable weather anchor who tells a story when presenting the weather and makes all content decisions with the viewer in mind. Need a person who can take weather to a new level in Fresno. The successful candidate will be backed by a significant investment in weather technology. Commitment to the community and ability to develop audience loyalty is a must. Degree in Journalism and/or meteorology preferred. 3 years experience on anchoring weather at a broadcasting station. Meteorologists are preferred. Experience in live, field and weather reporting a must. Newsroom computer and web page experience preferred. Spanish/English bilingual preferred. Send resume and tape to: KSEE 24, 5035 E. McKinley Avenue, Fresno, CA 93727. Attn: Personnel. No phone calls. Women and minorities are encouraged to apply. Final candidate will be required to undergo drug screening. Granite Broadcasting Corporation is an EOE.

Univision/KWEX-TV in San Antonio, TX is looking for an experienced news anchor w/strong reporting skills. Opening also for an experienced sports anchor. Both positions require fluency in writing and reporting in Spanish. Application required, along with resume and demo tape. Call 210-227-4141 for application. KWEX-TV is an EOE and encourages applications from women and minorities.

Television Weekend Anchor/Reporter. WZZM 13, the Gannett-owned ABC affiliate in Grand Rapids, Michigan is looking for a Weekend Anchor/Reporter. We need an aggressive digger who's a reporter at heart but comfortable and personable on the anchor desk as well. You'll be working alongside our female co-anchor. At least 3 years of broadcast television experience required. No calls please. Send your Beta or VHS tape immediately to: Bill Dallman, News Director, WZZM 13, 645 Three Mile Road, NW, Grand Rapids, MI 49544. EOE.

Sports Reporter/Anchor. Major market Indy seeking a sports reporter/wknd. sports anchor. We have a hot, fast-paced, non-traditional newscast, and your style should match ours. Your tape should demonstrate that you are a creative storyteller, with strong live skills and a proven track record of covering sports in creative, non-traditional ways. Apply to Box 01335. We are an Equal Opportunity Employer.

Reporters, Producers, Videographers - Our market is growing and so are we! Our newsroom needs bright, aggressive and resourceful people who can do the job our viewers expect. Please send resume, salary history and cover letter along with your non-returnable tape to Box 01334. This TV station is an Equal Opportunity Employer.

Reporter. Are you among the best storytellers in the business? Do you know how to find and convey the emotion of the stories you tell? If the answer is "yes" and you also know how to enterprise, you may be right for this job. You also get extra credit if you have anchor experience. Please send your non-returnable tape, resume, cover letter with salary history to: Donna Kersten, Newsroom Administrator, KXAN-TV, 908 W. MLK Blvd., Austin, TX 78701. Please don't call us. KXAN-TV is an Equal Opportunity Employer.

Promotion Writer/Producer. KLAS-TV, CBS-Las Vegas, is looking for a writer/producer who loves news and creating topical and branding spots. We have the production tools, agency support, and an award-winning news team to sell. The right candidate joins an aggressive, creative marketing team in the fastest growing market in the country. AVID skills are a plus...hands-on writing and producing skills are a must. Send tape and resume to: Terry McFarlane, KLAS-TV, 3228 Channel 8 Drive, Las Vegas, NV 89014.

Producer. WVLT-TV has an immediate opening for an experienced producer. We require an excellent writer who's fast, flexible, creative and always on the lookout for a live shot. Must be able to interact well with others and work well under pressure. Resumes and non-returnable tapes to Executive Producer, WLVT-TV, 6516 Papermill Drive, Knoxville, TN 37919. EOE

News Director: WCBD-TV2, NBC in Charleston, SC, needs a top flight News Director with solid background in investigative and enterprise reporting, plus high energy, high content newscasts. Will consider Executive Producer or Assistant News Director with this experience. This is a national, award-winning news team that needs very good leadership. Send resume and cover letter regarding philosophy, awards, and salary requirements to GM, WCBD-TV, 210 West Coleman Blvd., Mt. Pleasant, SC 29464. M/F. EOE. drug test required.

Producer/Director. WOTV/ABC in Battle Creek, MI. 37th market has an opportunity for full-time producer/director. Requirements: Must have experience directing and switching live newscasts. Non-linear editing and shooting skills a plus. Broadcast degree preferred. No phone calls, please. Send resume and non-returnable aircheck with directors track to: Pat Linehan, Production Manager, c/o WOOD-TV8, 120 College SE, Grand Rapids, MI 49503. WOTV/ABC is an EOE.

Photojournalist. WVLT-TV has an immediate opening for an experienced photojournalist. Our newsroom requires excellent photography, story telling ability, organizational skills and an ability to work well under pressure. Our staff is one of the best, all are members of NPPA. Send resume and non-returnable tape to News Director, WVLT-TV, 6516 Papermill Drive, Knoxville, TN 37919. EOE.

Photographer - WBTV, Charlotte is looking for a photographer - editor - live truck operator. Must have at least 2 years shooting experience in a mid to large size market. Must love to tell a story with pictures and sound and be able to deliver under deadline pressure. Send tape and resume to Jim Newman, WBTV, Assistant News Director, 1 Julian Price Place, Charlotte, NC 28208. Equal Opportunity Employer. No phone calls, please. Qualified women and minorities encouraged.

News Director. Sioux Falls NBC affiliate looking for news leader to take news staff and ratings to next level. If you have a nose for news, we want to talk with you! Prefer person with 3-5 years news management experience - with degree in Journalism. Executive Producers will be considered. Send cover letter and resume to: KDLT, Gary R. Bolton, General Manager, 3600 S. Westport Avenue, Sioux Falls, SD 57106. M/F. EOE.

Morning Show Executive Producer. KHOU-TV, in Houston is seeking an Executive Producer to oversee its Morning Show. Applicants must be a journalist first and foremost yet create a sizzle in each newscast. This position oversees all Morning Show Producers, Associate Producers and Production Assistants. Duties will include scheduling, coaching, writing and production critiques, professional evaluations, helping design new broadcast, as well as working with others to develop a modern graphics look. May have to produce broadcast in emergencies. A college degree is preferred. Three years experience preferably in a top thirty (30) market. At least one year prior management experience. Send resumes to News Director, PO Box 11, Houston, Texas 77019.

Meteorologist - WBTV, Charlotte is looking for an AMS certified meteorologist with at least 2 years experience in a mid to large size market. Must be able to respond quickly and effectively to breaking weather developments and deliver a clear and concise presentation. Send tape and resume to Jim Newman, WBTV, Assistant News Director, 1 Julian Price Place, Charlotte, NC 28208. Equal Opportunity Employer. No phone calls, please. Qualified women and minorities encouraged.

KPIX is looking for a newscast producer who will bring energy, intelligence, news judgement and leadership to the best newsroom in the Bay Area. If you can deliver those qualities combined with strong writing and production skills send your resume and a non-returnable tape of a newscast in the past week to KPIX Human Resources, 855 Battery St., San Francisco, CA 94111. No phone calls. EOE.

Executive Producer/Assignment Editor. Do you take pride in scooping the competition? Do you have a nose for news? If you answer yes to both questions, we want you on our newsteam! Prefer candidates with 2-3 years producing and/or assignment experience and a degree in Journalism is required. Send cover letter, resume and tape to: KDLT-TV, Madeline Shields, 3600 S. Westport Avenue, Sioux Falls, SD 57106. M/F. EOE.

Evening Producer. WISC-TV, Madison, Wisconsin has an immediate opening for a 10:00pm Producer. Are you creative, able to make the tough calls at night when everyone else is gone and hold it all together? Send us your non-returnable tape and resume. Main show line producing experience preferred. Sat-Truck experience helpful. Applications to: Carmelyn Daley, WISC-TV, 7025 Raymond Road, PO Box 44965, Madison, WI 53744-4965. Deadline is 3/9/98. EOE/M-F.

Corporate News Director. Excellent opportunity to get in on the ground floor of a large multi market level affiliate. We are looking for a dynamic and aggressive news director with experience in various market sizes. Applicant must be able to develop and implement the latest concepts and strategies in the news arena. Must be a strong leader and able to oversee several news departments at various locations, possess strong creative and news oriented capabilities. Ability to manage operating news budgets. Send resume to Box 01337 EOE.

Assignment Editor. WISC-TV, Madison, Wisconsin has an immediate opening for a weekday Assignment Editor. If you live for news, can stay on top of everything, and can feed a monster with 5 1/2 hours of local news a day, apply now. Desk experience is required. Sat-Truck experience is helpful. Send to: John Sherer, WISC-TV, 7025 Raymond Road, PO Box 44965, Madison, WI 53744-4965. Deadline is 3/9/98. EOE/M-F.

FOX News in the Naples/Fort Myers market seeks a Troubleshooter. Must be FOXified with two years experience. College degree preferred. Send non-returnable tape and resume to Mark Pierce, Station Manager, 621 SW Pine Island Road, Cape Coral, FL 33991. We are an Equal Opportunity Employer.

Chief Meteorologist: KSN-TV needs a meteorologist. We're looking for a weather star! We want you if you're a meteorologist who lives to chase the storm and inform the public. We're looking for someone to lead our three man weather team and work with our state of the art Baron Doppler Radar. Two years on-air experience preferred. Send resume, and tape to Rick Iler, News Director, PO Box 1393, Joplin, MO 64802.

Central New York's fastest growing news operation is expanding. WSTM-TV is looking for a producer who knows how to handle a fast paced show with all the bells and whistles, associate producers who know how to tell a story w/ pictures as well as words and a couple of NPPA quality videographers who want to work w/the latest digital equipment. WSTM is an Equal Opportunity Employer who actively seeks diversity in it's people. Send tapes and resumes to Donna Moreland, WSTM-TV, 1030 James Street, Syracuse, NY 13203. Phone calls preclude consideration. Pre-employment drug test required.

Assignment Editor. Overnight 11:00 pm - 8:00 am - WAGA-TV, a FOX O&O in Atlanta, is seeking an Assignment Editor to gather news and information for newscasts; research and develop news leads and stories; assign, dispatch and coordinate reporter/photographer news teams and live remote crews; review and monitor news releases, newspapers, and news stories on other broadcast media; monitor two-way radio traffic from emergency service agencies; discuss development and progress of news stories with show producers and news managers. Must have above average typing skills and be able to communicate clearly and deal effectively and politely with the public. Knowledge of metro Atlanta and surrounding areas a plus. College degree and 3 to 5 years newsroom experience, which includes writing broadcast news under deadline. EOE. Send resume to Human Resources/WAGA, 1551 Briarcliff Road, Atlanta, GA 30306.

HELP WANTED PROMOTION

Promotion Manager. Top 30 market television station is seeking an experienced Promotion Manager for Program and Sales Promotion. Must be a team player with strong writing, creative and analytical skills. Working knowledge of production a plus. Must possess management qualities, be able to work independently and perform well under pressure. Send resume/demo reel to: GM/WKFT-TV, PO Box 2509, Fayetteville, NC 28302. EOE.

HELP WANTED RESEARCH

Advertising

RESEARCH ANALYST

NYC television rep firm seeks a Research Analyst with 1-2 years experience preferred to work with TV stations. Previous exp. with Nielsen rating data and knowledge of PC applications and Lotus 1-2-3 for Windows a plus. Bachelor's degree preferred. We offer an excellent salary and benefits package. Please send resume to: Box JA-447BC, 180 Varick St., 2nd Fl., New York, NY 10014. EOE M/F/D/V.

Research Analyst. FOX O&O in Dallas/Fort Worth is looking for a Research Analyst to assist in ratings analysis including program estimates, rationale, onesheets and related reports for KDFW FOX 4 and KDFI TV 27. Responsible for qualitative and quantitative analysis to support stations' sales and programming efforts. Strong written and verbal communication skills is necessary and familiarity with television ratings and media research is a plus. Must be PC literate with experience in word processing, spreadsheets and presentation software. Send cover letter and resume to: Human Resources, KDFW/KDFI Television, 400 N. Griffin Street, Dallas, TX 75202. EOE/M/F/D/V.

HELP WANTED MISCELLANEOUS

WCIV, ABC affiliate in Charleston, SC has two immediate openings in our production department. **Weekend Director/Production Assistant.** We're looking for a top notch director/production assistant for our weekend newscasts. Candidate should have two years experience in television directing or technical directing live newscasts and specials in a broadcast facility. Ability to operate camera, studio equipment and audio board. Will work weekends, irregular hours and holidays. **Technical Director.** Must have knowledge of newscast on-air presentation. Prior TD experience and knowledge of operation of video switcher and related broadcast equipment. Will perform pre-pro of topical newscasts opens, bumpers and promos. Mon-Fri 6 and 11 pm newscasts. Send resume to Tim Weeks, Production Manager, WCIV-TV, PO Box 22165, Charleston, SC 29413. No phone calls accepted. EOE/MF.



KSAZ-TV Phoenix, Arizona

Come join *the* hottest team in a highly desirable, fast-growing market. Our FOX O&O is actively seeking experienced, creative individuals to fill these key roles:

Research & Program Director

Supervise Research/Programming functions. Min. 5yrs TV exp., and strong TV research skills. Prefer background in managing TV Research and/or Programming depts.

Special Projects Producer for Sales & Mktg.

Develop, write & produce commercials for station clients.
Min. 2yrs television or agency exp.

News Producer

Produce newscasts from story inception forward. 1-3yrs TV news exp. Exp. producing entertainment news a plus.

Weather Anchor/Reporter

Min. 2yrs on-air TV news exp. Exp. w/Kavouras Triton I-7 or comparable weather computer system.

Photojournalist

Min. 3yrs exp. in TV news operating electronic newsgathering equip. and editing videotape.

CALL JOB LINE FOR FURTHER DETAILS ON THESE POSITIONS:
602-257-1234 x510

We are an Equal Opportunity Employer, offering competitive salaries and comprehensive benefits. To join our team, please send resume & salary requirements:

**FOX 10 Human Resources,
511 W. Adams Phoenix, AZ 85003
FAX: 602-262-5123**

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Send resume/tape to:

**Box _____,
245 West 17th St.,
New York, New York 10011**

HELP WANTED CREATIVE SERVICES



As one of the fastest growing, most progressive broadcast groups in the nation, **SINCLAIR COMMUNICATIONS, INC.** owns and/or provides programming services or has agreements to acquire 55 stations in 37 separate markets, and owns, provides sales and programming services to, or has agreements or options to acquire 59 radio stations in 11 separate markets. Sinclair's television group will include ABC, CBS, FOX, NBC, WB and UPN affiliates. As our phenomenal growth continues, we seek the one element which gives us the edge on the competition and the power to stay on top—the best people in the business. If you are a motivated team player with a successful track record, an opportunity may await you at Sinclair:

• **Sinclair Radio of St. Louis, Inc.**

Radio Broadcast Technician

Seeking an experienced technician to work in expanding St. Louis, MO facility. Candidate should provide a minimum of five years experience in the radio broadcast industry with knowledge of advanced electronics, computers and computer networks, audio and RF technologies. Applicants should be knowledgeable in the maintenance of high power AM and FM transmitters, microwave, studio and related equipment. FCC license and SBE certification helpful. Please send resume and cover letter. BC #61

• **Columbus - WTTE-TV - FOX**
Maintenance Technician

Opening for a maintenance technician with two years experience repairing and maintaining television equipment. The successful candidate will be a self-starter with studio and UHF transmitter experience. Knowledge of computer systems in a television environment also helpful. Send resume, including daytime phone number. BC #62

• **Kansas City - KSMO-TV - WB**
Assistant Chief Engineer

Step up to a bigger market...looking for an Assistant Chief Engineer. Requires experience in broadcasting maintenance, including systems troubleshooting, repair of studio video and audio equipment, computer maintenance and LAN/WAN operations. UHF transmitter experience preferred. SBE certification and FCC license a plus. Excellent salary and benefits package. Send resume and cover letter. BC #63

• **Milwaukee - WCGV-WVTV-TV - UPN/WB**
Account Executive

Seeking a sales professional with a minimum of 2 years successful sales experience. Candidate must be able to handle agency business and develop new business. Strong negotiation skills and working knowledge of computers a must. Send resume. BC #64

• **Raleigh - WFLA/WRDC - FOX/UPN**
Local Sales Manager

Seeking Local Sales Manager with at least 2 years TV sales management experience. Send resume with salary requirements. BC #65

• **Various Locations**
Account Executives

Must be able to handle agency business and develop new business. Strong negotiation and communication skills, thorough knowledge of ratings/research tools and working knowledge of computers a must. Send resume. BC #66

• **Various Locations**
Business Managers

Successful candidates will possess 4 year accounting degree, strong communication skills and previous financial media experience. Send resume. BC #67

Mail your resume in confidence immediately to:
Broadcasting & Cable, 245 W 17th Street, NY, NY 10011, Attn: Job # _____



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We have it all. A creative department with the resources to do anything. 5 staff designers. Hal. Paintbox. Editbox. Film. No creative limits. Great career potential with a premiere broadcast company. *This is a rare opportunity for an unique individual*

Resumes and non-returnable tapes should be sent to:
Personnel Director, KHOU-TV, PO Box 11,
Houston, Texas 77001-0011. No phone calls please.
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CREATIVE SERVICES POST EDITOR

You love to edit. You watch the Super Bowl just for the commercials. You make your stuff look like it came from ILM, but you do it with smoke and mirrors.

You're creative

and hate producers that won't listen.

You're ready for freedom.

You're ready for adventure.

You're ready to bask in the sunshine.

If you can say "yes" to all of the above...

then you're the person we want!

WPBF, the ABC affiliate in West Palm Beach, Florida seeks a production editor. Send resume, your 10 best spots and salary history to:

Linda LaManna
Creative Services Director
3970 RCA Blvd., Suite 7007
Palm Beach Gardens, FL 33410
-A Hearst-Argyle Managed Television Station-



Art Director: Major group owned NBC affiliate in Syracuse, NY looking for creative, hands-on Art Director. Supervise a staff and design and manage that stations on-air look. This management position emphasizes news promotional skills. You will have the tools and the support to create a cutting edge look. Pre-employment drug test is required. Send resume and demo tape to Donna Moreland, WSTM-TV, 1030 James Street, Syracuse, NY 13203. We are a Raycom station. EOE.

Creative Services. WPEC-TV, CBS affiliate in West Palm Beach, FL (DMA #43), metered market, seeking Electronic Graphic Artist to create and produce television graphics for News, Creative Services and Sales departments. Must have television news experience with Quantel/Paintbox Express, PowerMac, Chyron family character generators; IBM compatible computers with Windows 95, Microsoft Word and Excel software. Experience with LiveLine Genesis and Weather Central systems is desirable. Submit resume, references and non-returnable VHS tape to: Donn Colee, Director Programming and Creative Services, WPEC News 12, PO Box 198512, West Palm Beach, FL 33419. EOE. We are a drug-free workplace.

ASSISTANT CREATIVE SERVICES DIRECTOR

OK, so you have a stack of awards,
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but you want to advance... toward management.

Here's your opportunity

to be a force within a dynamic station that is owned by one of the best broadcast groups in the country. WPBF, the Hearst owned, ABC affiliate in West Palm Beach, Florida is seeking a highly motivated individual who knows that in order to win,

you never miss an angle!

Successful candidate must have strong writing, organizational and leadership skills. College degree preferred. Send resume and tape to:

Linda LaManna
Creative Services Director
3970 RCA Blvd., Suite 7007
Palm Beach Gardens, FL 33410
-A Hearst-Argyle Managed Television Station-



HELP WANTED FINANCIAL & ACCOUNTING

Accountant/Business Manager. KGMB, the CBS affiliate in Honolulu is looking for a Controller/Business Manager. Applicant must be a CPA or have a degree in accounting. In addition to financial functions this position is part of the strategic planning leadership team, and supervises the Traffic and Administrative Departments. "People" skills, computer knowledge and experience and organizational and communication skills are essential. Three years of accounting management is required, broadcast experience preferred. Salary commensurate with experience and ability. No phone calls, please. Send resume to KGMB, 1534 Kapicalani Blvd., Honolulu, HI 96814. Attn: Human Resources, or fax 808-941-8153. KGMB is an Equal Opportunity Employer/MF.

HELP WANTED PRODUCTION

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strong writing ability, experience in all
aspects of production & great people skills

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and no phone calls, please!*

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Low cash and Barter deal
The pioneers and reigning champs!
National Weather Network

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.

ABC6 is looking for an Executive Producer. If you are the right candidate for this position, you'll be a product champion, have exceptional producing skills, and be a creative thinker. All candidates must have prior management experience. Please send your news philosophy and a resume to: Ingrid Johansen, News Director, ABC6, 10 Orms Street, Providence, RI 02904. Equal Opportunity Employer.

Broadcast Personnel. Technical Directors (GVG 300 Switcher with Kaleidoscope), Audio (mixing for live studio and news broadcasts), Studio Camerapersons (studio productions and news broadcasts), Chyron Operators (Infinit), Still Store Operators, Tape Operators (Beta), Maintenance (plant systems experience - distribution and patching), Lighting Director Engineer. Employment would commence 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.

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.

Selling Commercial Producer. You're a gifted writer/producer with a reel of first class spots that have made an impact for your clients. Beyond your production wizardry, you can identify client opportunities and spin them into programs and promotions that sizzle. Your presentation skills are compelling and energizing! *You should be in sales!!!* Here's your chance. You'll work with our Account Executives and clients to create killer commercials and campaigns and *earn generous incentives* in addition to your salary! Rush your reel and resume to Lynell Antonelli, KYW-TV Sales Marketing, 101 South Independence Mall East, Philadelphia, PA 19106. EOE, M/F, ADA.



**To place your classified ad
in Broadcasting & Cable,
call
Antoinette Pellegrino (212) 337-7073
or
Francesca Mazzucca (212) 337-6962**

Weekend Graphics Operator. Austin, Texas television station seeks a weekend Graphics Operator. Experience in live television production required. Experience with Chyron infinit! and Quantel PictureBox preferred. 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 3/6/98. No phone calls, please. EOE.

TV RESUME TAPES

Career Videos prepares your personalized demo. Unique format, excellent rates, coaching, job search assistance, free stock. Great track record. 847-272-2917.

SITUATIONS WANTED NEWS

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

SITUATIONS WANTED MANAGEMENT

General Manager/TV. Looking for situation in which to reinvest my skills and expertise. Excellent documentable record and strong references. I loved going to work every day at 4 consecutive turn around situations. Revenue driven, direct sales involvement, sales and inventory control, people skills, marketing station and news, computer skills, team building. Bring skills learned from 5 major groups. My search is a result of my previous station's sale. Will consider significant GSM or field related opportunity where I can contribute. My experience is in SE. Mark Keown. 1719 Park Avenue, Richmond, VA 23220. 804-355-6899. E-mail at MKeown5611@aol.com

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CABLE

HELP WANTED TECHNICAL

AccuStaff Incorporated, the fourth largest staffing agency in the nation is partnering with Discovery Channel Latin America to hire contract positions for Discovery's Latin American Television Center in Miami, Florida. Contracted through Accustaff, employees selected for the listed position will be working on-site at the Television Center.



MAINTENANCE ENGINEER: Successful candidates will have a knowledge in the area of systems and video/audio. Minimum of 5 years maintenance experience including significant experience in a ITU-R 601 digital environment. Ability to diagnose to component level, familiarity with test signals and equipment. AA degree in electronics or computer systems required. Military or other significant experience/training can be substituted for degree requirements. SBE certification and FCC general class license a +. Spanish and/or Portuguese a +.

Send resumes to: AccuStaff Incorporated, 1101 Brickell Ave., Suite 1003, Miami, FL 33131. Fax 305-381-9588 *email address: paulag@accustaff.com. No calls to Discovery Channel please.

HELP WANTED PROMOTION

Promotion Director. BayTV, the San Francisco Bay Area's only local news, sports and information cable channel has an immediate opening to lead our promotion department. You'll lead by example with top quality writing and producing skills. You'll help create big campaigns, as well as daily topicals. You'll manage our radio, print and outdoor creative. We welcome your 2-3 years experience in promotion with a local television station or cable network. BayTV is locally owned and operated by the Chronicle Broadcasting Company, the Bay Area's news and information leader that includes KRON Channel 4, and The Gate on-line. In exchange for sharing your talents with BayTV, we offer a competitive salary and the opportunity to live and work in the most beautiful and creative city in America. We are a drug free company that requires pre-employment drug testing. Send your tape and resume no later than March 16, 1998 to: KRON Human Resources, PO Box 3412, San Francisco, CA 94119. BayTV The Chronicle Broadcasting Company

Writer/Publicist. Odyssey Channel seeks full-time writer/publicist to handle trade and consumer press relations. Bachelor's degree in communications or a related field, minimum 3-5 years media/PR experience, television or cable industry experience required. Fax salary request and resume to G. Griffo at 212-964-5966. E.O.E.

HELP WANTED SALES

TV Ad Sales Manager. Martha Stewart Living is seeking an individual to develop sales proposals and assist in budget and up-front planning strategies. The successful candidate will support TV ad sales, price and track commercial inventory, manage all TV-related contracts and perform spreadsheet analysis as needed. Must be able to troubleshoot scheduling conflicts and reconcile contracts. The successful candidate should have at least 2 years experience in TV sales analysis. Strong quantitative, interpersonal and computer skills required. Ad sales database experience and college degree preferred. We offer a competitive salary and benefits package. Please mail resume (salary requirements a MUST) to: Martha Stewart Living Onmimedia, 20 W. 43rd St., 25th Floor, NY, NY 10036. Attn: Human Resources- AS. EOE

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 rbisign@immad.com.

Chief Engineer Radio/Audio- The Department of RTVF at the University of North Texas is seeking an engineer to fill the position of chief engineer for non-commercial station KNTU-FM and audio engineer for the department's audio labs. Applicant qualifications should include five years broadcasting experience; analog and digital multi-track audio equipment experience highly preferred; graduation from high school, supplemented by courses in electronics; FCC general class license and Society of Broadcast Engineers certification or equivalent. Hours: Mon-Fri., 8-5 with some evenings and weekends as needed. Position begins 9/1/98. The University of North America Texas is an Equal Opportunity, Affirmative Action Employer. For more information, contact the Employment Office at the University of North Texas at 940-565-4240, Metro 817-267-3731, fax 940-369-7137.

HELP WANTED FACULTY

TELECOMMUNICATIONS FACULTY POSITION, COLLEGE OF COMMUNICATIONS, PENN STATE

Funding for new faculty lines makes it possible for us to invite applications for a tenure-track/tenured position in electronic media management and economics beginning August 1998. This position requires an ability to teach undergraduate and graduate courses and to conduct research in broadcasting, telecommunications or information technology. Applicants should have some management and/or expertise in economics as applied to broadcasting, cable television, telephony or information technologies. We require a Ph.D. or other advanced degree, and evidence of scholarship in both research and teaching. Professional experience is desired.

Send a letter describing qualifications, resume and the names, addresses and phone numbers of three to five references to: Search Committee, College of Communications, Penn State, 201 Carnegie Bldg., Box BC, University Park, PA 16802. Screening of applications will begin immediately and will continue until the positions are filled. AA/EOE.

HELP WANTED SALES

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PUBLIC NOTICE

The Public Broadcasting Service Programming Policy Committee will meet at 9:00 a.m. on March 12, 1998 at the PBS offices, 1320 Braddock Place, Alexandria, VA, to discuss PBS's program evaluation process and other related issues.

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

OWNERSHIP CHANGES

Granted

South Lake Tahoe, Calif. (BAPLH-980130-EA)—Tri-Valley Broadcasting Corp. for KZZF(FM): involuntary AOL, CP from Tri-Valley Broadcasting Corp. to Tri-Valley Broadcasting Corp., debtor-in-possession. *Feb. 13*

Filed

Appleton, Wis. (BTC-980210GG)—Winnebago Broadcasting Inc. for WRJQ(AM): involuntary acquisition of positive control of Winnebago Broadcasting Inc. from Wesley Keoffler and Robert Artabasy to Robert Artabasy. *Feb. 23*

NEW STATIONS

Dismissed

Ames, Iowa (BPCT-950109KG)—KM Communications Inc. for TV at ch. 23, 2,095 kw, ant. 264 m., 5.9 km SW of intersection of U.S. Rtes 65 and 30. *Feb. 19*

Ames, Iowa (BPCT-950321KF)—Venture Technical Group Inc. for TV at ch. 23, 2,000 kw, ant. 309 m., 7505 NE 38th St., Des Moines. *Feb. 19*

Ruston, La. (BPH-930507MB)—Roger D. Pinton for FM at 99.5 mhz, 3.1 kw, ant. 445 ft. *Feb. 13*

Macon, Mo. (BPH-951101MB)—David L. Shepherd for FM at 99.9 mhz, 6 kw, ant. 100 m. *Feb. 13*

Farmersville, Tex. (BPH-970401MN)—North American Broadcasting Co. for FM at 92.1 mhz. *Feb. 13*

Farmersville, Tex. (BPH-970402MH)—Galen & Jesse Gilbert, a general partnership for FM at 92.1 mhz. *Feb. 13*

Farmersville, Tex. (BPH-970402MI)—La Nueva Cadeno Radio Luz Inc. for FM at 92.1 mhz. *Feb. 13*

Returned

Harlingen, Tex. (BPED-970811MB)—Maranatha Church of Laredo Inc. for noncommercial FM on 89.9 mhz. *Feb. 13*

Filed

Anchorage (BPCDT-980209KF)—Northern Television Inc. for KTVa(TV): new digital television facility on ch. 28, 1000 kw, ant. 39 m., 1007 W 32nd Ave., Anchorage. *Feb. 23*

Fairbanks, Alaska (BPCDT-980209KE)—Northern Television Inc. for KTVF(TV): new digital television facility on ch. 26, 34.4 kw, ant. -11 m., Northward Building, 3rd and Lacey Streets, Fairbanks. *Feb. 23*

Payson, Ariz. (9802021B)—Redwood Broadcasting Inc. for KESP(FM): change TL, ERP, ant. *Feb. 23*

Los Angeles (BPCDT-980208KG)—Harriscope of Los Angeles Inc. for KWHY-TV: new digital television facility on ch. 42, 165 kw, ant. 873 m., Mt. Wilson, 25 km NE of Los Angeles. *Feb. 23*

Denver (BPCDT-980212KE)—Fox Television Stations Inc. for KDVR(TV): new digital television facility on ch. 32, 223.3 kw, ant. 296 m., 21214 Cedar Lake Road, Golden, Colo. *Feb. 23*

Miami (BPEDT-980211KE)—The School Board of Dade County Fla. for WLRN-TV: new digital television facility on ch. 18, 103.4 kw, ant. 302 m., 3300 SW 52nd Ave, Pembroke Park, Fla. *Feb. 23*

Jessup, Ga. (980210MA)—Gospel Radio Ministries Inc. for noncommercial FM on 90.5 mhz. *Feb. 23*

Ashland, Mo. (980130ID)—Mid-Missouri Broadcasting Inc. for WOQL(FM): change TL, ERP, ant. *Feb. 23*

Cloudcroft, N.M. (980209MA)—Southern New Mexico Radio Foundation for noncommercial FM on 88.9 mhz. *Feb. 23*

Lockwoods Folly Town, N.C. (980210-MB)—Grace Missionary Baptist Church for noncommercial FM on 88.1 mhz. *Feb. 23*

Greenfield, Ohio (980206IA)—Southern Ohio Broadcasting Inc. for WVNU(FM): change TL, ERP, ant. *Feb. 23*

Kent, Ohio (BPED-980209MB)—Kent State University for WKSU-FM: new auxiliary station. *Feb. 23*

York, Pa. (BPED-980109MO)—Family Stations Inc. (Harold Camping, president, 4135 Northgate Blvd., Suite One, Sacramento, Calif. 95834) for noncommercial FM at 88.7 mhz, .19 kw, ant. 124 m., .22 km N of Dieninger Road, 1 KM NE of Mount Zion, Pa.; owns one TV, 32 FMs and seven AMs. *Jan. 9*

Bay City, Tex. (BPED-980115MB)—American Family Association (P.O. Drawer 2440, Tupelo, Miss. 38803) for noncommercial FM on 89.5 mhz, 22 kw, ant. 101 m., Hwy. 60 N, Bay City. *Jan. 15*

Beelville, Tex. (980204MF)—Paulino Bernal Evangelism for noncommercial FM on 91.3 mhz. *Feb. 12*

Harlingen, Tex. (980120MI)—Paulino Bernal Evangelism for noncommercial FM on 89.9 mhz. *Feb. 12*

Midland, Tex. (BPED-980109MJ)—Broadcasting for the Challenged Inc. (George S. Flinn Jr., president, 188 South Bellevue, Suite 222, Memphis, Tenn. 38104) for noncommercial FM on 90.1 mhz, 6 kw, ant. 59 m., Loop 268 near Thomason, Tex., Flinn owns two AMs, four TVs and five FMs; is building three FMs and has applied to build 40 new FMs. *Jan. 9*

Stephenville, Tex. (980212MA)—American Family Association for noncommercial FM on 90.5 mhz. *Feb. 23*

Millwood, Wash. (980123MN)—Educational Media Foundation for noncommercial FM on 88.1 mhz. *Feb. 12*

Gillette, Wyo. (BPED-980206MA)—Montana State University-Billings (Ronald P. Sexton, chancellor, 1500 N. 30th Street, Billings, Mont. 59101) for noncommercial FM on 88.9 mhz, .425 kw, ant. 134 m., peak of Antelope Butte, Campbell County, 8.5 km SSE of Gillette. *Feb. 13*

Sheridan, Wyo. (BPED-980206MB)—Montana State University-Billings (Ronald P. Sexton, chancellor, 1500 N. 30th Street, Billings, Mont. 59101) for noncommercial FM on 88.1 mhz, .45 kw, ant. 341 ft., Bosin Rock, Sheridan County, 24 km SW of Sheridan. *Feb. 13*

FACILITIES CHANGES

Returned

Doylestown, Pa. (BMP-980130AA)—Net-

BY THE NUMBERS

BROADCAST STATIONS

Service	Total
Commercial AM	4,753
Commercial FM	5,554
Educational FM	1,934
Total Radio	12,241
VHF LPTV	558
UHF LPTV	1,490
Total LPTV	2,048
FM translators & boosters	2,890
VHF translators	2,249
UHF translators	2,730
Total Translators	7,869

Service	Total
Commercial VHF TV	557
Commercial UHF TV	645
Educational VHF TV	125
Educational UHF TV	242
Total TV	1,569

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

work Broadcasting Corp. for WBUX(AM): reduce night power. *Feb. 19*

Filed/Accepted for filing

El Dorado, Ark. (980130MK)—American Family Association for KAUG(FM): change ant., EL, ERP, frequency and class. *Feb. 12*

Grand Junction, Colo. (BMP-980205AB)—MBC Grand Broadcasting Inc. for KNZZ(AM): augment pattern. *Feb. 17*

Grand Junction, Colo. (980206MC)—Pear Park Baptist Schools for KCIC(FM): change ant. *Feb. 13*

Hobe Sound, Fla. (BMPH-980116ID)—

Jupiter Radio Partners for WTPX(FM): change ant. *Feb. 17*

Orlando, Fla. (BP-980203AC)—Cox Radio Inc. for WHOO(AM): change power, ant. *Feb. 17*

West Palm Beach, Fla. (BPCT-980120KF)—Freedom WPEC Inc. for WPEC(TV): change TL, ant. *Feb. 12*

Brunswick, Ga. (980116MD)—High I-Q Radio Inc. for WAQC(FM): change ERP, TL, ant. *Feb. 12*

Claxton, Ga. (BP-980211AA)—Progressive United Communications Inc. for WCLA(AM): change power, ant. *Feb. 23*

Toccoa, Ga. (980128IF)—Southern Broadcasting of Pensacola Inc. for WSTE-FM: change TL, ant. *Feb. 13*

Crest Hill, Ill. (BMPH-980122ID)—Three Eagles of Joliet Inc. for WCCO(FM): change TL, ERP, ant. *Feb. 17*

Louisville, Ky. (BMLET-980114KE)—Kentucky Authority for Educational TV for WKPC-TV: change main studio. *Feb. 12*

Pineville, Ky. (BPH-980109IC)—Pine Hills Broadcasting Inc. for WRIL(FM): change ERP, TL, ant. *Feb. 19*

—Compiled by Sara Brown

Changing Hands

Continued from page 29

and 17 AMs

Seller: Alton Rainbow Corp., Orlando (Thomas H. Moffit Sr., president); owns WTLN(AM) Orlando and stations in York, Pa., and Knoxville, Tenn.

Facilities: 95.3 mhz, 6 kw, ant. 315 ft.

Formats: Religion, MOR

Broker: Media Venture Partners

WFGO(FM) Erie, Pa.

Price: \$2 million

Buyer: The Jet Broadcasting Co., Erie (Myron Jones, CEO); owns WJET(FM) Erie

Seller: Presque Isle Broadcasting Inc., Hubbard, Ohio (William Fleckenstein, president); no other broadcast interests

Facilities: 94.7 mhz, 1.1 kw, ant. 538 ft.

Format: Oldies, music of the '50s, '60s and '70s

WABZ-FM Albemarle, N.C.

Price: \$1.65 million

Buyer: Susquehanna Radio Corp., York, Pa. (David E. Kennedy, president/8.7% owner; Susquehanna Pfaltzgraff Co., ultimate owner); owns/is buying/acquiring 15 FMs and five AMs

Seller: J.C. Acquisition LLC, New York (James Haber, president); no other broadcast interests

Facilities: 100.9 mhz, 3 kw, ant. 200 ft.

Formats: Southern gospel music

Broker: Patrick Communications

WABZ-FM Albemarle, N.C.

Price: \$1.275 million for stock

Buyer: J.C. Acquisition LLC, New York (James Haber, president); no other broadcast interests

Seller: Jenni Communications Inc., Albemarle (William and Susan Norman, owners); owns WSPC(AM) and WZKY(AM) Albemarle and WJRM(AM) Troy, N.C.

Facilities: 100.9 mhz, 3 kw, ant. 200 ft.

Formats: Southern gospel music

Brokers: Doyle Haddon & Associates

(seller) and Patrick Communications (buyer)

KSki-FM Sun Valley, Idaho

Price: \$900,000

Buyer: Alpine Broadcasting LP, Ketchum, Idaho (Scott Parker, general partner); owns KECH-FM Sun Valley and KSIL(FM) Wallace, Idaho; KZJH(FM) Jackson, Wyo., and KWYS(AM)-KWWF(FM) West Yellowstone, Mont.

Seller: E-DA-HOE Inc., Sun Valley (Clint Stennett, president); has applied to build a new TV in Sun Valley and a new FM in Twin Falls, Idaho

Facilities: 103.7 mhz, 53 kw, ant. 1,905 ft.

Format: Adult album alternative, AC, rock

RADIO: AM

WRCP(AM) Providence, R.I.

Price: \$1.975 million for stock

Buyer: The Executive Committee of the Trustees of Boston University, Boston (Earle C. Cooley, trustee/chairman); owns WBUR-FM Boston, WBUR(AM) West Yarmouth, WCCT-FM Harwich, WSDH(FM) Sandwich, WKKL(FM) West Barnstable and television stations WABU(TV) Boston, WZBU(TV) Vineyard Haven, all Mass., and WNBUTV Concord, N.H.

Seller: Anthony Cruz, South Dartmouth, Mass.; no other broadcast interests

Facilities: 1290 khz, 5 kw

Format: Spanish

WATB(AM) Decatur, Ga.

Price: \$525,000

Buyer: The Freedom Network Inc., Ridgefield, Conn. (Adam Lindemann, chairman); owns KDFT(AM) Ferris, Tex.

Seller: Curriculum Development Foundation Inc., Cumming, Ga. (Paul Walker, president; Arvel Burell, secretary/treasurer); no other broadcast interests

Facilities: 1420 khz, 1 kw

Format: Religion, education, news

Broker: Sailors & Associates

WZKD(AM) Orlando, Fla.

Price: \$500,000

Buyer: Thomas H. Moffit Jr., Orlando; no other broadcast interests

Seller: Cox Broadcasting Inc., Atlanta (Nicholas D. Trigony, president; Andrew S. Fisher, executive VP-TV; Robert F. Neil, president, Cox Radio Inc.; 75% owner Cox Enterprises Inc. [James C. Kennedy, chairman]) owns/is buying nine TVs, 34 FMs and 17 AMs

Facilities: 950 khz, 5 kw

Formats: AC

Broker: Media Venture Partners

KLIK(AM) Jefferson City, Mo.

Price: \$500,000

Buyer: MVP Radio Inc., Cape Girardeau, Mo. (David R. Zimmer, president/51% owner); is buying KATL(FM) California, Mo.

Seller: Zimmer Radio Group, Zimmer Broadcasting Group, Cape Girardeau (Jerome R. Zimmer, president); owns KZIM(AM)-KEZS-FM and KGIR(AM)-KCGQ-FM Cape Girardeau, KWOS(AM)-KJMO(FM) Jefferson City, KSYN(FM) Joplin, KWOC(AM)-KKLR-FM and KJEZ(FM) Poplar Bluff, KSIM(AM) Sikeston, KCLR-FM, KTGR(AM)-KCMQ(FM) Columbia, KIXQ(FM) and KXDQ(FM) Webb City, all Mo.; WOOZ-FM Harrisburg, WCIL-AM-FM Carbondale, WJPF(AM) Herrin and WXL(TV) Carterville, all Ill.; is buying WUEZ-FM Christopher/Herrin, Ill.

Facilities: 950 khz, 5 kw day, 500 w night

Format: Contemporary country

KWYD(AM) Colorado Springs

Price: \$450,000

Buyer: Pilgrim Communications Inc., Indianapolis (P. Gene Hood, president/75% owner); no other broadcast interests

Seller: Patrick Communications II LLC, Colorado Springs (Edward J. Patrick, president); has applied to build a new FM in Mesquite, Nev.

Facilities: 1580 khz, 10 kw

Format: Religion, talk

Broker: Jody McCoy

—Compiled by Sara Brown

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Datebook

THIS WEEK

Through March 3—Small Cable Business Association annual National Cable Conference. Washington Court Hotel, Washington. Contact: (510) 462-2473.

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

March 9-13—Second *World Summit on Television for Children*. Queen Elizabeth II Centre, London. Contact: +44 (0)181 576 4444.

March 10—*Cable Television Association of Georgia* 30th annual convention. Peachtree Plaza Hotel, Atlanta. Contact: Patti Hall, (404) 252-4371.

March 10-12—*NIMA International* spring conference. Hyatt Regency Capitol Hill, Washington. Contact: (202) 289-6462.

March 11—*Radio & Television News Directors Foundation* Annual Banquet & Celebration of the First Amendment, featuring presentation of the Len Zeidenberg Award to Mike Wallace. Renaissance Mayflower Hotel, Washington. Contact: Eric Swanson, (202) 467-5211.

March 11-12—*North Carolina Cable Telecommunication Association* winter meeting. Washington Duke Inn, Durham, N.C. Contact: (919) 834-7113.

March 12—14th annual *National Association of Black Owned Broadcasters* Communications Awards Dinner. Sheraton Washington Hotel, Washington. Contact: (212) 897-3501.

March 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—*American Women in Radio & Television* (New York chapter) luncheon featuring FCC Commissioner Gloria Tristani. Hotel Intercontinental, New York City. Contact: (212) 481-3038.

March 18-20—*CTAM Digital & Pay Per View* Conference. Century Plaza, Los Angeles. Contact: (703) 549-4200.

March 19—"Television/Motion Picture Cross-overs," *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.

March 31-April 1—"YankeeMEDIA: Sensible Solutions for Tapping Consumer Channels," seminar presented by *The Yankee Group*. Marriott Marquis, New York City. Contact: (617) 956-5000.

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 State Conference Center, State College, Pa. Contact: (717) 214-2000.

April 14—5th annual T. Howard Foundation fundraising 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 Heidgerd, (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 28-29—"The Future of Television and New Media in Germany," conference presented by *Kagan Seminars Inc.* Kempinski Hotel Vier Jahreszeiten, Munich. Contact: Deborah Kramer, (408) 624-1536.

April 29—*Federal Communications Bar Association* luncheon featuring AT&T President John Ziegls. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

April 29-30—"Wireless Telecom Values: The Digital Divide," conference presented by *Kagan Seminars Inc.* Park Lane Hotel, New York City. Contact: Deborah Kramer, (408) 624-1536.

April 29-30—"Latin American Cable and Pay TV," conference presented by *Kagan Seminars Inc.* Biltmore Hotel, Coral Gables, Fla. Contact: Deborah Kramer, (408) 624-1536.

MAY

May 2—Fourth annual *Geller Media International* Producers Workshop. Radisson Empire Hotel, New York City. Contact: (212) 580-3385.

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 6—Fred Friendly First Amendment Award Luncheon honoring Tom Brokaw, hosted by *Quinnipiac College*. The Metropolitan Club, New York City. Contact: (203) 281-8655.

May 8—Ninth annual meeting of the *National Association of Shortwave Broadcasters*. Holiday Inn-National Airport, Arlington, Va. Contact: (703) 416-1600.

May 15-17—*Federal Communications Bar Association* annual seminar. Kingsmill Resort, Williamsburg, Va. Contact: Paula Friedman, (202) 736-8640.

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)

Attacking the business of HDTV

For a late entrant into the television business, Ed Grebow has certainly had a quick rise to the top.

As president of Chyron Corp., Grebow presides over one of the world's largest manufacturers of graphics and routing equipment.

Grebow began his career in the banking industry, starting as a financial analyst with Morgan Guaranty Trust in New York in 1972. While his education was in finance and accounting, he became involved in the technical side of banking. "Those were the days of IBM 360 computers and punch cards, and I was trying to improve our systems to increase profitability." His aptitude for financial systems and operations led to a series of promotions. Grebow became a vice president of J.P. Morgan & Co. in 1981.

While at Morgan, he consulted on the acquisition of Bowery Savings Bank, which introduced him to Laurence Tisch, a major investor in the bank. Grebow went to Bowery as executive vice president in 1985. He worked there until February 1988, when Tisch, then CBS CEO, asked him to be the network's senior vice president of operations and administration.

"I had the unusual situation of coming into CBS in the first broadcasting job I ever had—with over 5,000 people working for me on the first day," he says.

Although Grebow already had a lot of business savvy, he had to adapt to working for a broadcast network. "I had started with the impression, which turned out to be wrong, that a broadcast network was like any other big business. I quickly learned that was not the case. There are a lot of peculiarities that make it more difficult—and in some ways, more interesting."

Joe Flaherty, CBS senior vice president for technology, says Grebow was a quick study. "In a short time he brought outstanding leadership to CBS operations at a time when dramatic changes were taking place," Flaherty says.

Grebow's initial challenge was to aid Tisch in his cost-cutting drive, which got him interested in broadcast automation systems such as robotic cameras, large-scale cart machines and network automation. Grebow says that CBS's level of automation was far lower than what he was accustomed to in the financial services industry, and he strove to change that.

"You couldn't go very far just cutting heads," Grebow says. "You had to find a



"I've had an exciting decade in television technology—but the next decade's going to be even more exciting."

Edward Grebow

President/CEO, Chyron Corp., Melville, N.Y.; b. July 17, 1949, Lakewood, N.J.; BS, accounting and finance, The George Washington University, Washington, 1971; Morgan Guaranty Trust Co., New York: financial analyst, 1972-73; assistant treasurer, 1973-76; VP, management information and profit analysis, 1976-80; VP/COO, Morgan Bank, Wilmington, Del., 1980-81; chair, Morgan Data Services, Wilmington, 1980-85; VP, J.P. Morgan & Co., New York, 1981-85; executive VP, The Bowery Savings Bank, New York, 1985-88; CBS Inc., New York: senior VP, operations and administration, 1988-91; executive VP, operations, 1991-95; president, TELE-TV Systems, New York, 1995-97; current position since June 1997; m. Cynthia Miller, Feb. 23, 1985; child: Madeline, 5

way to do the job better. That's why CBS was the first to get into high levels of automation, as a way both to cut expenses and to maintain high-quality product."

Grebow spent the next few years rolling out automation systems and negotiating with the broadcast unions to reduce expenses. In 1991 he was promoted to executive vice president of operations for CBS, giving him responsibility for broadcast operations and engineering, management information systems, facilities, personnel, technology and general administration.

The following year, 1992, was a particularly busy one for Grebow, as CBS produced both the Super Bowl and the winter Olympics and wooed David Letterman away from NBC. Grebow negotiated to get the Ed Sullivan Theater for Letterman's new studio and then oversaw the complete renovation of the facility in 16 weeks, an accomplishment of which he is particularly proud.

Grebow's work impressed Howard Stringer, then president of the CBS Broadcast Group, who lured Grebow away from CBS in 1995 to join him at TELE-TV, the television joint venture of Bell Atlantic, Nynex and Pacific Telesis.

"He's kind of a remarkable combination of broad-based business experience and technological know-how, a combination that is not as common as one might think," says Stringer, who is now president of Sony Corp. of America.

As president of TELE-TV Systems, Grebow spent two years developing the technology to deliver a nationwide digital TV service over phone lines (and in TELE-TV's scaled-down final push, MMDS), including digital set-top boxes and infrastructure equipment. "It was both a great and a very frustrating experience," Grebow says of his tenure at the now-defunct TELE-TV, which aborted its television plans after the telephone companies "had finally developed the technology and financial wherewithal to compete with cable."

Nonetheless, he landed on his feet with the top job at Chyron, which was looking for leadership after suffering financial losses early last year. Since Grebow joined in June 1997, the company has posted two consecutive profitable quarters, and Grebow is looking forward to Chyron being a big player in high-definition television: "I've had an exciting decade in television technology—but the next decade is going to be even more exciting." —Glen Dickson

Fates & Fortunes

BROADCAST TV

Carrie King, director, advertising and production, Tribune Entertainment Co., Chicago, named director, marketing, ChicagoLand Television news.

Phil Lane, general sales manager, WRBL(TV) Columbus, Ga., named VP/GM.

David Downs, senior VP, programming, ABC Sports, New York, named senior VP, network operations and development, ABC Television Network there.

Appointments at WUAB(TV) Cleveland/Lorain, Ohio: **Terry Peterson**, manager, on-air promotion, named director, marketing and promotion; **Jim Kopanski**, maintenance engineer, named chief operator.

Jeffrey Finken, research coordinator, WTXF(TV) Philadelphia, joins WPSG(TV) Philadelphia as research manager.

Appointments at Blade Communications Inc., Toledo, Ohio: **John Dorkin**, president/GM, WDRB-TV Louisville, Ky., named VP, Blade Broadcasting Co./Fox station group; **Bob Ford**, president/GM, WLFH-TV Lafayette, Ind., named VP, Blade Broadcasting Co./small-market station group.

Bruce Cynar, general sales manager, WANE-TV Fort Wayne, Ind., joins WKJG-TV Fort Wayne as director, sales.

SBE recognizes Blum

The Society of Broadcast Engineers will recognize Morris H. Blum, a 67-year veteran of broadcasting, with its Lifetime Achievement Award. Blum's interest in radio began when he was a child in the mid-1920s. He built a two-slider tuner with crystal detector from the instructions in a US Department of Commerce pamphlet. From there he got a radio license and later joined the FCC's Radio Intelligence Division.

Blum built WANN(AM) Annapolis, Md., in the late '40s and spent the next 50 years running the station. He shut the station down in July 1997.

The award will be presented at the SBE Membership Meeting held during the NAB convention in Las Vegas on April 7 in Room N111/112 at the Convention Center.

PROGRAMMING

Frederick Huntsberry, VP, television business development, Universal Studios, Universal City, Calif., named



Huntsberry



Martinez

senior VP/CFO, Universal Networks and Worldwide Television Distribution Group; **Dan Martinez**, group controller, Universal Television, named VP/group controller, film entertainment, Universal Pictures.

John Tramontanis, director, accounting operations and information systems, Cox Broadcasting Inc., Atlanta, named controller.



Taylor

Alexandra Taylor, associate director, program acquisitions, Turner Entertainment Networks International, London, joins Carsey-Werner International's new London office as VP.

Kip Konwiser,

writer/producer, joins New Urban Entertainment Productions, Chevy Chase, Md., as executive VP.

Linda Corradina, senior VP, programming and production, VH1, joins BNN, New York, as VP, development.

Gilberto Pérez Alonso, CFO, Grupo Cifra, joins Grupo Televisa, Mexico City, D.F., in same capacity.

JOURNALISM

Appointments at Metro Networks: **Betty Berneman**, national affiliation director, news division, named U.S. marketing manager, Metro Source, Houston; **Robb Johnson** named director, operations, Metro Networks, Fresno; **David Donovan**, Eastern division sales manager, United Press International, joins Metro Source, Houston, as regional affiliate director,

Southeast; **Brad Ross**, national director, marketing, Chicago, named regional affiliate director, Metro Source, Houston.

Denise Dilanni, senior staff producer, NOVA, joins WGBH-TV Boston as executive producer, local programming.

Rebecca Nieto, producer, KABC-TV Los Angeles, joins KNBC(TV) Los Angeles as producer, *Channel 4 News* at 4 p.m.



Nieto

Appointments at KOCO-TV Oklahoma City, Okla.:

Susan Parks, anchor/reporter, KMGH-TV Denver, joins as 6 p.m. co-anchor; **Jim Patton**, anchor/producer, KMIR-TV Palm Springs, Calif., joins as 5 p.m. co-anchor; **Milissa Rehberger**, anchor/reporter, WHNS(TV) Asheville, N.C., joins as 6 a.m. and noon co-anchor; **Ken Weathers**, meteorologist, WATE-TV Knoxville, Tenn., joins as 6 a.m. and noon meteorologist; **Ronda Chapman**, reporter, named Saturday morning anchor; **Kent Chapline**, 5 p.m. news producer, named senior news producer; **Jeff Blake**, staff artist, named graphics supervisor.

RADIO

Appointments at Back Bay Broadcasters' WLKW(AM) Providence, R.I.: **Todd Grant**, executive producer/programming assistant/on-air personality, named program director and assistant production director of three stations that make up the Pawtucket-based Back Bay Broadcasters; **Colleen Kerr**, account executive, WWLI(FM)/WLKW Providence, named manager, retail sales, WLKW; **Stacey Kaplan**, account executive, Back Bay Broadcasters Inc., named manager, national sales.

Ray De La Garza, Premiere Radio Networks, Los Angeles/Sherman Oaks, Calif., named VP, programming operations.

Mark Parenteau, afternoon drive personality, WBCN(FM) Boston, joins WAXQ(FM) New York in same capacity.

Steve Chaconas, morning drive host and program director, WBZS(AM) Alexandria, Va., joins WRC(AM) Washington in same capacity.

Comedy Central appointments

Appointments at Comedy Central's affiliate relations division: **Bo LaMotte**, account manager, MTV, Chicago, joins as account director, New York; **Tim Brittan**, area manager, Showtime, and **Gretchen Beidl**, territory manager, American Movie Classics, join as account managers, New York; **Steve Capers**, director, affiliate sales and marketing, BET Networks, joins as regional account director, Chicago; **Melanie Griffin Pugh**, marketing coordinator, Media One, joins as account manager, Chicago; **Anne-Marie Begley**, director, affiliate sales and marketing, FX, joins as account director, Atlanta; **Catherine Dunn**, manager, affiliate sales and marketing, FX, and **John Fall**, account executive, Cox Communications, join as account managers, Atlanta; **Nicole Blair**, regional manager, Jones Network Sales, joins as account manager, Denver; **John Baghdassarian**, senior Western regional manager, Food Network, and **Lucinda Martinez**, Western regional marketing manager, GEMS International Television, join as account managers, Los Angeles.

CABLE



Lovett

Appointments at Turner properties, Atlanta: **Amy Lovett** promoted to VP, standards and practices, Turner Entertainment Group; **Julie Crow**, manager, makeup marketing, Estee Lauder Inc., joins TBS Superstation

as senior marketing manager; **Sophia Karteris**, program executive, TBS Superstation, named senior program executive.

Appointments at Viewer's Choice affiliate relations department, New York: **Jo Jacobson**, manager, named associate director, affiliate relations, Northeast region; **Georgine Rosenberg**, account representative, named manager, Northeast region.

Jeff Wagner, general sales manager, Home Team Sports, Bethesda, Md., named VP/general sales manager.

Mark Norman, director, business operations, Cartoon Network, Atlanta, named VP.

Appointments at Fox Sports West/Fox Sports West 2, Los Angeles: **Sean McCall**, director, affiliate relations, named senior director; **Michael Hopkins**, director, affiliate sales, FX, joins as director, affiliate relations.

Appointments at Bravo Networks' IFC Films, Woodbury, N.Y.: **Caroline Kaplan**, director, programming and production development, named VP, production and development, IFC Productions; **George Lentz**, manager, film acquisitions, named director.

Appointments at Nickelodeon, New York: **Kris Bagwell**, VP, new business development, MTV Networks, joins as senior VP/GM, Nickelodeon Media-



Bagwell



Judson

Works: **Lisa Judson**, senior VP/creative director and chief of staff, Nickelodeon International, named senior VP/senior creative director, Nickelodeon Creative Group.

TECHNOLOGY



Burke

John Burke, senior director/business manager, data networking products, General Instrument Corp., Hershamp, Pa., named VP, marketing, advanced network systems.

Reg Tiessen, CFO, Sidus Systems Inc., joins Leitch Technology Corp., Toronto, Ontario, as VP, finance, and CFO.

Peter Tarca, executive VP, Vibrant Technologies Inc., Bedford, Mass., named president/CEO.

Lawrence Brody, executive VP, Communications Engineering Inc., Newton, Va., named president/board chairman.

ADVERTISING/MARKETING PUBLIC RELATIONS

Robert Sullivan, VP, advertising sales, News 12, joins Rainbow Advertising Sales Corp., Woodbury, N.Y., as senior VP, local and News 12 advertising sales divisions.

INTERNET

Appointments at BoxTop, Los Angeles: **Lindsay Tomasic**, composer and musician, joins as audio director; **Todd Papke**, director, production systems, Disney Online, joins as VP, technology; **Josh Rose**, creative director, Digital Evolution, joins as associate creative director; **Ken Papagan**, owner, Delmar Media, joins as senior VP, interactive television.

DEATHS

Sandy Hume, 28, Fox News correspondent, committed suicide Feb. 22 in his Arlington, Va., apartment. Hume was the son of Brit Hume, Fox News Channel managing editor and former ABC News White House correspondent. One month ago Hume began contributing to his father's news magazine, *Special Report with Brit Hume*. Also a political reporter for the Washington publication *The Hill*, he was credited with breaking the story of the attempted Republican coup against House Speaker Newt Gingrich (R-Ga.) last summer. Hume recently had been appearing on C-SPAN and had signed a contract as a regular contributor to his father's nightly show on the Fox News Channel. In addition to his father and stepmother, he is survived by his mother and a sister.

Douglas F. Bodwell, 55, public broadcasting education director, died Feb. 16 of brain cancer at George Washington University Hospital in Washington. Bodwell established the education office at the Corporation for Public Broadcasting in 1974. He helped to initiate Learning Link, a computer network for stations and schools. He also directed the Annenberg/CPB Project, which awarded grants and funding for productions such as *The Brain* and *The Constitution*, both award winners. Bodwell is survived by his wife, Decie, and three children.

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

President Clinton last Friday wrote FCC Chairman William Kennard to voice more support of a free political airtime initiative. "I strongly oppose any effort in the Congress to block your ability to take the next important steps," Clinton said.

Cumulus Media LLC, Milwaukee (Richard Weening, chairman, and Lou Dickey, vice chairman), **is buying Jim Ingstad's 25 Iowa and Minnesota radio stations for \$50.2 million.** The fast-growing company will have 118 stations. Reports say Cumulus is planning to go public soon. Another deal is expected for four more Ingstad stations.

Gannett Co. Inc. is buying WLTX-TV Columbia, S.C., from Lewis Broadcasting Corp. for an undisclosed price. The buy brings Gannett to 22 TV stations. In another deal, FCC documents show that Evening Post Publishing Co. will pay \$24.5 million to buy KRIS-TV Corpus Christi, Tex., from Gulf Coast Broadcasting Co. The purchase will increase Evening Post's holdings to 10 TV stations and seven newspapers.

D.P. Media Inc. is buying WPEX-TV Milwaukee from

Oprah prevails in beef fight

Oprah Winfrey has won the battle of the beef in the Lone Star state. An Amarillo, Tex., jury rejected the lawsuit by Texas cattle ranchers who claimed that Winfrey's comments about mad-cow disease had caused the beef market to plummet and cost them millions of dollars. An attorney for the ranchers has vowed to appeal the verdict.

Winfrey responded last week: "Thank God for answered prayers. Long live free speech. I always knew that I did nothing wrong and that my show did not defame the beef industry." Winfrey has taped her daily talk show from the Texas city during the proceedings.

The suit came out of an April 16, 1996, *Oprah* broadcast that the cattle ranchers said gave "the false impression that American beef could spread mad-cow disease" to the American public. After five weeks of testimony, jurors concluded that Winfrey, her production company and vegetarian activist guest Howard Lyman did not have to pay for any losses by the ranchers.

—Joe Schlosser

Paxson Communications Corp. for \$6 million.

D.P. stands for Devon Paxson, son of Paxson Communications Chairman Lowell "Bud" Paxson and husband of D.P. Media President Roslyck Paxson. The station will be a Pax Net affiliate, as will D.P. Media's other stations: WPXS-TV (formerly WCEE) Mt. Vernon, Ill./St. Louis; WZPX-TV (formerly WILV-TV) Battle Creek/Grand Rapids, Mich.; WWPX-TV (formerly WSHE-TV) Martinsburg, W.Va./Washington, and WRPX-TV (formerly WRMV)

Raleigh, N.C. All but WRPX were sold to D.P. Media by Paxson Communications.

In a blow to opponents of the FCC's relocation to new headquarters, the General Accounting Office has determined that the move makes sense.

Senate Commerce Committee Chairman John McCain (R-Ariz.) in December had asked the GAO to study the economic ramifications of the planned relocation to Washington's Portals development. Despite an earlier report that said

the government by July will have paid \$14 million in rent for unoccupied space in the building, the GAO gave the move a thumbs-up.

David Letterman's *The Late Show* on CBS, fresh from two strong weeks at the Olympics, got another boost from the Grammy Awards last Wednesday night.

It scored a 5.2 rating/14 share in the Nielsen ratings, compared with 5.5/15 for Jay Leno's *The Tonight Show* on NBC, before falling back on Thursday night to 3.9/10 in the face of NBC's strong Thursday prime time lineup.

Primestar Partners got growth numbers back on track in February,

adding about 39,000 subs and passing the 2 million mark. That's far better than the 16,000 subs Primestar, the nation's second-largest DBS provider, added in January but still well short of the numbers competitors EchoStar and DirecTV have reported. Primestar officials attributed the improvement to increased advertising and marketing efforts, including a current \$99 installation promotion that includes a month of free basic service and other incentives. Since midyear

FCC ponders year extension for V-chips

TV set makers will have an extra year to get the V-chip into their sets if the FCC adopts a pending proposal.

A draft of the V-chip technical rules would extend by one year the deadlines for implementing the blocking technology, FCC sources say. Last fall the commission proposed requiring set makers to have V-chips in half of their sets 13 inches or larger by July 1, 1999, under the original proposal.

Set makers called those deadlines unrealistic and said that they will need 18-24 months to integrate chips into their sets once the FCC completes the technical standards.

Commissioners likely will vote on the V-chip technical specifications at their March 12 meeting. At that meeting

they also are expected to approve the TV ratings system.

While officials expect the FCC to give a thumbs-up to the ratings, they do not expect commissioners to take any action regarding NBC, which is airing an earlier version of the ratings. Sources say the FCC will merely declare that the industry's ratings proposal is "acceptable."

Last week, meanwhile, the TV Parental Guidelines Monitoring Board met for the first time, although the 21 members apparently had little in the way of complaints to discuss. "Because the board has not yet received widespread complaints about a single show, this meeting was purely organizational," said Motion Picture Association of America President Jack Valenti, who heads the board.

—Chris McConnell and Paige Albiniak

1997, Primestar's monthly new-subscriber growth has stumbled badly as Primestar's management has focused on consolidating partnership interests. Amid that, Primestar late last summer revised its overall subscriber numbers downward by about 90,000 after an audit revealed an error.

ABC News anchor and reporter Sam Donaldson took home the Sol Taishoff Award for Excellence in Broadcast Journalism last week, awarded by the National Press Foundation and named for the late founder of BROADCASTING magazine.

TCI of Dayton, Ohio, faces the possible loss of its franchise there over what city officials call an unpaid \$300,000 bill, according to the *Dayton Daily News*. Dayton's cable TV administrator contends that TCI owes the money under a recent court ruling that gives cities administrative costs and other expenses from cable franchise fees. A TCI official says the city thus far hasn't shown any proof that TCI owes the money. TCI's 48,000-sub Dayton system is among those that Time Warner would take over under plans the two MSOs outlined last year to swap or put into joint ventures systems encompassing some 2 million subs.

General Instrument Corp. says it has signed definitive agreements with 12 leading cable operators in North America to buy roughly 15 million GI interactive digital set-top terminals over the next

Media advice costs Milken \$47 million

Threatened with a return to jail, former junk-bond king and Drexel Burnham Lambert executive Michael Milken last week agreed to pay \$47 million to settle Securities and Exchange Commission charges that he violated probation by advising News Corp. and Ronald Perelman in financial transactions.

For two years the SEC has investigated Milken's role in several mergers and investments. They have included the MCI Communications Inc. \$1 billion investment in News Corp. that spawned the two companies' now-scuttled American Sky Broadcasting DBS venture; Perelman's takeover of station owner New World Entertainment, and Turner Broadcasting System's sale to Time Warner Inc. In a lawsuit filed last Thursday in federal court in New York, the

SEC contended that MC Group, a company owned by Milken, acted as a securities broker in the MCI-News Corp. deal and one additional, unspecified transaction. Sources say that the latter was News Corp.'s initial \$500 million investment in New World, which was later taken over by the owner of the Fox Network.

Without admitting or denying the charges, Milken will disgorge the \$42 million in fees from the deals plus \$5 million in interest. He and MC Group also accepted a permanent injunction that bars them from violating securities laws. Milken gets to keep the \$50 million he collected for advising Ted Turner, which was not cited in the suit. A TW executive said that the company was never asked about Milken's role in that deal.

—John M. Higgins

three to five years in deals with a total value of \$4.5 billion. The signing follows GI's Dec. 17 announcement of initial agreements with the operators and lays to rest questions about whether GI would follow through on the preliminary deals with signed contracts. MSOs participating in the deal include TCI, Time Warner Cable, MediaOne, Comcast, Cox, Adelphia, Shaw Communications, Jones Intercable, Charter Communications, Lenfest Group, InterMedia Partners and Bresnan Communications. Combined, those operators have about 46 million subs.

Cablevision Systems and the Massachusetts attorney general allege that electrical utility Boston Edison is improperly using revenue from its regulated business to cross-subsidize a competitive cable

TV joint venture. Cablevision says that an investigation it spearheaded found that Boston Edison improperly diverted as much as \$100 million in assets from its regulated business to an unregulated subsidiary—Boston Energy Technology Group (BETG). Boston Edison received approval to invest \$45 million in BETG, which is limited to working on demand-side management, electric vehicles and energy generation. Instead, Cablevision and the attorney general allege, BETG is leasing fiber capacity to the Residential Communications Network (RCN) cable and telecommunications service at far below true value. That translates into Boston Edison essentially cross-subsidizing RCN with revenue from its regulated business—a practice prohibited by state and federal law. Boston Edison denies the allegations.

The doctors are in



CBS President Emeritus Dr. Frank Stanton (l) presents the 1998 Stanton Fellow Award "for excellence in communications education" to Dr. Alison Alexander of the University of Georgia. The presentation was part of the International Radio and Television Society Foundation's faculty/industry seminar Feb. 20.

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Incorporating The Fifth Estate TELEVISION Broadcasting

Strength in numbers

Sinclair took its place in the top ranks of broadcasting last week. With its \$1 billion purchase of the Sullivan stations, the Baltimore-based company becomes the most far-reaching non-network station group in the land. When the deal is done, Sinclair will cover 22.4% of U.S. TV homes—and in at least 13 of its 37 markets, it will program two stations. (As Sinclair discovered long ago, an enterprising broadcast company can circumvent the FCC prohibition against owning two stations by simply contracting to manage the second.) That doubling up of stations in markets gives Sinclair tremendous leverage with syndicators and other vendors of station goods and services. In an open marketplace, however, the holder of the upper hand in negotiations tends to shift over time. And as far as we can determine, no member of the viewing public has suffered from having two local TV stations programmed by Sinclair. Indeed, it can be argued that many viewers have benefited from the high-quality programming that Sinclair has been able to bring to its second stations because of its size and negotiating prowess.

Thus, we think Sinclair makes a good case for relaxing the so-called duopoly rule—the ban against two stations in a market—if only to permit UHF-UHF combinations. But we fear that the White House and its Democratic majority at the FCC will continue to avoid such action. Government fears bigness in anything but itself. The reality of the marketplace is that there already is de facto duopoly—in the form of local marketing agreements similar to Sinclair's—in nearly 100 markets. Phasing out the duopoly prohibition or at least relaxing it will only serve to square the rule with the fact.

Harpo speaks

Perhaps when they recall the legends of the West, they'll remember how a determined city slicker came to town to confront the local bullies on their own streets and

emerged the winner.

Even in the heart of cow country, Oprah Winfrey won the showdown. An Amarillo, Tex., jury determined last week that the talk show icon was not liable for damages to the beef industry alleged from a show she did about mad-cow disease.

Naturally we're pleased. Not only was this a well-deserved victory for someone who didn't deserve to be a defendant, but the so-called food libel law under which the case was brought was tainted during the proceedings when it was thrown out of the case, leaving Winfrey to defend against a more traditional business-disparagement claim.

We'd have preferred that this silly law be wiped off the books altogether, but when an overhearing industry seeking special rights at the expense of free speech gets shot down, we'll take the victory.

We hope that such worthless actions can be discouraged before the various food industries protected by such laws set their sights on targets less well-financed, popular and prepared to defend themselves than Oprah.

Six angry men

The first Super Bowl (Jan. 15, 1967) was taped by at least two networks, then erased by both; the first televised address from the White House (Harry Truman, 1947) has no fixed address; only the first half of the Studio One drama *12 Angry Men* can be presented as evidence of that landmark effort. Those are just some of the programs on the Museum of Television and Radio's lost-programs list. A major goal of the museum since its founding in 1975 has been to preserve, and now transfer to digital videotape, its growing collection of history.

We join with the museum and its new partner in preservation—Nick at Night—in encouraging everyone to take an active interest in the care and preservation of our broadcast heritage. The first step is to contact the museum at 212-621-6600 or log in at www.mtr.org. There is no time—only more history—to lose.

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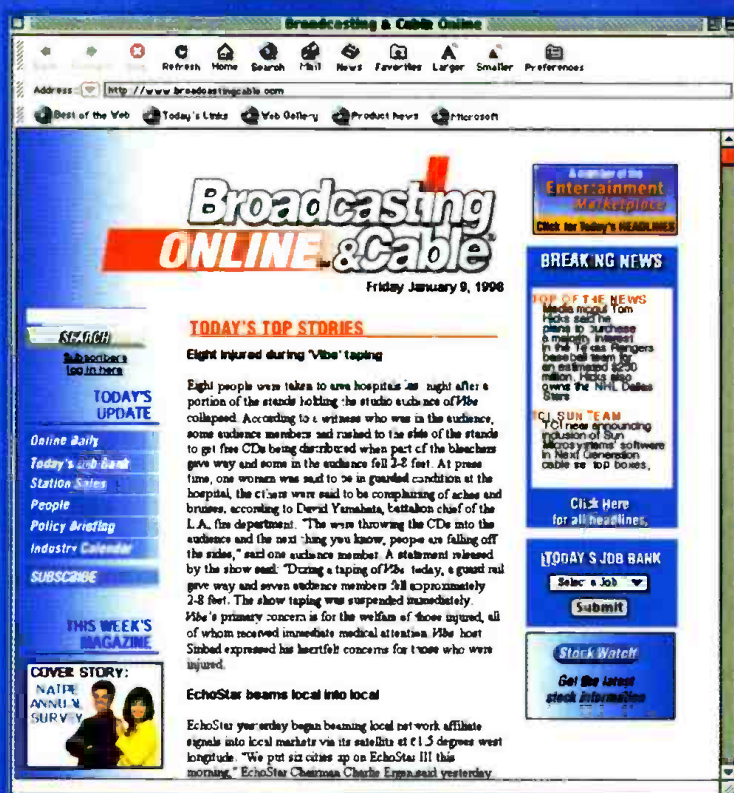
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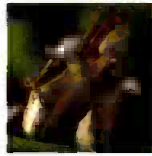
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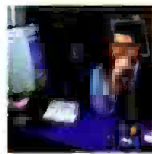
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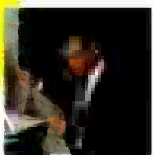
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