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HE FALL LINEUP

Sizing up prime time

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June 1, 1998

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Who's Taking the Fall? Faced with a shrinking audience and few carryover hits from last year, the networks are introducing 20 comedies and 17 dramas for next season. *Cover art by Jimmy Longacre*

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EDGE

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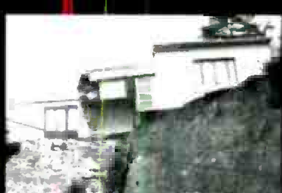

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CBS, affils meet on gridiron

Flexible cash/ad time payment plan will take into account market size

By Michael Stroud

Discussing the football agreement (l-r): Peter Schruth, CBS Affiliate Relations; CBS Chairman Michael Jordan; Howard Kennedy (KMTV Omaha), chairman, CBS Affiliate Advisory Board, and Paul Karpowicz (LIN TV), chairman-elect.

CBS and its affiliates agreed late Thursday to a formula for paying for pro football broadcast rights that includes an exchange of ad inventory and cash contributions by affiliates. For its part, the network agreed to contractually commit itself to exclusivity guidelines it drew up a year ago. That commitment will appear as amendments to affiliate contracts.

Network and affiliate sources say a majority of CBS affiliates endorsed the agreement last week in Los Angeles.

CBS is the first network of the Big Four to agree to commit formally to network exclusivity. That deal could set the stage for similar deals at ABC and NBC, although the exclusivity issue has been more contentious at both of those networks. That's because both networks want to repackage network programs for use elsewhere, and create new revenue streams in the process.

The CBS exclusivity guidelines to be codified include one-year exclusivity for series and news magazines, but no exclusivity for raw news footage or news segments. The one-year window also applies to made-fors, miniseries, and daytime dramas. "Highly perishable" programs like talk shows get a 90-day exclusive window, while awards shows and sports can be "repurposed" after five days.

The football cash/inventory contribution formula is meant to answer lingering concerns by affiliates that the division of payments to the network would be inequitable if it didn't take into account the size of a network's market and whether it has an AFC team.

While CBS and affiliate officials didn't release financial details, the affiliate payments are expected to total about a tenth of CBS's annual $500 million fees to the NFL. One affiliate estimated that the amounts individual affiliates pay could vary by as much as 50 times—from as little as $10,000 annually for a small market without an AFC team to more than $1 million for key markets with AFC teams.

A majority of CBS affiliates attending their annual meeting with the network in Los Angeles approved an agreement after the board presented it to them on Thursday. CBS has 212 affiliates, 14 of which are owned by the network.

While CBS and affiliate board members presented the deal as final, they were expected to meet with affiliates late Friday to wrap up details.

CBS Chairman Michael Jordan, who last Thursday acknowledged that early discussions with affiliates on the issue were "rocky," called the pact a "fair value" for both sides. "We have achieved a partnership to share in the rewards of a very valuable investment," he said.

"This is a real positive for us," said Loren Neuharth, general manager for New Mexico Broadcasting. "Both sides handled [the negotiations] well." ■

ABC huddle looks for prime time winners

Fox affiliates near agreement on NFL/compensation plan

By Steve McClellan

Prime time, prime time and prime time. And last but not least, NFL/program exclusivity. That pretty much sums up the ABC affiliates' agenda as they head to their annual meeting with the network in Orlando, Fla., today (June 1).

ABC and a subcommittee of the affiliate board of advisers are batting back and forth a proposal where stations would contribute a mix of money and commercial inventory as a $50 million annual contribution to help ABC pay for NFL rights. The issue of program exclusivity is being discussed in connection with the football talks, as it was during the just-concluded CBS negotiations (see above).

Affiliates want as much exclusivity as they can get, while ABC wants to limit exclusivity because the network believes it will need to reuse many programs outside the core broadcast distribution window in pursuit of new revenue opportunities.

Since last January, when ABC said it was looking for a contribution, affiliates have resisted the idea of making a payment without a quid pro quo. "It's important that there be a value exchange, not a value transfer" from affiliates to the network, is the way one group operator put it.

The quid pro quo that makes the most sense is program exclusivity, another group station owner said: "Exclusivity is a crucial part of any contribution we make toward the NFL. That makes it a win-win, where everybody comes out of it saying 'I can live

with this.' " Half a dozen other group owners contacted last week said they felt the same way.

But both sides say a deal does not appear to be near. ABC Television Network President Preston Padden declined to characterize the talks except to say they are ongoing.

Padden said the theme of his speech to affiliates this year will be "change without conflict." A number of affiliates said they were looking forward to hearing the full address.

As for prime time, Padden says the network had the best development this year "of any network in the last three years." Affiliates last week said they'd reserve judgment until screening the new shows at this week's meeting.

"We're pulling for them big time," says Jim Hart, president of Scripps Howard Broadcasting, one of the network's biggest affiliate groups. "You have to think that the many resources that Disney has can make this thing turn around."

Football is sticking point for Fox

While the ABC affiliates are worrying about the direction of their network's prime time schedule, the Fox affiliates appear to be "more than content" with their prime time fare. It's the NFL deal that still is a sticking point.

The Fox affiliates, who will gather in Los Angeles this week (June 4-5), still have not hammered out a deal with the network over the impending NFL pay plan. News Corp. Chairman Rupert Murdoch will speak to affiliates via satellite from Asia, sources say.

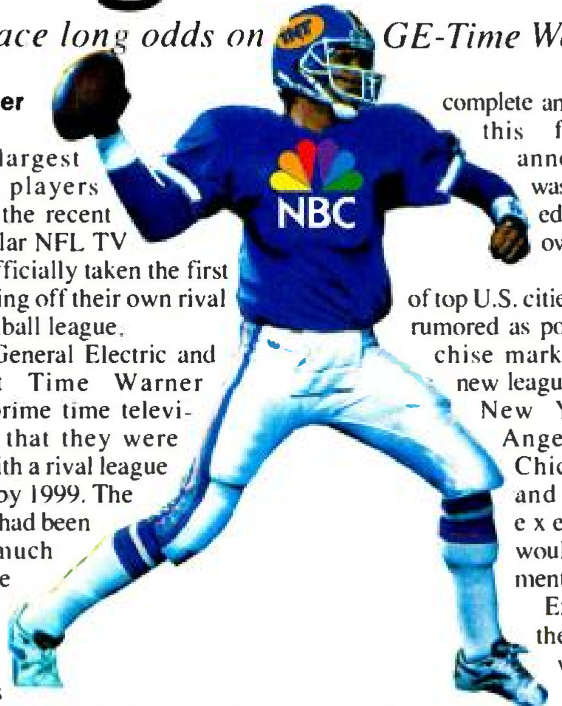
Fox executives and the network's affiliate board spoke last Thursday and Friday on a number of conference calls attempting to consummate a deal between the two sides over how to spread the cost of Fox's new $4.4 billion NFL contract.

"We are still talking, we haven't concluded anything yet," said Pat Mullen, GM of Fox affiliate WXMI-TV Grand Rapids, Mich. A number of affiliates say they are hopeful a deal will be in place by the end of the annual meetings. The battleground between the two sides is the number of prime time advertising spots the affiliates are willing to give back to the network.

"The Fox affiliates in the last NFL deal gave back three prime time avails and now the network is saying to the affiliates, 'keep them and you sell them,' " said one Fox affiliate. "The fact is, we have already entered into some kind of an agreement as far as the NFL and everybody knows we are going to get something done. It's just a matter of days now." ■

A league of their own?

Skeptics place long odds on GE-Time Warner plans for new football league



By Joe Schlosser

The two largest broadcast players left out of the recent multi-billion dollar NFL TV contracts have officially taken the first step toward kicking off their own rival professional football league.

NBC parent General Electric and Turner parent Time Warner announced on prime time television last week that they were going forward with a rival league that could debut by 1999. The proposed league had been the subject of much speculation since NBC and Turner lost out on the new eight-year deals the NFL made with CBS, Fox, ABC and ESPN this past January.

"We have agreed upon a clear vision of a working model," GE and Time Warner said in an oddly worded statement made at halftime of NBC's Chicago Bulls-Indiana Pacers NBA Playoff game last week. "[We] have appointed Dick Ebersol of NBC and Harvey Schiller of Turner Broadcasting to spearhead this effort," the statement continued. "Both parties anticipate a complete announcement this fall." The announcement was also reported on Turner-owned CNN.

A number of top U.S. cities have been rumored as possible franchise markets for the new league, including New York, Los Angeles and Chicago. NBC and Turner executives would not comment.

Executives at the other networks did not seem too worried about the news of another league possibly along the lines of the long-departed United States Football League (USFL), which paid top dollar for big name college athletes in the 1980's.

"God bless them," one network executive with a new NFL contract in his pocket said. "We're not concerned, we're not worried. We have the main property people want to see and that's that."

ESPN and ABC, which just renewed their vows with the NFL, put out a statement on the new league: "The NFL is the premiere sports product on TV and our focus right now is on maximizing its value across all of our entities for all concerned."

Wall Street analysts were not quite sure what to make of the news, especially because of the dearth of details about the new league. There still has been no announced business plan, no resolution on ownership structure, no decision on the location and number of teams or even if the league would play during the NFL off-season or during the fall. A TBS spokesman says those issues won't be resolved until September and games wouldn't begin before summer 1999.

Ad agency executives were generally unimpressed with the NBC-Turner football proposal, based on the assumption that it would go head-to-head with the NFL in competition for TV audience during at least part of the season. "We have more than enough inventory to buy units of NFL football on broadcast or cable. The advertising community doesn't need more football inventory," says Peter Chrisanthopoulos, president of broadcast and programming, USA, for Ogilvy & Mather.

The NFL inventory marketplace is very soft, according to ad executives who

"I try to be fearless in the face of adversity."

Sheila A. Mahony

Senior Vice President
Communications
and Public Affairs
Cablevision Systems Corporation

Member
C-SPAN Board of Directors

"There was a lot of political talk in my house. My grandfather, John A. Sullivan, was a congressman and he had been finance commissioner in Boston. My mother's family were prominent democrats while my father was a conservative republican. His sister, my maiden aunt, was quite a staunch democrat. She'd always talk about how she'd love to marry Adlai Stevenson. It became sort of a family joke."

"My Irishness? I can't escape it. It's something in the genes that has to do with words and storytelling, and camaraderie, and honor. And a little bit of fearlessness. I try to have an honorable approach to life and to be fearless in the face of adversity."

"I studied to be a lawyer and started out working for the City of New York. I was in a program where I was supposed to spend a year rotating from one department to another—that for me lasted three days. There was a case involving the franchising of cable television that ended up taking years. I never made it back into the rotation and have been involved with cable television ever since."

"I came to Cablevision in 1980 to try to win the New York City franchise for the company. Very quickly it became clear that the process was going to take awhile, so I branched out and started working on other big city franchise efforts—Boston, Chicago, Sacramento, Philadelphia and Montgomery County. We didn't win all of them, but it was great fun. It was like running a political campaign in each city."

"I think C-SPAN is the most credible thing we do. People who call in are treated with dignity, there aren't 'TV stars' on C-SPAN, it walks a line down the middle—doesn't take sides. If television is our window on the world then C-SPAN is our window on our democracy."

"C-SPAN offers moments of democratic expression, times when the American public just plain rejects some nonsense that comes from either commerce or government. I find that invigorating and it makes me proud of our democracy."

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say advertisers are resisting network efforts to hike rates as much as 30% over last season's.

Jerry Solomon, president of national broadcast at SFM, says it's difficult to evaluate the NBC-Turner proposal without knowing the strategy, which could be as simple as a play for a male audience in prime time. "They're not doing this for ad revenue," Solomon says. "They must be doing this for other [reasons]."

But Bob Igiel, executive vice president and U.S. director of broadcast for Young & Rubicam, doubts the new league can muster the dollars to draw players that will, in turn, spark significant viewership. "How can you possibly live with an economic model that means you have to compete for talent at the peak of the cost for that talent?" Igiel asks, adding, "NBC and Turner have deep pockets, but it doesn't sound to me like a very good business proposition."

The bottom line for ad agencies is that there's a glut of sports inventory on the market—much of it football—says one ad executive. "We've got a potful of college [games[out there ... and with the NFL all over the place, we don't need it anyway." ■

Vogel sought for remade Primestar

In move to appease DOJ, MSO stake would be reduced to a minority interest

By Price Colman and John M. Higgins

Primestar is on the cusp of two major moves aimed at appeasing antitrust regulators trying to block its merger with American Sky Broadcasting. It is tapping the former president of rival DBS service EchoStar Communications Inc. to be its CEO and is shrinking the ownership position of the cable operators that currently control Primestar.

The DBS company was negotiating late last week to hire former EchoStar President Carl Vogel as CEO and giving him the mandate to push ahead aggressively both against DBS rivals and cable systems. At the same time, Primestar is pushing General Electric Corp. to significantly increase its ownership of the DBS venture from 4% to 33%. News Corp. would acquire a 33% interest. The cable owners' equity stake would shrink to less than one third. But, more important, their voting interest would be considerably smaller--so small that it could not be combined with that of either GE or News Corp. to control the company.

Both moves are intended to calm Department of Justice officials, who have sued to block the $1.1 billion merger between Primestar and News Corp.'s ASkyB, which would bail News Corp. and partner MCI Communications Inc. out of their fumbled investment in a high-power satellite and orbital slot and make them partners in Primestar.

In its lawsuit, Justice argues that a Primestar majority owned by cable MSOs wouldn't aggressively compete with the cable industry. Primestar's main objective is to gain approval for the merger so that it can acquire the sole remaining U.S. high-power DBS orbital slot at 110 degrees west longitude and launch a service from that location. Currently the company is limited to a medium-power bird with limited capacity that requires customers to have larger dishes.

Primestar is wooing Carl Vogel in an effort to remake itself.

The cable operators are trying to persuade Justice antitrust chief Joel Klein that the DBS operation wouldn't simply be a captive vehicle aimed only at weakening EchoStar and DirecTV and avoiding competing directly with cable systems.

"We're trying to show them this would not be a cable-controlled operation, that it would operate independently in its own best interests," says one executive familiar with the discussions.

Vogel is part of that plan. Currently the CEO of the Canadian DBS firm Star Choice, he has a track record of going after cable's market share. He was instrumental in the success of EchoStar's Dish Network until his resignation in March 1997 and has helped propel growth at Star Choice, a public company that is 56% owned by Shaw Communications, Canada's second largest cable operator.

Vogel also is well regarded on Wall Street and his presence at Primestar would enhance the firm's credibility in the financial community.

Vogel and Primestar officials declined to comment, although Primestar officials say their five-month search for a top executive has produced a short list of two or three candidates.

More fundamental, however, is the ownership restructuring. GE, which now has a 4% stake of Primestar, would increase its stake to roughly one-third.

News Corp. would increase its ownership from about 31.4% to roughly 33% and receive full voting rights rather than the non-voting stock initially proposed. The remaining one-third of Primestar would be held by public shareholders and the five cable partners—TCI Satellite Entertainment (TSAT), Time Warner Entertainment/ Advanced Newhouse, Comcast Corp., US West Media Group Inc. and Cox Communications Inc.

The cable interests currently have 96%: TSAT now owns 37% of Primestar, Time Warner/Newhouse has 30%, Comcast and MediaOne have 10% each and Cox has 9%. Under the merger plan opposed by Justice, the MSOs still would control a majority stake, 64%. Since News Corp. was only to have nonvoting stock, their share of the shareholder votes would be even larger.

Primestar President Dan O'Brien declined to comment on specifics of an ownership restructuring, saying any plans are preliminary: "We do not today have any answer from [the Justice Department] or any substantive discussions about what a restructured Primestar might look like and what might be acceptable." DOJ officials could not be reached.

Antitrust experts say it wasn't clear that the plan would mollify Justice. "I'm not sure shrinking cable's ownership will be enough after it's already gone to court," says one antitrust lawyer.

Primestar has 20 business days from the May 12 filing date of the Justice lawsuit to respond, either with a substantive proposal or with a request for an extension. That translates into a June 10 deadline. ■

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– *The Wall Street Journal*
April 28, 1998

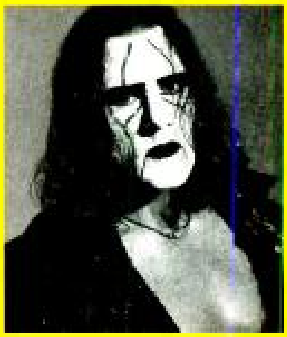
WCW The Highest Rated Program In Syndication

Rank	Program	A18-49	A25-54
1	**WCW Wrestling(**)**	**6.0**	**6.0**
2	Home Improvement(AT)	5.6	5.6
3	The X-Files(AT)	5.0	5.1
4	Seinfeld	4.9	5.0
5	WWF Wrestling	4.2	3.9

Tremendous Growth Among Key Demos
Percent Increase 1996/1997

A18-34	+30%	M12-17	+61%
A18-49	+13%	M18-34	+25%
A25-54	+9%	M18-49	+10%
		M25-54	+9%

Source: NSS A18-49 Ranking, AA/GAA where applicable (showing associated A25-54 rating) 9/22/97-4/19/98. AT=additional telecast, (**)=umbrella program. Excludes movie packages/live sports



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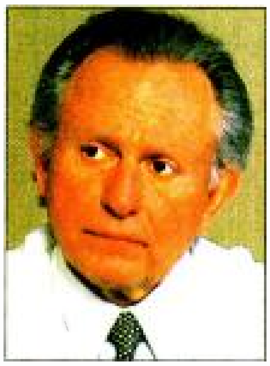
Hearst-Argyle picks up Pulitzer

Former publishing rivals join forces for a televised future

By Sara Brown

Hearst-Argyle Television Inc. is spending $1.85 billion ($1.15 billion in Hearst-Argyle stock, $700 million in acquisition of debt) to buy Pulitzer Broadcasting at 17.5 times broadcast cash flow ($105.6 million in 1997). The deal is expected to close late this year.



"[The deal] takes us to a new level."
—Bob Marbut

The company told analysts it expects broadcast cash flow for the former Pulitzer properties in the first full year of operations (1999) to be $135 million. That would make the price 13.7 times projected 1999 cash flow.

The acquisition of Pulitzer's nine TV stations places Hearst-Argyle at 10th place on BROADCASTING & CABLE's Top 25 TV Groups ranking, up from 15, unseating A.H. Belo Corp. Hearst-Argyle will have FCC coverage (discounting UHF station coverage by 50%) of 14.9% of the U.S. (the basis of the ranking) and total coverage of 16.4% of Nielsen's 98 million U.S. TV households.

"For Hearst-Argyle, it was a defining moment," says Victor Miller of Bear, Stearns & Co. "They paid the right price. The stock market is saying that they did." Hearst-Argyle stock was up 11/16 in the first day of trading after the announcement and continued to hover around $35 the rest of the week, supported in part by a concurrent $300 million stock buyback intended to offset dilution from the deal. Hearst-Argyle closed up 15/16 Friday, at $36.

"I think Hearst-Argyle stole it," says media broker Fred Kalil of Kalil & Co. "I thought it would go for more."

In addition, Hearst gets five radio stations, bringing its radio group to seven stations, which the company is expected to spin off soon. Jacor Communications is said to be interested in the stations.

"This is the ideal fit for us," says Hearst-Argyle Chairman Bob Marbut. "It defines this company and takes us really to a new level." Diversity, Marbut says, is a key goal of the company and this deal provides it—both geographic diversity and, more importantly, network diversity. Hearst-Argyle already was the largest non-network-owned ABC affiliate group, but analysts say with ABC's ratings loss to Fox among viewers 18-49 this season, the group was over-dependent on that network's programming. With the Pulitzer stations in the group, Hearst-Argyle is now the second largest non-network-owned NBC affiliate group.

The deal further consolidates the television industry, which is awaiting an FCC review of its ownership rules that may result in even more consolidation. In 1994, there were 290 network affiliate owners; today, even with the addition of UPN, The WB and Pax Net, there are 258. The Big Four affiliates all are owned by only 189 groups, according to Brian Cobb, managing director of Media Venture Partners.

In preparation for the deal, Pulitzer will spin off its publishing division and form a new company, Pulitzer Inc. Pulitzer Inc. will begin operations with $450 million in cash and no debt.

With Pulitzer Chairman Michael E. Pulitzer and Pulitzer Broadcasting President Ken J. Elkins joining the Hearst-Argyle board of directors, Marbut expects "as close to a seamless transition as you can have. In terms of cultures, we're very, very similar." ■

Hearst-Argyle
TELEVISION

(NASDAQ: HATV)
Bob Marbut, chairman/co-CEO;
John G. Conomikes, president/co-CEO
Subsidiary of Hearst Corp., 78% owner, Frank A. Bennack Jr., president/CEO

Television group
(FCC: 14.9%/24 Stations/ Total: 16.4%)
(Newly acquired Pulitzer stations in bold)

STATION	MARKET/DMA/AFFILIATION
WCVB-TV	Boston/6/ABC
WWWB-TV	Tampa/St. Petersburg/15/Ind.
WTAE-TV	Pittsburgh/19/ABC
WESH(TV)	**Orlando Fla./22/NBC**
WBAL-TV	Baltimore/23/NBC
WLWT(TV)	Cincinnati/30/NBC
KMBC-TV	Kansas City, Mo./31/ABC
WISN-TV	Milwaukee/32/ABC
WYFF(TV)	**Greenville, S.C./35/NBC**
WDSU(TV)	**New Orleans/41/NBC**
WPBF(TV)	West Palm Beach/43/ABC
KOCO-TV	Oklahoma City/44/ABC
WGAL(TV)	**Lancaster, Pa./45/NBC**
WXII(TV)	**Winston-Salem, N.C./46/NBC**
KOAT-TV	**Albuquerque, N.M./48/ABC**
WLKY(TV)	**Louisville, Ky./50/CBS**
KCCI-TV	**Des Moines, Iowa/69/CBS**
KITV(TV)	Honolulu/71/ABC
KETV(TV)	**Omaha, Neb./74/ABC**
WAPT(TV)	Jackson, Miss./90/ABC
WPTZ(TV)*	Burlington, Vt./91/NBC
KHBS(TV)	Fort Smith, Ark./116/ABC
KSBW(TV)*	Salinas/Monterey, Calif./121/NBC
LOCAL MARKETING AGREEMENT	
KCWB-TV	Kansas City, Mo./31/Ind.

Other media holdings: Hearst Argyle also owns seven radio stations (5 AMs, 2 FMs). Hearst Corp. is a partner with ABC in ESPN, Lifetime Television and A&E cable networks; with Continental Cablevision in New England Cable News, and owns Hearst newspapers

Notes: Total coverage=percent of Nielsen's 98 million U.S. TV households in markets covered by stations; FCC coverage=coverage as calculated for regulatory purposes: discounts UHF stations by 50%; *is buying/has option to buy

Laybourne leaving Disney

Plans to start a multimedia company targeting women, children

By John M. Higgins

Further thinning the ranks of top female TV executives, Geraldine Laybourne is leaving her post as president of Disney/ABC Cable.

Just two years after leaving kids network Nickelodeon, Laybourne says she is resigning to start an Internet and TV production venture focusing on children and women. "My lifelong dream was to have my own company," Laybourne says. "I'm at the state of my life where I have relationships and the ability to do that." ABC will make an undisclosed investment in the venture.

Laybourne says her stint at Disney was a smooth and happy one. However, according to associates and other industry executives, Laybourne has privately expressed misgivings that her portfolio at Disney was much smaller than anticipated when she jumped ship in 1996.

She was in charge of The Disney Channel and helped overhaul the programming, launched digital cable network Toon Disney and was drafted to help revive ABC's Saturday morning kids lineup.

But she joined Disney with the expectation that it would be launching new networks. She had planned to take charge of an all-news network and a children's basic cable network, ABZ. Those both were shelved. Disney's giant ESPN didn't report to her and she didn't have direct control over Lifetime, E! or A&E, in which Disney owns partial stakes.

Geraldine Laybourne's new venture is backed by ABC.

"She has always been itchy to do her own thing," says one industry friend. "But she was keeping a stiff upper lip at Disney for a long time."

"There was a level of frustration," says another media executive. Laybourne dismisses that characterization: "I know a lot of people were concerned about that. I was fully engaged."

Laybourne says she first spoke to Disney Chairman Michael Eisner and ABC President Bob Iger about leaving three weeks ago and had to negotiate a release from her employment contract plus a production deal with the broadcast and cable networks.

Although the Internet is jammed with programming startups, Laybourne contends that the landscape is the same as it was when cable television was about to take form in the late 1970s. "The convergence of the Internet and television is going to change a lot of things and I want to be in on the ground floor."

She said Internet sites are just the beginning and she plans to not only produce TV shows and series for broadcast and cable but ultimately launch cable networks. She would not disclose how much money she plans to raise to get the yet-unnamed venture started, but said several media executives she notified about her departure have asked to meet to hear more details.

"It's good for the industry to have someone like Gerry building product," says Tele-Communications Inc. President Leo Hindery. ■

'NewsRadio' loses 'comedic center'

Phil Hartman's death raises questions about show's future

By Michael Stroud

The death of comedian Phil Hartman calls into question the future of the comedy he helped anchor, NBC's *NewsRadio*.

Although he was one of an ensemble cast, the veteran *Saturday Night Live* performer's presence had been central to the success of the show, which is scheduled to begin its fourth season this fall. One Hollywood executive familiar with the show's evolution described him as its "comedic center."

Phil Hartman, 1948-1998

Hartman and his wife were found shot to death at their Encino, Calif., home last Thursday morning (May 28) after an apparent murder-suicide. Police said Brynn Hartman, 40, died of a self-inflicted gunshot wound shortly after they arrived on the scene. Hartman, police say, had died sometime earlier, also of gunshot wounds.

Brillstein & Grey, *NewsRadio*'s production company, likely will begin work on the fall slate of shows as planned (beginning this summer) and NBC is highly unlikely to cancel the show so soon after Hartman's death, sources say.

But whether the show can retain its audience without its "comedic center" is the key question. The sitcom has come close to cancellation on several occasions, and has been shifted over the years to several spots on the network's schedule. Its return to this year's schedule was not certain until the announcement two weeks ago of the fall schedules.

NBC officials declined to comment on the show's future late last week. "It's way, way premature," an NBC spokesman said. "Everybody here is just grieving and shocked over the whole thing."

Hartman, 49, got his start in Hollywood with the Los Angeles-based improv group The Groundlings in the 1970s and moved to NBC's *Saturday Night Live* in 1986. Hartman was on the series for eight seasons, gaining popularity from mimicking such figures as Phil Donahue, Ed McMahon and President Clinton. Hartman landed the role in *Newsradio* in 1995. He was also a veteran commercial and voice actor with some memorable roles on Fox's *The Simpsons*. ■

Tampa TVs hot over pool issue

Airing of interview tape prompts accusations of unethical conduct and plagiarism

By Dan Trigoboff

The controversy over the media coverage of a Florida killing spree spilled over to a hostage's post-crisis press conference, leaving Tampa-St. Petersburg TV stations battling to distinguish an exclusive story from pool coverage.

Local media had already been embroiled in controversy when reporters for the *St. Petersburg Times* and WFLA(AM) called Hank Earl Carr—who had already killed three policemen and a four-year old child and was holding a hostage—during the May 19 standoff with 170 police at a service station. Critics said the phone calls to Carr—who later killed himself—were unethical and potentially dangerous.

Last week local TV news executives were accusing each other of ethical breaches after WFLA(TV)—which is not affiliated with WFLA radio—broadcast the first interview with Stephanie Kramer, the gas station clerk held hostage by Carr for hours. WFLA says it gained permission from Kramer to go first with the interview, and share it afterward.

Other stations charged that local media had agreed to pool coverage for the interview and it was unfair for WFLA(TV) to broadcast it first while others waited for taped copies.

One station, WFTS(TV), apparently went further. "They recorded our signal and elected to air it without our bug [the station's outlined NBC peacock and local logo] in the corner," WFLA News Director Dan Bradley charged. "This is journalistic plagiarism."

As a result, Bradley said, WFTS was able to broadcast the interview—with WFLA reporter Marcia Crawley's questions edited out—only minutes after WFLA and before it would have received a tape of the interview.

WFTS News Director Steve Majors would not discuss the specifics of his station's broadcast, but charged WFLA with violating the pool agreement: "For them to try and score points on a situation like this is unconscionable. It borders on exploitation to try to install an embargo on a pool video. I'm not going to operate under their rules and they're not going to change the rules in mid-stream. This is not a matter of plagiarism or video piracy. When one of our competitors didn't play by the rules, we decided to take action. I had a right [to Kramer's comments] and so did every other station in this market."

Not surprisingly, other stations were equally critical of WFLA. "We thought it was supposed to be a pool situation," said Kevin Brennan, vice president for news at WTSP(TV). "We all thought it would make it easier on the people [Kramer and her family] involved. We knew of no delay [in getting the interview tape] until that day."

WFLA said the access to Kramer was hard-won by reporter Marcia Crawley, who won the trust of Kramer and those close to her over considerable competition from other reporters. Staked out by numerous reporters for what veteran reporters now call "the get," Kramer's boyfriend, Chris Hill, told *The St. Petersburg Times*' Eric Deggans that the nonstop calls and continuing presence of the media—local and national—was "like reliving the whole thing all over again."

Hill also accused WTSP reporter Elaine Lucadano of surreptitiously taping a conversation with him, hiding her microphone under a notepad. Kevin Brennan, WTSP vice president for news, responded that the incident was a misunderstanding. "I don't doubt that they believe what they're saying, but Elaine has never strayed from the rules."

Crawley was one of the reporters pursuing the "get" and apparently through personal touches extended in notes and brief conversations, won the trust of Kramer and Hill. When they agreed to give Crawley the first interview, they asked that the station share it so Kramer wouldn't have to do it again.

Bradley said his station agreed, but made it clear that WFLA would broadcast first and share later: "They didn't care, as long as we gave out the tape."

Other stations called WFLA to complain, and Bradley and Majors have exchanged harsh words, but both hope to resolve the dispute through conversation. Legal action is unlikely. "From a legal standpoint," Bradley said, "they've probably done nothing wrong. This is a matter of ethics and fair play." With that, Majors agrees. ■

Arledge hands news reins to Westin


Arledge


Westin

As expected, Roone Arledge has given up the reins of ABC News, effective today (June 1). He will still retain the title of chairman, ABC News, and add the title of senior vice president, ABC Inc. David Westin, president of ABC News, succeeds Arledge as chief executive of the news division and will report directly to ABC Inc. President Robert Iger. The new assignments complete the transition ABC announced 15 months ago when Westin was named president of the news division, succeeding Arledge, who was named chairman/CEO of ABC news. Arledge will continue to work with Iger on various programing development activities. He will also continue as a director of ESPN.

Arledge has been a major force at ABC for almost 40 years, first in the sports division and then in news. He was named president of ABC sports in 1968 and is credited with introducing sports coverage innovations including instant replays and slow motion. He launched *ABC Wide World of Sports*, the seminal sports anthology series. In 1977, Arledge was named president of ABC News, running both the news and sports divisions until 1986. On the news side, he introduced *20/20, Nightline, Prime Time Live* and *This Week with David Brinkley*. Commenting last week, Iger said Arledge "will go down in history as one of the true visionaries of our business."

—*Steve McClellan*

Don't box us in, says cable

By Chris McConnell

Cable companies are urging the FCC not to put new limits on the settop boxes they provide to subscribers.

Commissioners are considering rules to implement provisions of the 1996 Telecommunications Act that mandate the commercial availability of settop "navigation" devices. While boxes consumers would buy directly from retail stores would not include security circuitry needed to unscramble a particular cable system's signals, operators want the FCC to let them continue providing boxes that incorporate both the channel surfing and security functions.

"A prohibition on the provision of such integrated boxes...would be passed on to the consumer in the form of lower sale or lease prices," the National Cable Television Association said in a submission to FCC commissioners last week.

The envisioned retail settop boxes would be retrofitted with smart cards or add-on devices to unscramble the signals of a particular video provider. But NCTA insists that allowing cable companies to keep providing boxes that carry both features will "prime the pump" for an eventual retail market.

"We're not entirely clear the public wants to buy boxes," added Steve Effros, president of the Cable Telecommunications Association.

FCC officials at week's end were still struggling to wrap up a rulemaking they say is fraught with technical complexity. Several say the legislative language does not specify cable boxes, but rather is worded to cover any provider of multichannel video programming. Others point to an assortment of questions about what functions the commercially available boxes should include.

Officials say the commission might adopt a broad requirement implementing the law's provision and then revisit some of the unresolved issues in later rulemaking efforts. ■

Closed Circuit

WASHINGTON

Unbundling DTV and free time

FCC officials have decided to separate their planned efforts to write digital TV public interest rules from their study of proposals to give free airtime to political candidates. Earlier drafts of an FCC rulemaking combined the issues, proposing both a free airtime rule and raising additional questions about the public interest duties broadcasters should inherit along with their digital channels. Since FCC Chairman Bill Kennard decided to back off proposing a free airtime rule and instead conduct an inquiry, regulators have dropped the other DTV public interest proposals from the information-gathering exercise. The proposed inquiry now focuses only on proposals to enhance political debate. Regulators will take up the digital TV public interest issues in a later rulemaking, officials say.

NEW YORK

Getting his you-know-what out of there

Spend 20 minutes watching FX these days and you can't avoid promos for *Bobcat's Big Ass Show*, the cable network's first effort at prime time original programming, which starts this week and stars grating comic Bobcat Goldthwaite (see story, page 34). Look for "snipe" posters plastered on vacant buildings in New York City or listen to a rock 'n' roll radio station and you'll get more promos for *Bobcat's Big Ass Show*. But look at subway posters or newspaper ads and you'll see only *Bobcat's Big Show*. That's because some papers wouldn't print "ass" in ads or TV listings and FX decided some broader ad venues weren't appropriate for such an "edgy" approach. "We use the name judiciously," says an FX spokeswoman. There's another problem. Space-constrained TV grids often truncate program and movie titles, so network executives don't want to see *Bobcat's Big Ass* in the listings.

PanAmSat plans Galaxy IV replacement

PanAmSat has decided to build a new bird, Galaxy IVR, to replace its failed Galaxy IV satellite instead of repurposing upcoming satellites for the task (B&C May 25, 1998). The company has issued a request for proposal to satellite manufacturers to build the new hybrid C-/Ku-band satellite, which it would launch in late 1999. PanAmSat's hybrid Galaxy X bird will launch as scheduled this July, while Galaxy XI will launch later this year, but most of the capacity on those birds is already spoken for. In the meantime, old Galaxy IV C-band customers are moving to the Galaxy VI satellite. By last Friday, about one-third of the old Galaxy IV C-band traffic had shifted to Galaxy VI, with the majority of Galaxy IV customers due to complete the switch by today (June 1), said PanAmSat spokesman Dan Marcus. CBS made the move last Wednesday afternoon, said CBS VP of broadcast distribution Brent Stranathan. "The frequency plan matched perfectly. We went back up and there we sit," said Stranathan, who added that CBS has secured replacement Ku-band capacity for CBS Newspath on Galaxy IIIR.

Look at him

Arts & Entertainment Network recorded its best ratings ever—a 2.3 rating/1.6 million homes according to Nielsen Media Research—for last Thursday's (May 28) installment of its *Live By Request* original music series. The program featured singer Johnny Mathis live from Sony Music Studios in New York, who took requests from viewers including former First Lady Nancy Reagan.

Parents taking to ratings

Study shows many adults using advisories; would like V-chips, but not enough to buy new set

By Paige Albiniak

Although more than half of parents surveyed say they use the revised TV ratings system to guide their children's television viewing, nearly 70% do not plan to buy a new V-chip–equipped TV set or set-top box in the next year or two, according to a study of 1,358 parents and 446 children by the Kaiser Family Foundation.

But 65% of parents would use a V-chip to block shows if they had one, the study said. And 78% of children interviewed approved of a V-chip designed to "allow parents to block access to shows that get certain ratings, so their kids won't be able to watch." More than one-third (35%) of kids said that they would try to get around blocking technology to watch forbidden programs.

Vice President Gore, who was on hand to unveil the study last week, said the results were "very heartening, and that's even before parents have access to the V-chip."

Gore called on the broadcast networks to start broadcasting the digital signals that will interface with the V-chips in TV sets: "They need to move up their timetables."

Gore continued to put implicit pressure on NBC and Black Entertainment Television, both of which have refused to add S for sex, V for violence, D for suggestive dialogue, L for foul language and FV for fantasy violence to the age-based labels.

"Until all the networks embrace the content-based ratings systems, the ratings will never reach their full potential," Gore said.

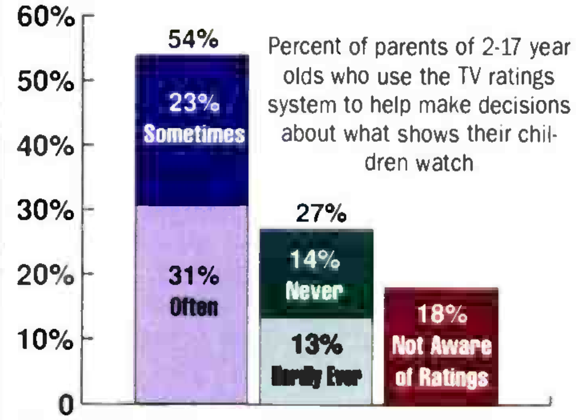
Only 5% of parents know that NBC is the lone broadcast holdout, according to the study, while 15% think Fox is the renegade.

Gore also encouraged newspapers to print the TV ratings in their listings and broadcasters to run more public service announcements about the ratings.

"The good news is that people who are using the revised television ratings system are finding it helpful and effective," said National Cable Television Association spokeswoman Tori Clarke. "The challenge is that we have to increase awareness and understanding."

While 54% of parents use the ratings, many of them have problems

Parents' Use of the TV Ratings System



Source: Parents, Children and the Television Ratings System: Two Kaiser Family Foundation Surveys, May 1998

Washington Watch

Edited by Chris McConnell and Paige Albiniak

C-SPAN battles must carry

C-SPAN is sounding alarms in Washington about the potential impact of a digital must-carry rule on its service. "If digital must carry becomes law, C-SPAN and C-SPAN 2 will go dark in millions more American households," C-SPAN Chairman Brian Lamb wrote in a letter to House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.) and other lawmakers and regulators. Lamb related the cable channel's experience after passage of the 1992 Cable Act, maintaining that C-SPAN lost more than 10 million households as a result of the rule requiring cable systems to carry local broadcast signals. "Even five years later, despite the extraordinary commitment of the cable industry and its leaders to keeping C-SPAN and C-SPAN 2 on systems, we still haven't recovered all of those losses," Lamb wrote.

Personal attack under siege

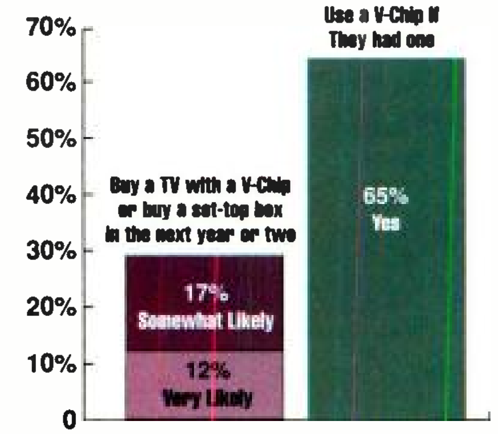
As expected, a Washington appeals court last week ordered the FCC to submit the results of a "formal vote" on the NAB/Radio-Television News Directors Association petition to eliminate the personal attack and political editorial rules. The rules require stations airing political editorials or personal attacks on political candidates to offer airtime for a response. Last month, commissioners were unable to break a 2-2 deadlock over whether to ax the rules. Because a tie vote keeps the rules in place, the court ordered commissioners voting against a repeal (last month, Commissioners Gloria Tristani and Susan Ness) to explain their reasoning. Judges want to evaluate those reasons when they review the NAB/RTNDA appeal.

New Media Institute board

The Media Institute last week unveiled a new board of trustees as well as two other groups. The board lineup: News Corp.'s Peggy Binzel, A.H. Belo's Michael McCarthy, Time Warner's Catherine Reid and America Online's George Vradenburg. The Institute also named College of William and Mary law professor Rodney Smolla to its First Amendment Advisory Council. Appointed to the group's Communications Policy Council were Gannett Co.'s Mimi Feller, Intelsat's Diane Hinson, Discovery Communication's Anne Lamoureux and the Washington *Post*'s Carol Melamed.

Parents' Plan for the V-Chip

Percent of parents of 2-17 year olds who would...



Source: Parents, Children and the Television Ratings System: Two Kaiser Family Foundation Surveys, May 1998

understanding them. Only 14% can accurately define nine out of the 11 TV ratings symbols. Two-fifths of parents know what six to eight of the symbols mean, while 46% do not know what up to five of the symbols stand for.

The cable industry has produced public service announcements and public awareness campaigns to educate viewers about the content-based ratings.

"The Kaiser study shows that the TV parental guidelines are doing what they were designed to do—providing parents with advance cautionary information to assist them in monitoring the television watching of their young children," said Jack Valenti, president of the Motion Picture Association of America and architect of the TV ratings system. "I hope parents will continue to utilize this industry-provided tool."

According to the survey, parents who have used the ratings like them and plan to keep on using them. Almost all parents surveyed (90%) appreciate media ratings and advisories. Of the 93% of parents who have used the TV ratings, 42% say they find the system "very useful" and 51% say it is "somewhat useful." Two percent say it isn't at all useful.

The survey also showed that even though parents may complain about television content, they still watch a great deal of television. Half of the families surveyed have three or more TVs in their homes. Families watch some three and a half hours of television per day, while almost one in four children say they watch five or more hours per day during the week. Two-fifths of kids say they watch five or more hours of television per day on the weekend. ■

Must-carry draft expected

FCC's attempt at a digital solution could face 'religious wars'

By Chris McConnell

FCC commissioners plan to launch—as early as this month—an effort to decide how to apply must-carry rules to digital TV broadcasts.

Susan Fox, senior legal adviser to FCC Chairman William Kennard, last week told a Washington broadcast conference that commissioners should receive draft plans for the rulemaking proposal in June.

Fox and Commissioner Susan Ness added the regulators continue to hope that broadcasters and cable operators can iron out at least some must-carry issues on their own. Ness urged the two sides to avoid what she termed a repeat of "religious wars" over the rules requiring cable operators to carry the signals of local broadcasters. She said that industry and company squabbles threaten to confuse consumers who are looking to buy digital television sets.

"The consumer confusion may well lead to consumer disaffection," Ness said.

The issue of cable carriage of the new TV signals dominated discussion at the DTV seminar held by the Association for Maximum Service Television (MSTV), as broadcasters and set makers related their efforts to implement the new broadcasting system.

"The C-word is always coming up," said Werner Wedam, director of corporate research and development at Sharp Laboratories of America. Wedam stressed the importance of educating consumers about the capabilities of the new television sets.

George Hanover of the Consumer Electronics Manufacturers Association and Matsushita's Peter Fannon also identified the issue of cable carriage as a lingering concern. Thomson Consumer Electronics' Bruce Babcock, whose company manufacturers DBS receivers, joked that his company's plans call for consumers simply to receive their cable programming from satellite.

Ness warns that industry fighting may confuse digital TV consumers.

Cable carriage, however, was not the only issue on the minds of broadcasters and set manufacturers. LIN Television General Counsel Gregory Schmidt said that stations using the new TV channels will face a host of potential interference pitfalls. He related the 1995 experience of his company's Indianapolis station, which had to spend $150,000 to replace garage door openers disabled by interference.

"We are going to have some public relations problems," said Schmidt, who pointed out that other devices, such as home and car security systems, use spectrum near the channels that broadcasters will be occupying.

Discussing DTV reception, MSTV Vice President of Technology Thomas Gurley said that his group has been working with manufacturers to test new receiving antennas. Gurley expects the high cost of sets to motivate consumers to spend more on antennas. He also warned that digital TV is not a reception "panacea" and that some sets will not be able to receive a picture with just a set-top antenna.

While listing the lingering issues and barriers, broadcasters, equipment makers and regulators voiced a generally optimistic outlook.

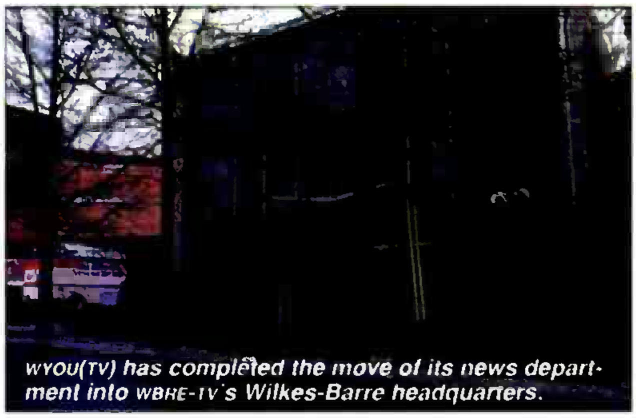
Commissioner Ness reported that Canadian authorities are about to approve the broadcast plans of five "early-rollout" stations near the Canadian border. She also said that U.S. and Mexican regulators will be meeting June 8 and 9 to discuss frequency coordination.

"I'm encouraged," Ness said of the DTV rollout, adding that fewer than 160 days remain before 24 stations reach their Nov. 1 target to begin broadcasting. ■

CBS, NBC affils begin sharing

Scranton-area stations seek gain from economy of scale

By Dan Trigoboff



WYOU(TV) has completed the move of its news department into WBRE-TV's Wilkes-Barre headquarters.

Northeastern Pennsylvania's CBS affiliate has moved its news department alongside that of the area's NBC affiliate, under an unusual agreement that the two stations refer to as "shared services."

WBRE-TV Vice President and General Manager Arthur Daube said he expected everyone from Scranton's WYOU(TV) to have moved into WBRE-TV's expanded facility in Wilkes-Barre—with WYOU broadcasting its news from Wilkes-Barre—by last weekend. WBRE-TV will now be running the news for both stations.

Under the shared-services agreement, believed to be unique in broadcasting (B&C, April 6), WYOU and WBRE-TV will share news operations; sales and non-news programming for WYOU will remain in its Scranton headquarters. The separation of those operations differentiates the Pennsylvania stations' deal from a traditional local-marketing agreement, station executives say.

Although the two stations will share a news director, equipment, engineering, production and promotion, station executives say that the two stations will maintain separate newsrooms and separate on-air and reporting staffs.

News employees for both stations are employed by WBRE-TV owner Nexstar Broadcasting Group. Nexstar briefly owned WYOU, purchasing it in 1996 but selling it to Bastet Broadcasting less than a year later when WBRE-TV became available. Nexstar had to sell WYOU to comply with FCC prohibitions against TV duopoly—owning two stations in the same market.

There were layoffs at WYOU in 1996 when Nexstar took over, and local observers feared that establishing the coordinated news operations would cause more job losses. In fact jobs have been lost as a result of greater efficiencies—mostly at WYOU—Daube said, but he believes that the pain has been kept to a minimum through job modifications and transfers to other Nexstar stations. "All layoffs are painful," said Daube, who has run WBRE-TV for 13 years, "but if anything, we were able to hire more people [from WYOU] than we originally thought." The vice president/GM said that the station had hired 63 people from WYOU, with seven positions lost.

All WYOU employees who were moved had to reapply for their jobs with Nexstar—but, Daube said, "this is just a bookkeeping function." Daube himself had to reapply for his job when Nexstar took over WBRE-TV, "despite the fact that I already had a contract." ■

ABC ponders canceling news shows

As part of the network's ongoing top-to-bottom review of operations, ABC sources confirm, its news division is pondering the fate of *World News Now*, the overnight news program, and the Sunday edition of *Good Morning America*. Neither show is currently profitable, but sources stress that no decision is expected for months and that it's not just a matter of keeping or canceling the shows. "We may decide that both shows need to be reformatted," says one source. "Or we could decide to keep them the way they are or to cancel one or both of them. It really ties into the corporate mandate that we have to be as efficient as possible and that change is inevitable." No official comment from ABC. *—Steve McClellan*

'Hard Rock' on a roll

Warner Bros./VH1 turn up the volume on series, including two-hour syndicated special

By Joe Schlosser

Executives at Warner Bros. and VH1 are attempting to start up a franchise—along the lines of MTV's successful *Unplugged* music series—with their own brand and flavor in *Hard Rock Live*.

Hard Rock Live is currently producing its second season. Producers are building up a lineup of stars and sponsors that they hope will rival the MTV series.

American Express has signed on as the show's title sponsor this year, and top acts such as Hootie & the Blowfish, Boyz II Men and The Pretenders are lined up to perform during the 1998-99 season. *Hard Rock Live* has also been moved to new nights on the cable network, a syndication special is ready to roll and a best-of album will soon be announced.

"We are developing a franchise with VH1 that is going to generate a lot of success for everyone involved," says Erik Frankel, executive vice president for the series distributor, Warner Bros. Domestic Pay-TV, Cable and Network Features. "Whether you are a sponsor, which is American Express, whether you are the network, VH1, whether you are the name brand, Hard Rock Cafe or Warner Bros., or the 30-something artists who will be on the series, we think we will be able to turn this into a brand that is as valuable as, say, MTV's *Unplugged* over the next couple of years."

Hootie & the Blowfish will be one of the star attractions on VH1's 'Hard Rock Live.'

Last season, the series featured concerts by Jewel, Paula Cole, Shawn Colvin and John Fogerty. This year's lineup, in addition to those artists, includes Natalie Imbruglia, Third Eye Blind, Ben Fold Five, Trisha Yearwood and Ani DiFranco. Frankel says those are just a few of the names signed on for the first round of tapings, set for June in New York. He says a number of other top acts are close to inking their names for the second round of tapings later in the summer.

"There was some amount of skepticism in the music industry the first year," Frankel says. "But now we have proven to the industry that we are a great platform, and the bookings are coming in faster and at a higher level of star power."

A number of groups will be featured in a two-hour syndication special that has a broadcast window of July 3–July 26.

"That will help us get some added notoriety," Frankel says. "Hopefully that will get us into closer to 98 million homes than VH1's reach of 62 million homes. It just gives us added exposure."

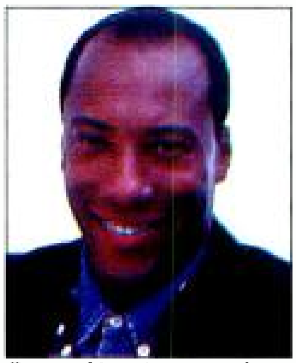
Hard Rock Live will be seen four nights a week in its second season. It will air first on Fridays at 7 p.m., followed by Saturdays at midnight, Mondays at 7 p.m. and Thursdays at midnight. ■

Byron Allen, the can-do syndicator

Persistence pays off as veteran juggles three shows and more on the way

By Joe Schlosser

Wonder who the hardest-working man in Hollywood is?



Byron Allen keeps at it—his syndication efforts are paying off.

It's probably 37-year-old actor/comedian/producer/distributor and won't-take-no-for-an-answer salesman Byron Allen. Allen, who has been on national television in one capacity or another since he was 18 years old, seemingly works nonstop these days clearing his numerous syndicated shows these days and managing his own production company, CF Entertainment, Inc.

Known for his five seasons on *Real People* and stand-up routines on *The Tonight Show* in the early 1980's, Allen currently has three syndicated weekly series on the air and says he has a handful of other TV projects up his sleeve. He started CF Entertainment (named after his mother, Carolyn Folks) in 1993 from the dining room table of his Los Angeles home. That house was foreclosed on three times while Allen put every penny into producing, promoting and trying to clear his celebrity interview show *Entertainers* on stations across the country.

"I called all 1,300 TV stations in the United States, spoke to all the GMs and all the program directors and asked them to carry *Entertainers*," Allen says. "They all said no an average of eight times each. And after about 10,000 noes, I got 140 yeses."

After making all the calls, doing all the faxing and going down to the local post office himself each day for over a year, Allen landed *Entertainers* on the small screen.

In fall 1994, *Entertainers* was licensed for weekend runs in more than 80% of the country, and Allen was suddenly in business.

"To get that show up and running was wild, just wild," Allen says. "There was no way that show wasn't going to get done."

Entertainers, which will start its fifth season in syndication this fall, is now seen in more than 100 markets nationally and 70 countries worldwide. US Airways and United Airlines both show part of the weekly hour program on their flights, and Allen has spun two other shows out of it. The format for *Entertainers* is a simple one: Allen interviews seven movie stars a week and packs the interviews into an hour program. From the outset, Allen has talked with a who's who of the film industry—everyone from Tom Hanks to Mel Gibson to John Travolta.

"We don't go through that brain damage thing with development," Allen says. "It is really simple. We have on

Rattner to chair WNET board

Steven Rattner has replaced Henry Kravis as chairman of the board of flagship PBS station WNET(TV) New York. Rattner, a member of the station's board since 1990 and vice chairman since 1995, is deputy chief of investment banking company Lazard Freres & Co. Rattner founded Lazard's communications group. Kravis, a founding partner of leveraged buyout specialist Kohlberg, Kravis, Roberts, New York, has been named chairman emeritus of WNET.

SYNDICATION MARKETPLACE

CBS O&O's go for 'ET'

Eight CBS owned and operated stations have locked up Paramount Domestic Television's successful Hollywood newsmagazine *Entertainment Tonight* through 2003. The stations are WCBS-TV New York, KCBS-TV Los Angeles, WBBM-TV Chicago, KYW-TV Philadelphia, WFOR-TV Miami, WBZ-TV Boston, WJZ-TV Baltimore and KUTV-TV Salt Lake City. *ET* is currently in its 17th season in syndication and is the top-ranked access newsmagazine. *ET* has placed first among men and women 18-49 and 25-54 for the past 30 sweeps.

Mandel goes solo

Howie Mandel is not going to have a sidekick after all. Mandel will go without announced "sidekick/announcer" Brianne Leary on his upcoming talk show from Paramount Domestic Television. Paramount executives say after a number of recent test shows, producers decided Leary's position was not needed. Leary was a former correspondent for ABC's *Good Morning America*. Mandel's talker debuts June 22.

Court shows win verdict

Studios USA has been given the green light to produce both *The Sally Jessy Raphael Show* and *The Maury Povich Show* at the Hotel Pennsylvania in New York City. The building's landlords had tried to stop Studios USA from building two new sets for the shows and even went to court to get a temporary restraining order against the construction. A New York Supreme Court judge removed the restraining order; both sets should be ready by July. Warner Bros. Domestic Television Distribution's *The People's Court*, which taped its first season at the Hotel Pennsylvania, has found a new home in Manhattan for next season.

The 'Beat' goes on

MGM Worldwide Television has renewed *LAPD:Life on the Beat* in 153 markets representing 87% of the country. The half-hour strip will be entering its fourth season in syndication next fall. MGM will produce 26 weeks of original shows for 1998-99.

Pinnacle winners

Paramount Domestic Television Marketing President Meryl Cohen, former BSkyB executive Bruce Dunlop and CBS Executive Vice President of Marketing and Communications George Schweitzer will be honored with the Promax Pinnacle Award at the upcoming Promax and BDA Conference in Toronto. The awards presentation will be held on Saturday, June 20.

One-stop info shopping

MG/Perin has begun distributing the *Video Encyclopedia of the 20th Century*, an 87-hour library and database covering 15,000 news clips and more than 2,300 different subjects. The archive covers the years 1893-1990 and everything from the Spanish-American War to fashion in the 1980's. MG/Perin has also renewed clearances for a 23rd season of *America's Black Forum*.—*Joe Schlosser*

seven stars and I let them talk and make it a very relaxing format for the stars and viewers. People are amazed at the star power we are able to attract."

Out of *Entertainers* came this season's new weekly *The American Athlete* and next season's new weekly *Kickin' It with Byron Allen*. Both shows are syndicated and both shows are simple Q&A's with celebrities. *The American Athlete* is a half-hour program in which Allen interviews three sports figures—Michael Jordan and Tiger Woods both have appeared on the show. *Kickin' It* debuts this fall and spotlights seven top comedians, musicians and fashion stars in an hour format.

"*American Athlete* has been the best selling show I've ever had," Allen says. "It is a natural program to come out of or lead into a sporting event on the weekends. And *Kickin' It* is going to give the American public an opportunity to see the stars of comedy, music and fashion in a different and personal light."

Allen isn't finished. He is in the middle of putting together a cable deal for a weekly talk show with legendary R&B singer *Gladys Knight*. He is also working on a daily syndicated show for fall 1999 which he will only describe as something that is "going to rock the world." ■

Broadcasting & Cable PEOPLE'S CHOICE

Ratings according to Nielsen **May 18-24**

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 35	abc	CBS	NBC	FOX	UPN	WB
MONDAY	**9.2/15**	**9.9/16**	**9.8/16**	**7.0/12**	**1.9/3**	**2.9/5**
8:00	40. Deadliest Sea Creatures 7.5/13	37. Cosby 7.8/15	27. Suddenly Susan 9.1/16	72. Damon 4.3/8	94. Love Boat: The Next Wave 2.1/4	83. 7th Heaven 3.0/5
8:30		30. Ev Loves Raymd 8.3/14		70. Getting Personal 4.5/8		
9:00	15. ABC Monday Night Movie—Peter Benchley's Creature, Part 2 10.1/16	4. Murphy Brown 12.3/19	24. Caroline in the City 9.3/14	21. Ally McBeal 9.7/15	100. The Virtual Ed Sullivan Sh 1.6/3	87. 7th Heaven 2.8/4
9:30						
10:00		24. Ed Sullivan's 50th Anniversary 9.3/16	7. Dateline NBC 11.1/18			
10:30						
TUESDAY	**9.7/16**	**8.4/14**	**12.0/20**	**5.6/9**	**2.0/3**	**4.9/8**
8:00	31. Home Imprvmt 8.2/15	31. JAG 8.2/14	28. Mad About You 8.9/16	58. Fox Tuesday Night Movie—Gargantua 5.6/9	91. Moesha 2.2/4	74. Buffy/Vampire Slayer 4.2/7
8:30	43. Soul Man 7.0/12		11. Mad About You 10.4/18		95. Clueless 2.0/3	
9:00	6. Home Imprvmt 11.5/18	29. CBS Tuesday Movie—When He Didn't Come Home 8.4/14	3. Frasier 12.6/20		93. Mal & Eddie 1.7/3	58. Dawson's Creek 5.6/9
9:30			1. Frasier 14.7/23		97. Good News 1.9/3	
10:00	9. NYPD Blue 10.6/17		2. Dateline NBC 12.7/21			
10:30						
WEDNESDAY	**7.6/13**	**10.2/17**	**8.1/14**	**10.0/17**	**3.2/5**	**2.9/5**
8:00	44. Spin City 6.9/13	13. Cher Remembers Sonny 10.2/18	55. Seinfeld 6.1/11	16. Beverly Hills, 90210 10.0/17	90. The Sentinel 2.3/4	87. Smart Guy 2.8/5
8:30	37. Dharma & Greg 7.8/13					83. Sister, Sister 3.0/5
9:00	24. Drew Carey 9.3/15	13. CBS: The First 50 Years 10.2/17	40. 3rd Rock fr/Sun 7.5/12		76. Star Trek: Voyager 4.1/7	83. Wayans Bros 3.0/5
9:30	47. Two Guys/Girl 6.7/10		16. 3rd Rock fr/Sun 10.0/16			83. Steve Harvey 3.0/5
10:00	40. Barbara Walters Presents 7.5/13		10. Law & Order 10.5/18			
10:30						
THURSDAY	**3.0/5**	**8.9/16**	**10.6/19**	**5.0/9**		
8:00	79. C-16 3.6/7	22. Diagnosis Murder 9.4/17	22. Friends 9.4/19	66. 1998 Essence Awards 5.0/9		
8:30			18. Just Shoot Me 9.9/19			
9:00	89. Where It's At 2.7/5		5. Seinfeld 12.2/21			
9:30			12. Veronica's Clst 10.3/17			
10:00		35. 48 Hours 7.9/14	8. ER 10.9/20			
10:30						
FRIDAY	**7.2/14**	**7.1/14**	**6.3/13**	**3.6/7**		
8:00	55. Sabrina/Witch 6.1/13	50. Kids Say Darnd 6.5/14	50. Dateline NBC 6.5/14	77. Beyond Belief: Fact or Fiction? 4.0/9		
8:30	61. You Wish 5.5/11	46. Candid Camera 6.8/14				
9:00	53. Boy Meets Wrld 6.3/12	39. Unsolved Mysteries 7.7/15	54. NBC Friday Night Movie—No Greater Love 6.2/12	82. Millennium 3.3/6		
9:30	58. Teen Angel 5.6/11					
10:00	20. 20/20 9.8/19	44. Nash Bridges 6.9/13				
10:30						
SATURDAY	**3.9/9**	**6.6/14**	**4.2/9**	**5.4/12**		
8:00	78. Saturday Night at the Movies—Jury Duty 3.7/8	65. Dr. Quinn, Medicine Woman 5.2/12	74. NBC Saturday Night Movie—Camp Nowhere 4.2/9	69. Cops 4.6/11		
8:30				63. Cops 5.3/12		
9:00		52. Early Edition 6.4/14		57. AMW: America Fights Back 5.9/12		
9:30						
10:00	71. ABC News Saturday Night 4.4/9	33. Walker, Texas Ranger 8.1/17	72. Profiler 4.3/9			
10:30						
SUNDAY	**5.1/10**	**7.7/16**	**6.4/13**	**4.5/10**		**1.9/4**
7:00	79. Wonderful World of Disney—Andre 3.6/8	18. 60 Minutes 9.9/23	68. NBC Movie of the Week—Beethoven's 2nd 4.7/10	81. World's Funniest! 3.4/8		100. Parent 'Hood 1.6/4
7:30						102. Kelly, Kelly 1.5/3
8:00		35. Touched by an Angel 7.9/16		62. The Simpsons 5.4/11		95. Sister, Sister 2.0/4
8:30				63. King of the Hill 5.3/11		91. Jamie Foxx 2.2/4
9:00	48. ABC Sunday Night Movie—A Dangerous Affair 6.6/12	48. CBS Sunday Movie—Titanic, Part 1 6.6/12	33. NBC Sunday Night Movie—Guarding Tess 8.1/15	67. The X-Files 4.9/9		91. Unhap Ev Af 2.2/4
9:30						98. Alright Already 1.7/3
10:00						
10:30						
WEEK AVG	6.5/12	8.4/15	8.1/15	5.8/11	2.3/4	3.0/5
STD AVG	8.3/14	9.6/16	10.2/17	7.0/12	2.8/4	3.1/5

Changing Hands

The week's tabulation of station sales

TV

KTAR(AM)-KKLT(FM) and KMVP(AM) Phoenix; WESH(TV) Daytona Beach, Fla.; KCCI-TV Des Moines, Iowa; WLKY (TV) and WLKY(AM) Louisville, Ky.; WDSU(TV) New Orleans; KETV(TV) Omaha; KOAT-TV Albuquerque and satellite KOCT(TV) Carlsbad, N.M.; WXII(AM) Eden/Winston-Salem and WXII(TV) Winston-Salem, N.C.; WGAL (TV) Lancaster, Pa.; WYFF(TV) Greenville, S.C.
Price: $1.85 billion ($1.15 billion in stock, $700 million acquisition of debt)
Buyer: Hearst-Argyle Television Inc., New York (co-CEOs Bob Marbut, chairman, and John G. Conomikes, president; Hearst Corp., 78% owner) owns/is buying 25 TVs, two FMs and five AMs
Seller: Pulitzer Broadcasting Co., St. Louis (Ken J. Elkins, president; Pulitzer Publishing Co., owner [Michael E. Pulitzer, president/23.2% owner]); no other broadcast interests

Proposed station trades

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

THIS WEEK:		
TVs	**$1,878,625,000**	**5**
Combos	**$3,589,000**	**3**
FMs	**$74,166,248**	**7**
AMs	**$27,709,200**	**9**
Total	**$1,984,089,448**	**24**
SO FAR IN 1998:		
TVs	**$4,671,097,000**	**43**
Combos	**$1,051,682,107**	**138**
FMs	**$436,565,337**	**158**
AMs	**$310,862,290**	**106**
Total	**$6,470,161,778**	**427**
SAME PERIOD IN 1997:		
TVs	**$2,217,418,000**	**49**
Combos	**$4,612,310,764**	**142**
FMs	**$1,294,696,298**	**172**
AMs	**$101,999,415**	**95**
Total	**$8,226,824,477**	**460**

Source: Broadcasting & Cable

Facilities: KTAR: 620 khz, 5 kw; KKLT: 98.7 mhz, 100 kw, ant. 1,680 ft.; KMVP: 860 khz, 1 kw; WESH: ch. 2, 100 kw visual, 10 kw aural, ant. 1,650 ft.; KCCI-TV: ch. 8, 316 kw visual, 31.6 kw aural, ant. 1,953 ft.; WLKY(TV): ch. 32, 4,300 kw visual, 430 kw aural, ant. 1,260 ft.; WLKY(AM): 970 khz, 5 kw; WDSU: ch. 6, 100 kw visual, 20 kw aural, ant. 930 ft.; KETV: ch. 7, 316 kw visual, 31.6 kw aural, ant. 1,356 ft.; KOAT-TV: ch. 7, 87.1 kw visual, 17.4 kw aural, ant. 4,240 ft.; KOCT: ch. 6, 100 kw visual, 10 kw aural, ant. 1,201 ft.; WXII(AM): 830 khz, 50 kw day, 10 kw night; WXII(TV): ch. 12, 316 kw visual, 63.5 kw aural, ant. 1,980 ft.; WGAL: ch. 8, 112 kw visual, 21.4 kw aural, ant. 1,361 ft.; WYFF: ch. 4, 100 kw visual, 20 kw aural, ant. 2,000 ft.
Formats: KTAR: news; KKLT: light rock; KMVP: sports; WLKY: news; WXII: news
Affiliations: WESH: NBC; KCCI-TV: CBS; WLKY: CBS; WDSU: NBC; KETV: ABC; KOAT-TV: ABC; KOCT: ABC; WXII: NBC; WGAL: NBC; WYFF: NBC
Consultants: Credit Suisse First Boston (buyer; Huntleigh Securities Corp. and Goldman, Sachs & Co. (seller)

KKWB-TV El Paso, Tex.
Price: $10 million
Buyer: White Knight Broadcasting of El Paso Inc., Lafayette, La. (Sheldon H. Galloway, president); owns/is buying KFXK(TV) Longview and KAKW(TV) Killeen, both Tex.; KSHV(TV) Shreveport and WVLA(TV) Baton Rouge, both La., and WNTZ-TV Natchez, Miss.
Seller: UN2JC Communications Ltd., El Paso (Sara Diaz Warren, president); no other broadcast interests
Facilities: ch. 65, 1,000 kw visual, 50 kw aural, ant. 1,827 ft.
Affiliation: Ind.
Broker: Gammon Media Brokers Inc.

51% of WGRB(TV) Campbellsville, Ky.
Price: $2.5 million
Buyer: Jere Barton Davidson Sr., Bardstown, Ky.; no other broadcast interests
Seller: Billy Speer, Campbellsville; no other broadcast interests
Facilities: ch. 34, 600 kw visual, 108 kw aural, ant. 1,030 ft.
Affiliation: WB

KVCT(TV) Victoria, Tex.
Price: $125,000
Buyer: Dana R. Withers, Benton, Ill.; owns six FMs, has interest in three TVs and one AM
Seller: Gerald R. Proctor, Livingston, Tex.; no other broadcast interests
Facilities: ch. 29, 155 kw visual, 15.5 kw aural, ant. 489 ft.
Affiliation: Fox

COMBOS

KLBM(AM)-KUBQ-FM La Grande and KBKR(AM)-KKBC(FM) Baker City, Ore.
Price: $1.9 million
Buyer: Vista Grande LLC, Portland, Ore. (Daniel S. Volz, president); no

Big Deals

USA Networks is selling KEVN-TV Rapid City, S.D. and satellite KIVV-TV Lead/Deadwood, S.D. to Mission TV LLC. USA bought the stations from Blackstar LLC in a three-way deal that left USA with stations in Atlanta and Orlando. USA has been expected to divest the Rapid City stations, which do not fit into the company's plan to build a local programming network, CityVision. USA paid $10 million–$13 million for the Rapid City stations and hoped to get $13 million–$16 million. Still, brokers say the stations are only worth $7 million–$9 million.

■ **Jacor**'s sale of KKLQ(FM) and KJQY(FM) San Diego to **Heftel Broadcasting** clears the way for Jacor to close on its purchase of Nationwide Communications Inc. The Nationwide group included two stations in San Diego, where Jacor already had eight (the maximum). Jacor agreed to buy Nationwide last October in a much-anticipated deal worth $620 million. Jacor also is said to be after the Pulitzer (now Hearst-Argyle) radio stations. Jacor, although buying in recent weeks, is thought to be negotiating a merger with Hicks, Muse, Tate & Furst's Chancellor Media.

■ Hicks, Muse, Tate & Furst's **Capstar Broadcasting Corp.** is now a public company. The company made an initial public offering of 31 million shares last Wednesday (May 27) at $19 per share. The company had hoped to open trading at $21. In the first day of trading, the stock reached a high of 19-1/2 but ended the day as it began—at 19. The company plans to use the proceeds from the offering to finance its purchase of SFX Broadcasting, which was approved by the FCC two weeks ago. —*Sara Brown*

other broadcast interests
Seller: Grande Radio Inc., La Center, Wash. (Bryan Christle, president); no other broadcast interests
Facilities: KLBM: 1450 khz, 1 kw; KUBQ: 98.7 mhz, 2.25 kw, ant. 1,942 ft.; KBKR: 1490 khz, 1 kw; KKBC: 95.3 mhz, 6 kw, ant. -200 ft.
Formats: KLBM: news, talk; KUBQ: AC; KBKR: news, talk; KKBC: country
Broker: Exline Co.

KWCK-AM-FM Searcy, Ark.
Price: $1.2 million
Buyer: Kaleidoscope Radio LLC, Little Rock, Ark. (Larry Morton, president and managing member/30% owner); owns/is buying KMZX(FM) Lonoke, KAWW-AM-FM Heber Springs and KDRE-FM Little Rock, all Ark.
Seller: Class Inc., Searcy, Ark. (Levoy Patrick Demaree, president/65% owner); owns KFAY(AM) Farmington, KKEG(FM) Fayetteville, KFAY(FM) Bentonville and KZNG(AM)-KQUS(FM) Hot Springs, all Ark.
Facilities: AM: 1300 khz, 5 kw day, 30 w night; FM: 99.9 mhz, 50 kw, ant. 492 ft.
Formats: AM: C&W, farm, news; FM: talk
Broker: MGMT Services Inc.

KDDA(AM)-KXFE(FM) Dumas, Ark.
Price: $489,000
Buyer: Metro Birch Enterprises Inc., Pine Bluff, Ark. (Jackie Harris, president); owns KPBA(AM) Pine Bluff
Seller: Craig Eastham and Ruth Eastham, executrix of the estate of Alan Walter Eastham, Dumas; Craig Eastham has interest in KOTN(AM), KCLA(AM)-KZYP-FM and KPBQ-FM Pine Bluff
Facilities: AM: 1560 khz, 500 w; FM: 106.9 mhz, 25 kw, ant. 269 ft.
Formats: AM: urban contemporary; FM: AC
Broker: MGMT Services Inc.

RADIO: FM

KKLQ-FM and KJQY-FM San Diego
Price: $65.15 million
Buyer: Heftel Broadcasting Corp., Dallas (Mac Tichenor Jr., president; Tichenor family owns controlling 21.1% voting interest; Clear Channel Communications Inc. [L. Lowry Mays, president] owns nonattributable, nonvoting 29.1% interest); owns/is buying 21 FMs and 16 AMs
Seller: Jacor Communications Inc., Cincinnati (Samuel Zell, chairman; Randy Michaels, CEO; Zell/Chilmark Fund LP, 30% owner; David H. Crowl, president, Radio Division); owns one TV station; owns/is buying 128 FMs and 68 AMs
Facilities: KKLQ-FM: 106.5 mhz, 50 kw, ant. 440 ft.; KJQY-FM: 102.9 mhz, 32 kw, ant. 616 ft.
Formats: KKLQ-FM: contemporary hit radio, adult top-40; KJQY: easy listening

WRNJ-FM Belvidere, N.J.
Price: $6.35 million
Buyer: Big City Radio Inc., Hawthorne, N.Y. (Michael Kakoyiannis,

president); owns KLYY(FM) Arcadia, KSYY(FM) Fallbrook and KVYY(FM) Ventura, all Calif.; WXXY-FM Highland Park and WYXX(FM) Morris, Ill; WWXY (FM) Briarcliff Manor, WWVY(FM) Hampton Bays and WRKL(AM) New City, all N.Y., and WWZY(FM) Long Branch, N.J.
Sellers: Lawrence J. Tighe Jr., Hackettstown, N.J.; no other broadcast interests
Facilities: 107.1 mhz, 3.9 kw, ant. 395 ft.
Format: Country
Broker: Frank Boyle & Co.

WTAZ(FM) Morton, Ill.
Price: $1.8 million
Buyer: Kelly Communications Inc., Longboat Key, Fla. (James C. McCrudden, president/owner); owns/is buying WOAM(AM) Peoria, WKZW(FM) Pekin, WXFX(FM) Chillicothe, WIHN(FM) Normal and WSNI(FM) Colfax, all Ill.
Seller: Morton-Washington Broadcasting Co., Morton, Ill. (Lynette M. Demanes, principal); no other broadcast interests
Facilities: 102.3 mhz, 6 kw, ant. 300 ft.
Format: talk, sports, news

WLTT(FM) Shallotte, N.C.
Price: $750,000
Buyer: Nanbec I LLC, Shallotte (Roy O. Rodwell, president); owns WCCA-FM Shallotte, N.C.
Seller: Partech Communications Group Inc., Shallotte (John E. Rayl, president); no other broadcast interests
Facilities: 103.7 mhz, 25 kw, ant. 328 ft.
Format: AC, soft hits
Broker: Gordon Rice Associates

KQTN(FM) Lordsburg, N.M.
Price: $80,000
Buyer: LaRunn Broadcasting System, LLC, Alamogordo, N.M. (Phillip H. Runnels, managing member/55% owner); owns KPSA(AM)-KNMZ(FM) Alamogordo and KPSA-FM La Luz, N.M.
Seller: Loretta L. Farrier, El Centro, Calif.; no other broadcast interests
Facilities: 97.7 mhz, 250 w, ant. –134 ft.
Formats: Dark

KBCE(FM) Boyce/Alexandria, La.
Price: $26,248
Buyer: Dorothy S. Randolph, New Orleans; no other broadcast interests
Seller: Liberty Bank & Trust Co., New Orleans (Alden McDonald, president); no other broadcast interests
Facilities: 102.3 mhz, 6 kw, ant. 289 ft.
Format: Urban contemporary

CP for KAYI(FM) Princeville, Hawaii
Price: $10,000
Buyer: B & GRS Partnership, Clayton, Ga. (William G. Brown and Clifton G. Moor, owners); partners are selling WHEL(AM) Helen, Ga.
Seller: Moore Broadcasting Co., Los Angeles (John C. Moore, principal); no other broadcast interests
Facilities: 99.9 mhz, 51 kw, ant. –315 ft.
Format: Dark

RADIO: AM

KBLA(AM) Los Angeles
Price: $21 million
Buyer: Radio Unica Corp., Miami (Joaquini Blaya, chairman); owns/is buying six radio stations
Seller: Sinclair Broadcast Group Inc., Baltimore (David D. Smith, president/28.1% owner); owns/is buying/has LMAs with 57 TVs, 36 FMs and 23 AMs
Facilities: 1580 khz, 50 kw
Format: Korean; will be Spanish
Broker: Serafin Bros. Inc.

WSML(AM) Graham, N.C.
Price: $800,000
Buyer: Clear Channel Communications Inc., San Antonio (L. Lowry Mays, president) ; owns/is buying 135 FMs, 81 AMs and 11 TVs
Seller: Graycasting Media Inc., Graham, N.C. (Ted Gray, president); no other broadcast interests
Facilities: 1200 khz, 10 kw day, 1 kw night
Format: Religion, news, talk

WAZY(AM) Lafayette, Ind.
Price: $275,000
Buyer: Broadcasting Management Inc., Indianapolis (Arthur A. Angotti, president/63.3755% owner); owns WAZY-FM Lafayette, WGBD(FM) Attica, WBWB(FM) Bloomington and WGCT(FM) Ellettsville, all Ind.
Seller: First Assembly of God, Lafayette, Ind. (Gregory A. Hackett, pastor); no other broadcast interests
Facilities: 96.5 mhz, 50 kw, ant. 500 ft.
Format: Hot AC

WHIE(AM) Griffin, Ga.
Price: $240,000
Buyer: Chappell Communications LLC, Atlanta (Robert E. Chappell Jr., managing member); no other broadcast interests
Seller: Telerad Inc., Griffin (Fred Watkins, owner); no other broadcast interests
Facilities: 1320 khz, 5 kw day, 83 w night
Format: Country, news, talk

Continues on page 50

We're Providing Room Service at CTAM

From promises of 500 channels to provisions for faster Internet access, the cable industry is vigorously promoting its vision of the future. On June 29, *Broadcasting & Cable's* CTAM issue looks at how the industry is meeting these goals. An agenda of this year's CTAM meeting is also included.

In addition, *Broadcasting & Cable* will distribute its June 29 issue to the hotel rooms of CTAM attendees, as well as at the event site. With over 3,000 visitors, it's one room service everyone will appreciate. Call your *Broadcasting & Cable* sales representative to reserve your space.

Issue Date: *JUNE 29* Ad Closing: *JUNE 19*

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Arbitron in trouble in Boston?

Effort to standardize methods brings charges of inaccuracy

Radio

By Sara Brown

Arbitron may be facing a lawsuit, according to angry New England broadcasters.

The company is redefining the Boston metro area based on new guidelines introduced in February. The redefinition, which will annex portions of Worcester County, Mass., and Hillsborough County, N.H., to the Boston metro, takes effect with the fall 1998 surveys.

The problem is, parts of the Worcester and Manchester markets' total survey areas (TSAs) will become part of the Boston metro. And according to broadcasters in those cities, that means the impending loss of advertising dollars.

Partners Robin B. Martin and Jay Williams Jr., who own WXLO(FM) Worcester; and Ray Garon of Saga Communications, owner of WZID(FM) Manchester, are consulting legal counsel about a possible lawsuit. In addition to charging Arbitron with inaccurately redefining the Boston metro, they also suggest that anticompetitive behavior on the part of Boston broadcasters is behind the new definition.

"The long and the short of it is that several Boston broadcasters got together and said, 'Our market is going to drop out of the top 10 because of population shifts,'" Williams says. "They conspired to put pressure on Arbitron and got Arbitron to create new market definitions."

Although comfortably poised at number six among Nielsen television markets, Boston sits tottering at number 10 among Arbitron metros, with Miami and Atlanta hot on its tail.

Three years ago, Arbitron decided not to redefine the Boston metro. That decision came after Boston broadcasters asked for a market redefinition, according to Martin.

Arbitron has been considering a new method for metro redefinition for several years. In the process, the ratings firm has consulted with a task force of advertisers, broadcasters and station representatives.

On the short list of task force members is David Pearlman, co-COO of Boston-based American Radio Systems. ARS is merging with CBS Radio; together the companies own eight stations in the Boston metro.

The new guidelines, called the 55/15 rule, use only two factors. (Previous methods took many far-ranging demographic patterns into account.) The rule says that if 55% of an area's listening is to metro stations and at least 15% of that area's commuters come into the predefined metro to work, then that area may be annexed to the metro.

"Radio is a local medium," Williams says, "and I think that the Boston broadcasters are under the delusion that media buyers buy by market size."

What Williams calls a "delusion" is both true and untrue—according to Sally Stitt, media buyer for Star Media. "If you're a radio buyer with x number of store locations, you might be buying in ZIP code clusters," Stitt says. "If you're doing that anyway, you're going to keep on doing that."

But, Stitt says, national buyers have to consider both the desire for audience coverage and their advertising budgets. In some cases that means buying just the top 10 or 15 markets.

Still, if a buyer wants to reach a Worcester audience in addition to Boston, the new metro definition may be misleading. The new definition is in effect saying, "You can reach Worcester County now in the Boston metro, so you don't need to buy Worcester anymore," according to Williams.

Arbitron spokesman Thom Mocarski denies the charges. "The policy was devised as a policy," Mocarski says, "Not 'Let's solve Boston's problem.'" He adds that the decision was Arbitron's and Arbitron's alone.

In addition, Mocarski points out safeguards built into the new redefinition policy. First, at least 75% of the station owners in the metro must formally request a redefinition evaluation (if there are four or fewer owners in the market, all must file a request).

Next, the criteria are limited to two factors, rather than the multiple and ill-defined quantitative and qualitative demographic factors used previously. That simplification, Mocarski says, will allow consistent, unbiased judgments across the board and in every market.

Additionally, the new policy protects adjacent markets by requiring at least 75% of the station owners in the adjacent metro to agree to be included in a larger metro, Mocarski says. Further, although parts of their TSAs may be annexed into another metro, they remain in the smaller market's TSAs. ■

Interep aims to 'overcome bias' against ethnic markets

Increased sensitivity in discussing and evaluating ethnic and minority markets was underscored in the latest round of data on the urban and Hispanic demographic groups from Interep Research. Accompanying the research data was a letter from Jane Sperrazza, vice president for corporate communications, who stated that her company "places great value on these emerging markets" and that Interep has instituted initiatives to "spread awareness and overcome bias among advertisers" in regard to these consumer groups.

In its latest research, Interep underscored the sensitivity of the controversy by informing the media (via the Sperrazza letter) that the new reports on Hispanic and urban demos "are just one example of the type of resources we provide to advertisers and agencies to emphasize the importance of reaching these powerful consumer groups."

Interep's latest data show, among other things:

- The Hispanic market will be the largest ethnic group in the U.S. by 2010.
- The U.S. Hispanic population has doubled, to more than 28 million, since 1980.
- Nearly 85% of all Hispanics live in 10 states and more than 50% in two states (California and Texas).
- Currently 10% of all Americans are Hispanic.

—John Merli

Tektronix starts new business unit

VideoTele.com to focus on distribution markets

By Glen Dickson

Tektronix has formed a new business unit with its video and networking division (VND). VideoTele.com will offer software and hardware products to manage distribution of video over various networks. While VideoTele.com will serve traditional broadcast customers, it also will target private networks, interactive conferencing and the delivery of video to desktop computers via intranets.

The new unit will be headed by Stephen King, former VND vice president of operations for Europe, Africa and the Middle East. King will serve as VideoTele.com's vice president/GM and will report to VND President Tim Thorsteinson. According to King, VideoTele.com is a way for Tektronix to pursue new customers while leveraging its 40 years of video expertise.

"We're starting to see video deployed widely outside of broadcast applications, such as in distance learning, telemedicine, Internet video and general-purpose video pulled to the desktop," says King. "In order to meet that change in the facilitation of video, we're seeing service providers in general—and I mean cable, satellite, RBOCs, and private carriers—all going after delivering video over wide-area networks ... we're going to look at all those markets."

VideoTele.com will represent about 10% of Tektronix VND's 1,272 employees and 10% of its $1.94 billion revenue, bringing together products, services and staff from Tek's Grass Valley video transport, Profile MPEG, ATM research, Spotlight intranet video and advanced development groups. The unit's earnings will be reported as part of VND's earnings. (Tektronix plans to report separate financial information for its printer, measurement and VND divisions beginning in 1999.)

VideoTele.com's operations include existing Tektronix facilities in Beaverton, Ore., and Nevada City, Calif. Products include Tektronix's M2T studio-quality codec and M Series codecs, the Spotlight VideoEncoder for corporate intranets, the Narrowband Broadband Gateway for broadband video conferencing and the 2.5 Gb/s ATM Network Interface Card.

As examples of potential VideoTele.com customers, King points to recent sales of Tektronix fiber-optic network products to Florida's News Channel, which will use Tektronix MPEG-2 codecs to run a statewide ATM (asynchronous transfer mode) network for video contribution and distribution. He also cites sales to the State of Wisconsin, which is using Tektronix distance-learning technology in a statewide DS-3 fiber network. ■

DirecTV launches Dolby Digital audio

Will offer enhanced sound with letterboxed movies later this year

By Glen Dickson

DirecTV will begin offering 5.1-channel Dolby Digital sound to its DBS customers starting July 1, using a new DSS integrated receiver/decoder from Thomson Consumer Electronics.

Dolby Digital audio also is known as AC-3. The audio standard for DVD disks as well as the ATSC digital television standard, it equates to rich sound in a home-theater environment. DirecTV initially plans to launch the enhanced audio service with its letterboxed movies; it may expand the service to other programming in the future. Dolby Digital also will be included with the HDTV programing that DirecTV plans to launch later this year.

According to Stephanie Campbell, DirecTV senior vice president of programming, launching Dolby Digital audio is one more way to bring technological innovation to DirecTV customers—35% of whom are home-theater users. "We have a good base of technophiles," says Campbell, who adds that Dolby Digital programming will be offered to DirecTV pay-per-view customers at no additional cost.

The first Direct Ticket movies to be shown in letterbox format with Dolby Digital sound will be "Gattaca," "Starship Troopers," "Scream 2," "Tomorrow Never Dies" and "The Rainmaker." While the DirecTV program guide won't identify the Dolby Digital–encoded movies, the program banner on the letterboxed channels will notify the consumer, who also can request a standard analog output.

DirecTV and Thomson demonstrated the new audio capability at Dolby Labs in Manhattan last week, using a dedicated demonstration channel of DirecTV programming that was received and decoded by Thomson's new Dolby Digital–capable DS5451RB DSS system. The new RCA-brand system will sell with an 18-inch dish (with dual LNB output and a built-in off-air antenna) for $449; customers who want to enjoy Dolby

Digital audio will also need a Dolby Digital decoder/amplifier and a six-speaker home-theater system.

While the price of a home-theater speaker system varies, a consumer should be able to get a decent surround-sound package for less than $1,000, says David Sporner, Thomson vice president of DBS product management. Existing DSS dish owners can also buy the new Thomson IRD separately for $349, he adds. ■

Cutting Edge

By Glen Dickson

Fox News Channel will begin delivering a fully scrambled signal to its cable affiliates starting in mid-June. The signal will use **General Instrument**'s VideoCipher II Plus encryption technology with FNC continuing to be distributed via the PanAmSat Galaxy VII satellite. "FNC has gone to a fully scrambled signal in order to comply with contractual agreements we have with major MSO's. The process will ensure these cable operators protection from piracy of the signal," says Gerrard O'Sullivan, FNC's vice president of operations and engineering.

KNTS-TV, an independent start-up station in Natchitoches, La., launched last week using **JVC**'s Digital-S digital tape format. The UHF station, which is broadcasting on both ch. 17 and ch. 27 in the Shreveport market, has purchased seven BR-D750 Digital-S VTRs, three DY-700 Digital-S camcorders, one RM-G820 editor/controller, and two JVC BM-H1300SU high-resolution monitors. In addition to airing syndicated programming, KNTS-TV plans to produce local news, weather and sports programming, says David Poston, the station's business development manager. While local production won't start until the station's new studio is completed this summer, KNTS-TV already is using its Digital-S decks to play back syndicated programming from America One Television. "We're taking the 3/4-inch stuff and dumping it over into the Digital-S machines," says Poston, who has been impressed with Digital-S's picture quality. "We're thrilled to death with it."

Princeton Video Image has signed an agreement with the NFL's Arizona Cardinals to provide the team with its L-VIS live insertion system for the Cardinals' 1998 preseason games. The Cardinals will be able to use the L-VIS system to insert "virtual" commercial and promotional messages into telecasts of all four of the team's preseason games this August.

Turner Production has ordered Quantel's Editbox Magnum nonlinear editor.

Princeton Video Image will receive a portion of all gross revenue generated by the Cardinals through the use of the L-VIS technology. "In a world of advertising clutter, PVI affords our television partners the ability to showcase their message in a manner that's as clean and crisp as a referee's whistle," says John Shean, Arizona Cardinals vice president of sales and marketing.

Pacific Research & Engineering Corp., Carlsbad, Calif., has signed a letter of intent to acquire **Graham-Patten Systems,** the Grass Valley, Calif.–based supplier of digital audio mixers for video editing. Terms of the deal, which is subject to completion of due diligence, were not disclosed. "We are extremely excited about the prospect of joining forces with Pacific Research & Engineering," says Graham-Patten Systems co-founder and president Mike Patten. "Our combined resources will allow us to better serve existing customers and put us in a unique position to leverage more than 10 years of digital audio development into new products for DTV and other expanding markets."

Turner Production has ordered **Quantel**'s new Editbox Magnum online nonlinear editing system, which Turner will install in its new $50 million serial digital facility due for completion at the end of 1999. Turner Production will use the 601 uncompressed digital Editbox Magnum to edit teasers and feature packages for the Turner family of networks. "Having layering, DVE and paint facilities all in one box is a tremendous boon," says Domenick Esposito, editorial manager for Turner Production. "You don't have to run down the hall every time you need a paintbox graphic."

Scientific-Atlanta is working with Concurrent Computer to develop a video-on-demand system using Concurrent's MediaHawk server and Scientific-Atlanta's Explorer 2000 set-top.

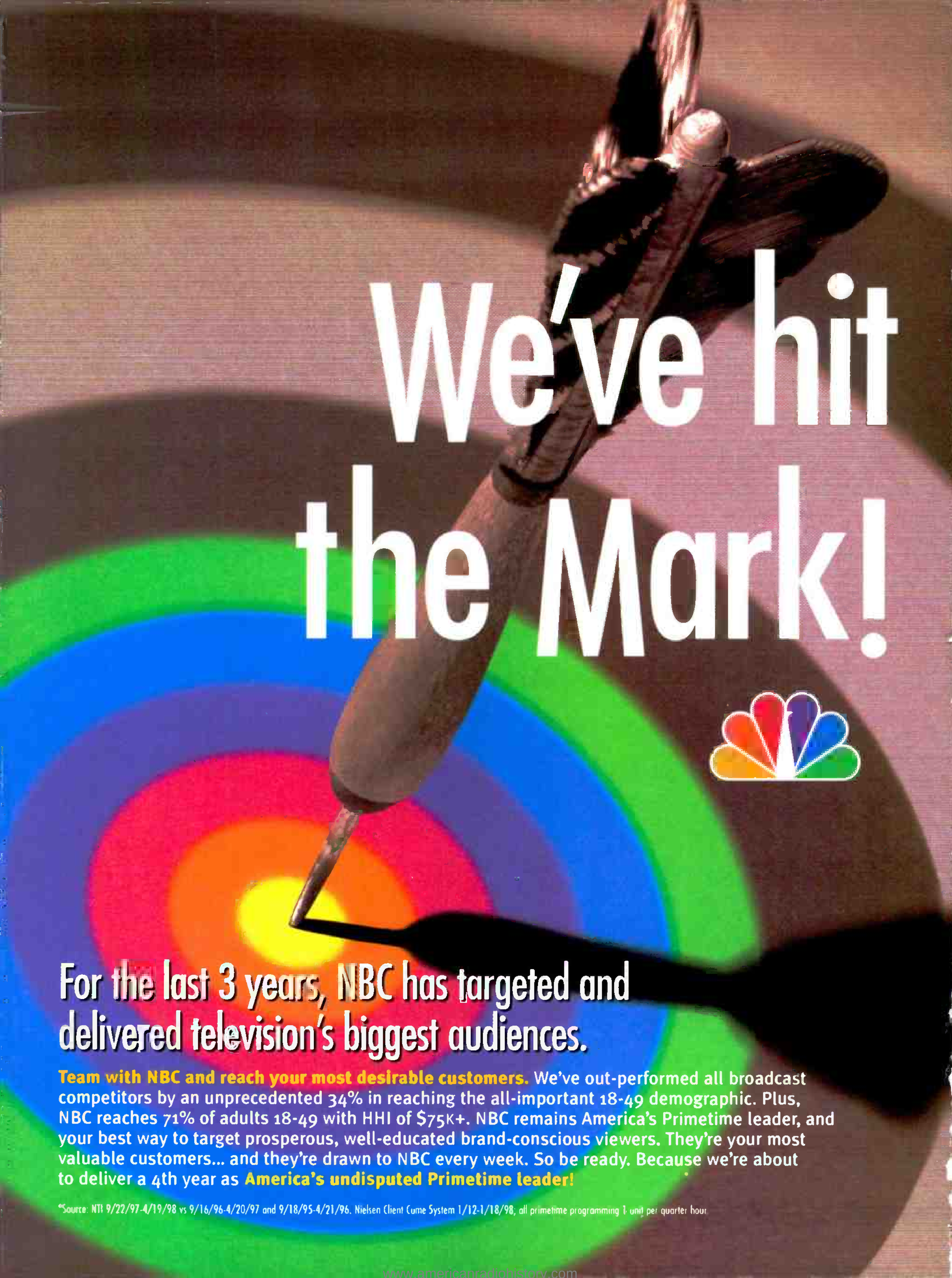
Scientific-Atlanta and **Concurrent Computer Corp.** have signed a nonbinding letter of intent to jointly develop a video-on-demand system for cable operators. The system will combine Concurrent's MediaHawk server with S-A's Explorer 2000 advanced digital set-tops and interactive network to give consumers 24-hour-a-day instant access to the VOD server. In exchange for S-A's technical and marketing contributions, Concurrent will issue a warrant for 2 million shares of its common stock, exercisable at $5 per share over a four-year term.

WHO'S TAKING THE FALL?

Dennis Franz *NYPD BLUE* | Bill Cosby *COSBY* | Kelsey Grammer *FRASIER* | Calista Flockhart *ALLY McBEAL* | Robert Urich *LOVE BOAT* | Shawn Wayans *THE WAYANS BROS.*

Broadcasting & Cable's

Guide to Prime Time 1998-99



We've hit the Mark!
For the last 3 years, NBC has targeted and delivered television's biggest audiences.
Team with NBC and reach your most desirable customers. We've out-performed all broadcast competitors by an unprecedented 34% in reaching the all-important 18-49 demographic. Plus, NBC reaches 71% of adults 18-49 with HHI of $75K+. NBC remains America's Primetime leader, and your best way to target prosperous, well-educated brand-conscious viewers. They're your most valuable customers... and they're drawn to NBC every week. So be ready. Because we're about to deliver a 4th year as America's undisputed Primetime leader!
*Source: NTI 9/22/97-4/19/98 vs 9/16/96-4/20/97 and 9/18/95-4/21/96. Nielsen Client Cume System 1/12-1/18/98; all primetime programming 1 unit per quarter hour

Networks try, try again

With 37 new shows, broadcast networks plot for bigger share of prime time audience

By Michael Stroud

With few new hits last season and continuing loss of audience, the six broadcast networks are loading their 1998-99 schedules with new dramas and comedies.

A third of this fall's 109 shows will be new, about the same as last fall. The networks will introduce 20 new comedies and 17 dramas and news hours, just two short of last season. They'll retain 37 comedies and 35 one-hour shows from last season.

Chastened by flops like Ted Danson's *Ink* and Tom Arnold's *The Tom Show*, the networks passed over big-name stars on many of the new shows for lesser-known actors like *Conrad Bloom's* Mark Feuerstein on NBC and *Costello's* Sue Costello on Fox.

Look for plenty of sci-fi and the '70s on the fall schedule—from Fox's spooky *Hollyweird* to ABC's remake of *Fantasy Island*—as networks struggle to find a formula to beat back inroads by popular cable shows like *South Park*.

"The television landscape is changing so fast that you can hardly keep up," says Fox Entertainment President Peter Roth. "The key is to be nimble and aggressive."

To enhance their ability to cash in on hits, networks will also own more of the shows they produce.

Altogether, the networks own stakes in about half of the fall season's comedies and about a third of the dramas and news hours. Including returning shows, they have financial interests in 42% of the schedule's shows, compared with 39% of last year's.

"Owning the back-end rights gives the networks profits if the shows succeed," says Cowen & Co.'s Gary Farber. "But if they don't, they'll get hit with bigger losses." ■

It's remake time at ABC. The network is changing every night of the week and folding PrimeTime Live into *20/20* that will run three nights a week. The network's challenge is to regain the number-two slot among 18-49-year-olds it lost to Fox last season. It's debuting five new dramas and three comedies it hopes will do the trick, including male-skewing *Sports Night, The Secret Lives of Men* and *Two Guys, a Girl and a Pizza Place*. It will get a boost from its *Monday Night Football* lineup, moved from 9 p.m. to 8 p.m. to give affiliates a fighting chance to air their late newscasts while people are still awake to see them.

CBS's challenge next season will be to retain the older viewers who made it number two in households last season, while courting the 18-49-year-olds with whom it ranked fourth. Football is key to its strategy to attract more young males; it hopes they will linger for shows like *Martial Law* and *Buddy Faro*. *Dr. Quinn, Medicine Woman* and *Brooklyn South* are among the shows being moved out to make room for four dramas and three comedies. Helping the network retain some of its older audience will be demonstrated ratings-earners, including Sunday's *60 Minutes* and *Touched by an Angel*.

NBC answered "the big question" when it moved *Frasier* into *Seinfeld*'s Thursday night 9 p.m. slot. The move all but ensures that the number-one network in households and the 18-49 demo will continue to win the night by a wide margin next season. *ER*, *Friends* and *Veronica's Closet* again will round out the schedule. Still, *Frasier*'s move opens the door for challenges on Tuesday night, especially if *Mad About You* continues to drop eyeballs. To shore up the evening, NBC is counting on Nathan Lane's *Encore! Encore!*, a comedy about a retired opera singer.

By moving *King of the Hill* from Sunday to Tuesday, Fox hopes to create a strong Tuesday night prime time franchise at a time when NBC is moving its Tuesday hit, *Frasier*, to Thursday night and ABC's *Home Improvement* has been sagging in the ratings. While it still lags far behind NBC among 18-49-year-olds, Fox beat ABC for the first time in a season race and will seek to lock in its gains among younger viewers next season with four new dramas and two comedies. With dramas *Hollyweird* and *Brimstone*, Fox will continue to mine the quirkiness vein, while its Sunday night comedy *Feelin' All Right* will chronicle the lives of '70s teenagers.

UPN is making major changes for fall: expanding to five nights a week, introducing a Thursday Way Out There movie night and moving its updated *Love Boat: The Next Wave* from Monday to Friday. The network is trying to demonstrate to advertisers that it is on the right track after a disappointing season that saw it lose ground to rival WB in the ratings. Seeking to capitalize on late-season ratings gains for the new voyage of *Love Boat*, the network will pair the show on Friday nights with a new period drama, *Legacy*. Its *Star Trek: Voyager* on Wednesday will be paired with a new sci-fi drama, *Seven Days*.

The WB surged last season on the strength of *Dawson's Creek*, *Buffy the Vampire Slayer* and *7th Heaven*, which appeal most strongly to teenagers and adults under 35. Its challenge is to prove that its performance is not a one-shot deal. To build on that momentum, and to take a page from Fox, the network is slotting the drama *Felicity*, described as "*Ally McBeal* goes to college." The show is considered the network's best shot at a new hit drama. Seeking to counterprogram against NBC's Thursday night, the network has put together a mix of urban comedies, including *The Wayans Brothers*, *The Jamie Foxx Show* and the new *For Your Love*.

1998/99 Television Schedule

SUNDAY

	ABC	CBS	NBC	FOX	WB
7:00—7:30	Wonderful World of Disney Disney	60 Minutes CBS News	Various	World's Funniest... Brad Lachman Prod.	NEW EDITION 7th Heaven (reruns) Spelling
7:30—8:00				NEW SHOW Holding the Baby 20th/Granada	
8:00—8:30		Touched By An Angel CBS Productions	Dateline NBC NBC News	The Simpsons Gracie/Fox	Sister, Sister Paramount
8:30—9:00				NEW SHOW Feelin' All Right Carsey-Werner	NEW DAY/TIME Smart Guy Disney
9:00—9:30	NEW EDITION 20/20 ABC News	CBS Sunday Movie	NBC Sunday Night Movie	The X-Files 20th TV	Unhappily Ever After Touchstone
9:30—10:00					NEW SHOW The Army Show Castle Rock
10:00—10:30	NEW DAY The Practice 20th				
10:30—11:00					

CBS will attempt to retain its strength among older viewers with solid hits *60 Minutes* and *Touched by an Angel* leading into the *CBS Sunday Movie*. ABC will continue to reach for family audiences with *The Wonderful World of Disney*, to be followed by the new Sunday edition of *20/20* and acclaimed drama *The Practice*. Fox will offer a younger-skewing schedule that again will feature its hit shows *The X-Files* and *The Simpsons*, joined by new comedies *Holding the Baby* and *Feelin' All Right*, with *World's Funniest* launching the evening. NBC will have various events in early evening, followed by *Dateline NBC* and *NBC Sunday Night at the Movies*. WB will feature returning shows *Sister, Sister*, *Unhappily Ever After* and *Smart Guy*, reruns of *7th Heaven* and new comedy *The Army Show*.

MONDAY

Despite criticism that its Monday-night schedule last season was overloaded with comedies, NBC will introduce two new ones next season: *Conrad Bloom* and *Will & Grace*. The shows will join returning sitcoms *Suddenly Susan* and *Caroline in the City*. *Dateline* will end the evening's prime time. CBS wants to add traction to returning sitcoms *Cosby* and *Everybody Loves Raymond* with its new comedies *King of Queens* and *The Benben Show*. It will debut a new drama at 10 p.m., *L.A. Docs*, starring Ken Olin of *thirtysomething* fame. ABC will stake a claim for young males on Monday evening with *Monday Night Football*. Fox will return with its freshman hit *Ally McBeal* and *Melrose Place*. UPN will introduce a raft of new comedies to bolster returning sitcom *Malcolm & Eddie*: *Guys Like Us*, *DiResta* and *Secret Diaries of Desmond Pfeiffer*. WB will add new drama *Hyperion* to returning drama *7th Heaven*.

1998/99 Television Schedule

TUESDAY

	ABC	CBS	NBC	Fox	UPN	WB
8:00—8:30	NEW TIME Home Improvement Disney	JAG Paramount	Mad About You Columbia TriStar	NEW DAY/TIME King of the Hill 20th	Moesha Big Ticket	Buffy the Vampire Slayer 20th
8:30—9:00	NEW SHOW The Hughleys Greenblatt-Janollari		NEW SHOW Encore! Encore! Paramount	NEW SHOW Costello Wind Dancer/Touchstone	Clueless Paramount	
9:00—9:30	NEW DAY/TIME Spin City Dreamworks/Ubu	CBS Tuesday Movie	NEW TIME Just Shoot Me Brillstein-Grey	NEW SHOW Brimstone Warner Bros.	NEW SHOW Mercy Point Columbia TriStar/Mandalay	NEW SHOW Felicity Imagine/Touchstone
9:30—10:00	NEW SHOW Sports Night Imagine/Touchstone		NEW DAY/TIME Working NBC Studios			
10:00—10:30	NYPD Blue Bochco/20th		Dateline NBC NBC News			
10:30—11:00						

The night could be the week's most competitive as NBC, ABC and Fox duke it out with some of their strongest shows. NBC is betting that the new Nathan Lane comedy *Encore! Encore!* can make up for the loss of *Frasier*, which moves to Thursday. It already has a strong lineup in *Mad About You*, *Just Shoot Me* and *Working*. ABC will challenge with returning shows *Home Improvement* (moved to 8 p.m. from 9), *Spin City* and *NYPD Blue*, along with new comedies *The Hughleys* and *Sports Night*. Fox is moving *King of the Hill* to Tuesday nights in an effort to establish a new prime-time comedy franchise and possibly leave Sunday open for the launch of new animated comedies in mid-season. New comedy *Costello* and quirky drama *Brimstone* will fill out Fox's evening. CBS will return with its moderately successful drama *JAG*, to be followed by the *CBS Tuesday Movie*. WB's teen-leaning *Buffy the Vampire Slayer* will return, followed by its much-touted *Felicity*, a college drama that could attract a slightly older demographic. UPN returns with comedies *Moesha* and *Clueless*, followed by sci-fi drama *Mercy Point*, described as "*ER* in space."

A new year.
A new color.
A new ABC.

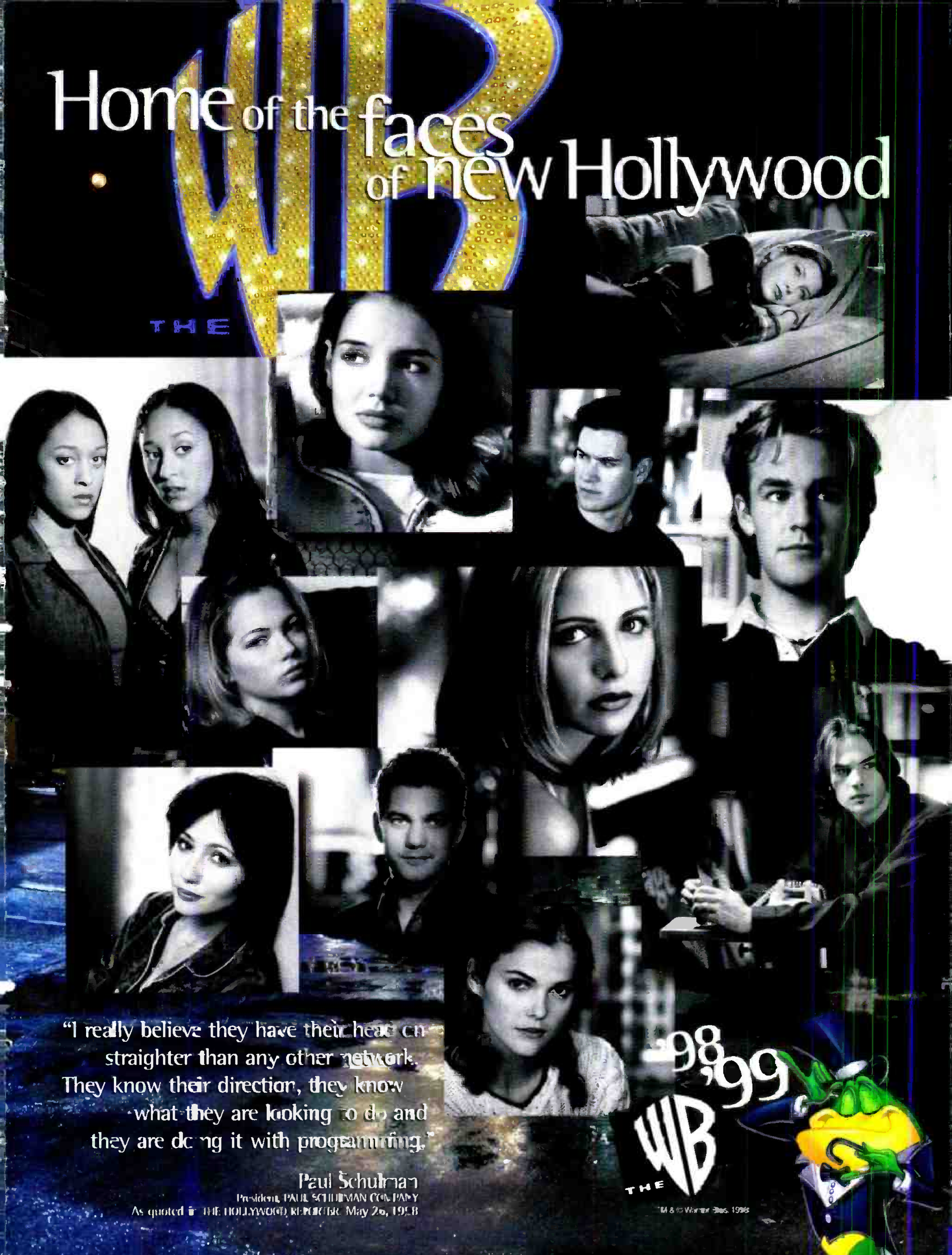
Ah, just kidding. Did you really think we would walk away from the most-talked about, most-recognized network advertising color in broadcast history?

abc

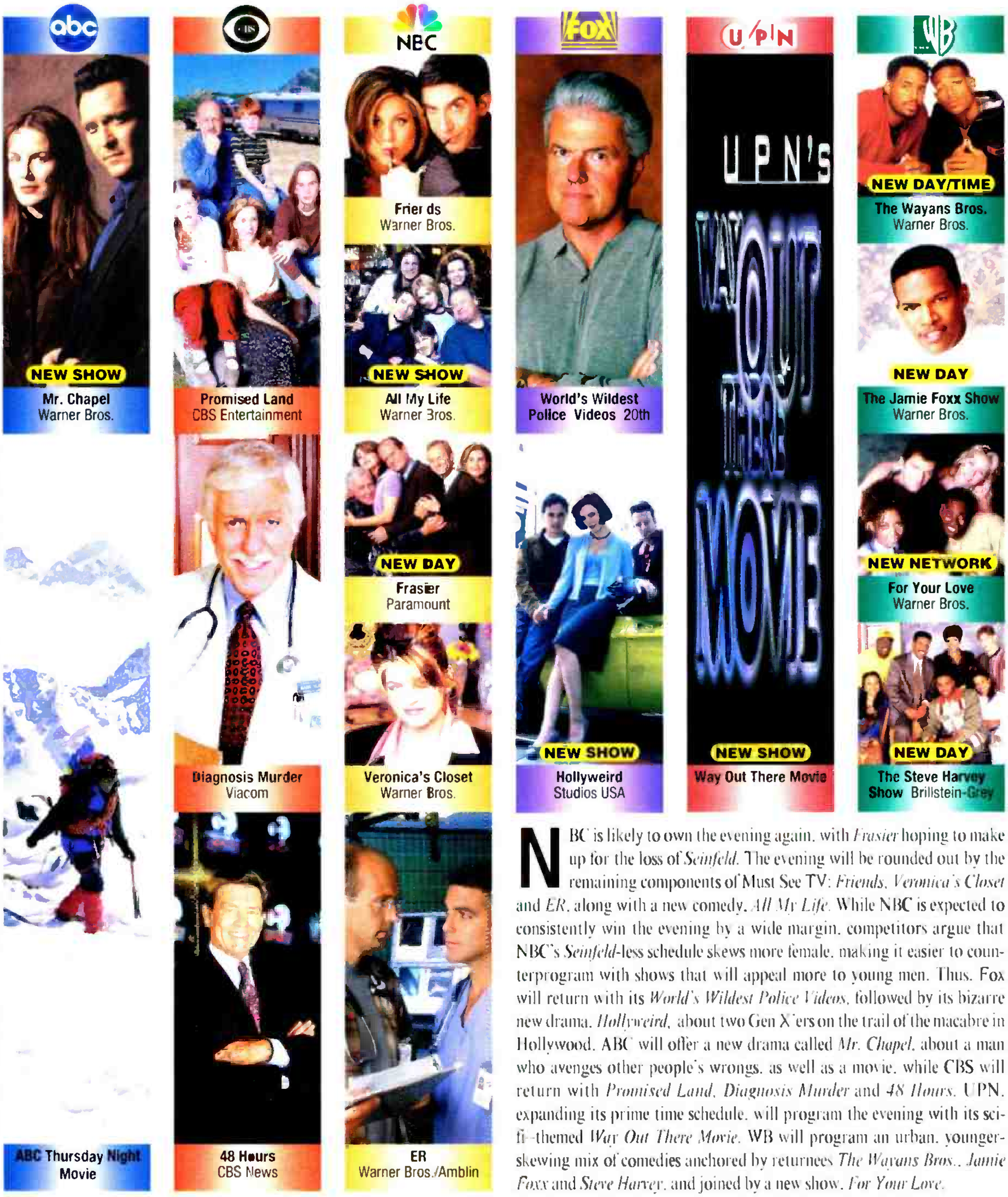
American Broadcasting Company

WEDNESDAY

Thanks to strong returning comedies *Dharma & Greg* and *The Drew Carey Show*, ABC has the upper hand for the evening. With *Ellen* gone, the network will seek to attract *Carey*-friendly younger viewers with *Two Guys, a Girl and a Pizza Place*, which debuted to moderate success last season. Anchored by *The Nanny* and *Chicago Hope*, CBS's Wednesday night will be filled out by two new comedies, *Maggie Winters*, starring *Murphy Brown* co-star Faith Ford, and *To Have and to Hold*. NBC will add another edition of its popular *Dateline NBC* to its Wednesday lineup, leading into *3rd Rock from the Sun* and its building *NewsRadio*. Drama *Law & Order* returns to round out the evening. Fox will return with its successful younger-leaning shows *Beverly Hills, 90210* and *Party of Five*. UPN will seek to expand its *Star Trek: Voyager* sci-fi franchise with a new sci-fi drama, *Seven Days*. WB will return with freshman hit *Dawson's Creek* and another drama, *Charmed*, which targets teenagers.


THE WB
Home of the faces of new Hollywood
"I really believe they have their head on straighter than any other network. They know their direction, they know what they are looking to do and they are doing it with programming."
Paul Schulman
President, PAUL SCHULMAN COMPANY
As quoted in THE HOLLYWOOD REPORTER, May 26, 1998
'98 '99
THE WB
TM & © Warner Bros. 1998

THURSDAY

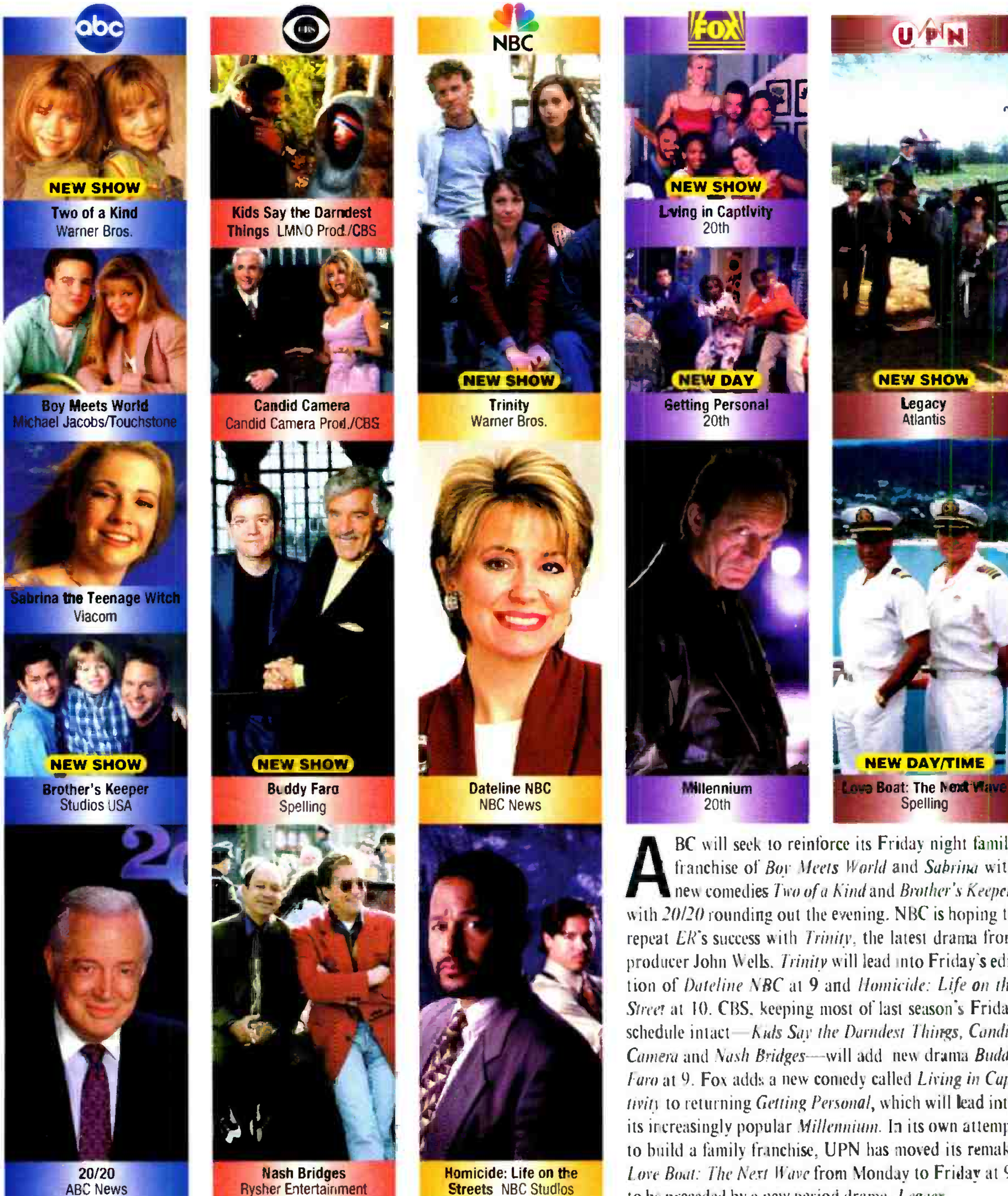


Time	ABC	CBS	NBC	FOX	UPN	WB
8:00—8:30	NEW SHOW Mr. Chapel Warner Bros.	Promised Land CBS Entertainment	Friends Warner Bros.	World's Wildest Police Videos 20th	NEW SHOW Way Out There Movie	NEW DAY/TIME The Wayans Bros. Warner Bros.
8:30—9:00			NEW SHOW All My Life Warner Bros.			NEW DAY The Jamie Foxx Show Warner Bros.
9:00—9:30	ABC Thursday Night Movie	Diagnosis Murder Viacom	NEW DAY Frasier Paramount	NEW SHOW Hollyweird Studios USA		NEW NETWORK For Your Love Warner Bros.
9:30—10:00			Veronica's Closet Warner Bros.			NEW DAY The Steve Harvey Show Brillstein-Grey
10:00—10:30		48 Hours CBS News	ER Warner Bros./Amblin			
10:30—11:00						

NBC is likely to own the evening again, with *Frasier* hoping to make up for the loss of *Seinfeld*. The evening will be rounded out by the remaining components of Must See TV: *Friends*, *Veronica's Closet* and *ER*, along with a new comedy, *All My Life*. While NBC is expected to consistently win the evening by a wide margin, competitors argue that NBC's *Seinfeld*-less schedule skews more female, making it easier to counterprogram with shows that will appeal more to young men. Thus, Fox will return with its *World's Wildest Police Videos*, followed by its bizarre new drama, *Hollyweird*, about two Gen X'ers on the trail of the macabre in Hollywood. ABC will offer a new drama called *Mr. Chapel*, about a man who avenges other people's wrongs, as well as a movie, while CBS will return with *Promised Land*, *Diagnosis Murder* and *48 Hours*. UPN, expanding its prime time schedule, will program the evening with its sci-fi-themed *Way Out There Movie*. WB will program an urban, younger-skewing mix of comedies anchored by returnees *The Wayans Bros.*, *Jamie Foxx* and *Steve Harvey*, and joined by a new show, *For Your Love*.

1998/99 Television Schedule

FRIDAY



Time	ABC	CBS	NBC	FOX	UPN
8:00—8:30	NEW SHOW **Two of a Kind** Warner Bros.	**Kids Say the Darndest Things** LMNO Prod./CBS	NEW SHOW **Trinity** Warner Bros.	NEW SHOW **Living in Captivity** 20th	NEW SHOW **Legacy** Atlantis
8:30—9:00	**Boy Meets World** Michael Jacobs/Touchstone	**Candid Camera** Candid Camera Prod./CBS		NEW DAY **Getting Personal** 20th	
9:00—9:30	**Sabrina the Teenage Witch** Viacom	NEW SHOW **Buddy Faro** Spelling	**Dateline NBC** NBC News	**Millennium** 20th	NEW DAY/TIME **Love Boat: The Next Wave** Spelling
9:30—10:00	NEW SHOW **Brother's Keeper** Studios USA				
10:00—10:30	**20/20** ABC News	**Nash Bridges** Rysher Entertainment	**Homicide: Life on the Streets** NBC Studios		
10:30—11:00					

ABC will seek to reinforce its Friday night family franchise of *Boy Meets World* and *Sabrina* with new comedies *Two of a Kind* and *Brother's Keeper*, with *20/20* rounding out the evening. NBC is hoping to repeat *ER*'s success with *Trinity*, the latest drama from producer John Wells. *Trinity* will lead into Friday's edition of *Dateline NBC* at 9 and *Homicide: Life on the Street* at 10. CBS, keeping most of last season's Friday schedule intact—*Kids Say the Darndest Things, Candid Camera* and *Nash Bridges*—will add new drama *Buddy Faro* at 9. Fox adds a new comedy called *Living in Captivity* to returning *Getting Personal*, which will lead into its increasingly popular *Millennium*. In its own attempt to build a family franchise, UPN has moved its remake *Love Boat: The Next Wave* from Monday to Friday at 9, to be preceded by a new period drama, *Legacy*.

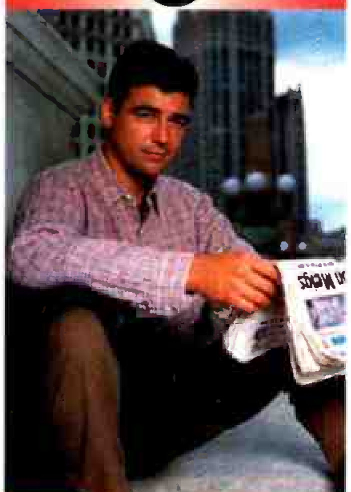
1998/99 Television Schedule

SATURDAY

ABC | CBS | NBC | FOX

8:00—8:30
8:30—9:00

America's Funniest Home Videos
Vin di Bona Productions

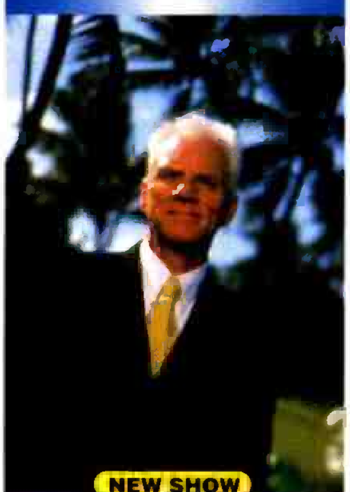


Early Edition
Columbia TriStar/CBS

NEW SHOW
Wind on Water
NBC Studios

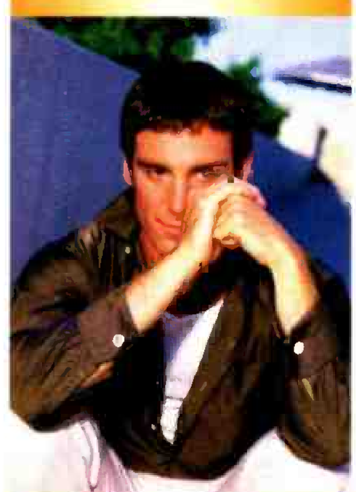
Cops
Barbour-Langley/Twentieth Television

9:00—9:30
9:30—10:00



NEW SHOW
Fantasy Island
Columbia TriStar

NEW SHOW
Martial Law
Twentieth Television/CBS

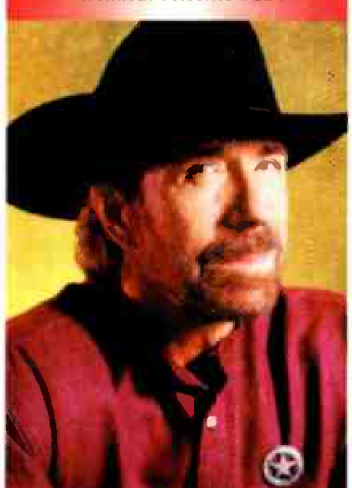


The Pretender
NBC/20th

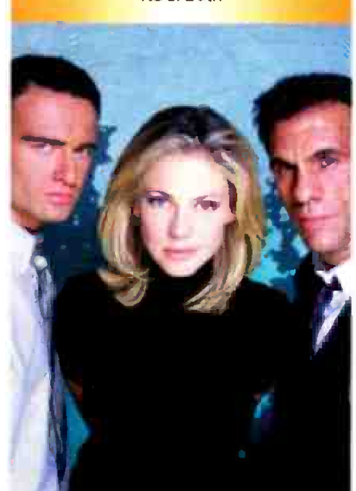
America's Most Wanted
STF Productions/Twentieth Television

10:00—10:30
10:30—11:00

NEW SHOW
Cupid
Columbia TriStar



Walker, Texas Ranger
Amadea/CBS



Profiler
NBC Studios

ABC aims to re-launch 1970s hit *Fantasy Island* on Saturday, followed by a new romantic drama, *Cupid*, at 10. Its evening will begin with *America's Funniest Home Videos*. CBS will introduce a new male-skewing drama, *Martial Law*, at 9, with *Early Edition* squeaking back on to the schedule at 8 and *Walker, Texas Ranger* rounding out the night. NBC will seek younger audiences with new drama *Wind on Water*, featuring extreme sports. *The Pretender* and *Profiler* will retain their current slots. Fox retains last season's schedule of two half-hours of *Cops* and *America's Most Wanted*.

Comcast keeps up with Jones

Pays $500 million to purchase BTH's 30% stake in Jones Intercable

By Price Colman

Comcast Corp.'s surprise $500 million deal to buy out Bell Canada International's 30% stake in Jones Intercable raises questions about whether Comcast might accelerate efforts to take control of Intercable.

Absent certain trigger events, Comcast can buy out Glenn Jones's supervoting stock—current estimated value $175 million–$200 million—during a one-year window that begins Dec. 20, 2001.


BCI's deal with Comcast goes a long way toward easing the friction between Jones Intercable Chairman Glenn Jones (l) and Bell Canada International Chairman Derek Burney.

But some cable analysts say that Comcast has a far better chance than BCI Telecom Holding (BTH), a BCI subsidiary, of convincing Glenn Jones to sell earlier.

"Comcast and [chairman] Ralph Roberts have got to figure they've got a better chance of accelerating Glenn's exit than the Canadians," says one Wall Street source. "But it doesn't seem likely. Glenn doesn't have much incentive to step aside. The only reason it matters is that the sooner you can consolidate a group of properties, the better."

Terms of the two-phase deal call for Comcast to pay BTH $400 million now to acquire half of its equity stake in Intercable, or 6.4 million class A shares. For that price, Comcast gets a 49% interest in BTH subsidiaries that own the remaining 6.4 million Intercable shares and the right to BTH's option on Glenn Jones's 2.9 million supervoting (10 votes per share) shares of common stock. When the control option becomes active on Dec. 20, 2001, Comcast will pay another $100 million to buy the remaining 51% of the BTH subsidiaries that hold the Intercable shares—and, presumably, will exercise the control option.

Jones stock rose $1.25, to 20.0625, the day after the deal was announced but gave back much of the gain the following day.

According to one Wall Street estimate, the first step of the BTH/Comcast transaction translates into an implied total value for Jones Intercable of $2.4 billion, or about 10.3 times estimated 1999 cash flow. Add the second step, and the total implied value goes to $2.8 billion–$3.25 billion, or 8.7-10.5 times estimated 2002 cash flow.

It's likely that once Comcast exercises the control option, it will seek to swap Jones shares for shares in Comcast, says Ted Henderson of Janco Partners.

"If you're a Jones shareholder today, you'll be a Comcast shareholder in 2002," Henderson says.

Comcast officials declined to comment on the possibility of accelerating outright control of Intercable.

Comcast has "secured the endgame," says one source familiar with the situation. "The key block of stock was obviously one of the things that made this transaction of particular interest" to Comcast.

Glenn Jones, who is chairman of Jones Intercable as well as founder, says that the deal between BTH and Comcast has no impact on his previously stated plans to stay in charge at least until 2002.

"In terms of operating the company, nothing has changed," Jones says. "At this point, Comcast is a very welcome minority stockholder with the right to acquire control."

Some contend that Glenn Jones effectively ceded control nearly four years ago when he cut the original deal with BTH, selling it a 30% equity interest for some $290 million. BTH also paid him $55 million for an option to buy his supervoting shares. BTH's most recent financial reports show that its holdings in Jones, which include interests in Jones Entertainment Group Ltd. and Jones Education Co., are valued at about $418 million.

Glenn Jones has at least one very good reason to stay: the $2.5 million in salary he's to receive from BTH over the next three years. But Jones's personal profits, derived from Intercable or related companies he wholly owns or controls, have long prompted criticism and are typically cited as the reason that Intercable stock (Nasdaq: JOINA) has underperformed compared with other cable stocks.

While Comcast may choose to bide its time on control issues, it will certainly scrutinize Jones Intercable's propensity for related-party transactions.

Glenn Jones started in the cable business as a syndicator of limited partnerships. Securities filings by Jones Intercable show how successful he has been in using that structure to build his personal and business fortunes—by plugging fees charged the limited partnerships or Intercable back into companies he closely holds or wholly owns.

In the past year alone, Jones Intercable reported that nearly $5 million—or about 2.5% of its total operating, general and administrative expenses—

resulted from related-party transactions. That contrasts with about $705,000, or less than 1% of total revenue, that the public company took in from related-party deals.

Over the past three years, Intercable has liquidated about 90% of its managed limited partnerships, either by buying out the partners and transforming customers into wholly owned subscribers or by selling its interests. At the same time, a number of related-party relationships still exist, including ties between Intercable and Jones International, which is owned and controlled by Glenn Jones.

The related-party deal between Jones Intercable and Jones Internet Channel for high-speed data service prompted BTH to sue Jones. BCI Chief Executive Derek Burney and other BCI officials argued successfully in a Denver federal court that the move violated the Jones/BTH shareholder agreement because Jones didn't put the transaction to a vote by key directors. A federal judge granted BTH a permanent injunction preventing Jones from using the Internet Channel as the MSO's high-speed data service.

A Jones spokesperson says the BTH/Comcast deal hasn't removed the possibility of appealing that ruling.

At the same time, the consensus is that Comcast's acquisition of BTH's 30% equity stake in Jones Intercable is a plus for all three parties. BTH executes a face-saving exit from the troubled partnership with about $3.35 per share more than the hefty $27.50 per share it paid for its Intercable stake in December 1994. Comcast ultimately will get Jones's Maryland/Washington, D.C./Virginia systems. Those systems, when combined with Comcast's own holdings in that area, will form the MSO's largest single cluster—with about 805,000 subscribers. Intercable and Glenn Jones exit a fractious and distracting relationship that failed to produce the synergies and stock uplift originally envisioned.

"We think this is a good deal all the way around," says BTH spokesman Bill Gajda. "We've realized a return on our investment."

"Near-term, even without the operating benefits Comcast usually enjoys from acquisitions, this was an attractive financial investment," says William Dordelman, Comcast's vice president–finance. "Longer term, it represents an opportunity to consolidate some very strategic cable assets at an attractive price."

"We're exuberant about it here," Glenn Jones says. "Aside from the longstanding friendship with principals at Comcast, Ralph Roberts and Julian Brodsky, the companies are very compatible. They're people we can work with easily."

The deal between BTH and Comcast was made with minimal involvement by Glenn Jones, who was filled in by Comcast chairman and co-founder Roberts over the Memorial Day weekend. Sources say that Microsoft co-founder Paul Allen—who recently acquired a controlling interest in Marcus Cable for $2.775 billion—approached Glenn Jones earlier this year about buying Intercable but was rebuffed by Jones, who was unwilling to relinquish control. ■

NBC cashes out of Court TV

Future of flagging cable network still an open case

By John M. Higgins

The partners in Court TV may have found a way to stop the years of bickering that virtually paralyzed the legal network, but how they'll revitalize the operation remains a mystery.

The gridlock at the top was broken last week when NBC agreed to cash in, selling its 33% stake to partners Time Warner and Liberty Media. Although the companies valued Court TV at $300 million, NBC is only getting $70 million, adjusting for the cable channel's debt plus the value of the system carriage that Time Warner and Liberty parent Tele-Communications Inc. bring to the table.

To underscore the infighting that Court TV has suffered through over the past nine years, Liberty will put up about 80% of the cash to buy NBC out. Much like the stance of Congress toward United Nations dues, Liberty for years balked at meeting required capital calls to fund Court TV's operations. The deal makes up for the extra cash that managing partner Time Warner has had to pony up.

COURT TV
COURTROOM TELEVISION NETWORK

The friction lasted right up to the end, with Time Warner Vice Chairman Ted Turner protesting a proposed sale to Discovery Communications Inc. and forcing another way to resolve the network's problems.

While the new ownership structure may be resolved, the direction of the network is not.

Post-O.J. letdown has mired Court TV in cable's ratings cellar, with a 0.2 average Nielsen rating and typically even lower prime time score. Time Warner, Liberty and network executives concur that Court TV needs drastic steps to draw nighttime viewers, but no formula has been set.

One plan proposed by Court TV executives is to load prime time with entertainment programming—Hollywood courtroom dramas and off-network crime series. That's actually an old plan proposed by a rival service, In Court, which was envisioned by Cablevision Systems Corp. and NBC's Rainbow Programming Services in 1992. The idea of combining news coverage of murder and rape trials with *Matlock* or movies was widely questioned, and In Court was merged into Court TV before it ever launched.

Executives involved in the deal said that Time Warner and Liberty may not go quite as far, but they're looking down that road.

"We decided we'd figure that out when we got step one done," says Liberty President Robert Bennett. Entertainment programming "has the potential to be viable and good. I haven't seen a business plan yet."

That plan is being drafted by executives at TBS Inc., which is expected to take charge of the network. Tellingly, sources say that Court TV isn't headed for the CNN umbrella, but for a separate slot between the all-news network and the TNT and TBS Superstation operations.

The change is rattling New York–based Court TV employees who fear the operation will be relocated to TBS's Atlanta headquarters, putting many of them out of work.

A losing bid by Discovery to convert

Court TV to a health network would have wiped most employees out or forced them to relocate to Bethesda, Md. "This could end up as bad as the Discovery bid for a lot of people," says one Court TV manager.

One executive familiar with the deal says that "there are pretty thorny issues in terms of embedded costs, leases, employment agreements, studios." Another estimates that relocating could cost Time Warner and Liberty $10 million–$20 million.

A Time Warner spokesperson says that none of those details will be settled for at least two weeks.

Another question mark is the future of NBC Cable President Tom Rogers, who teamed with LBO fund Evercore Partners in a losing bid for the network. Rogers, who from the beginning acknowledged his bid was a long shot, is in what other NBC executives see as an awkward political position: Having tried to buy out one of the units under his charge, he now has to continue in his job. "Tom is in a difficult position," says one NBC executive. However, NBC executives acknowledge that Rogers had the assent of NBC President Bob Wright.

"Tom Rogers continues to be a valuable member of the NBC team," says an NBC spokesperson.

One media executive who is gratified by the deal is Court TV founder and former CEO Steve Brill, who was ousted last year after trying to buy the network himself—for $400 million–$450 million. "I always told Turner if he could consolidate Court TV with CNN that would be great," says Brill, who is launching a media watchdog magazine *Brill's Content*, next month. But Wright—whose MSNBC and NBC compete with CNN—wouldn't allow that, which spurred Brill to make his own takeover bid. ■

FX has Bobcat by tail

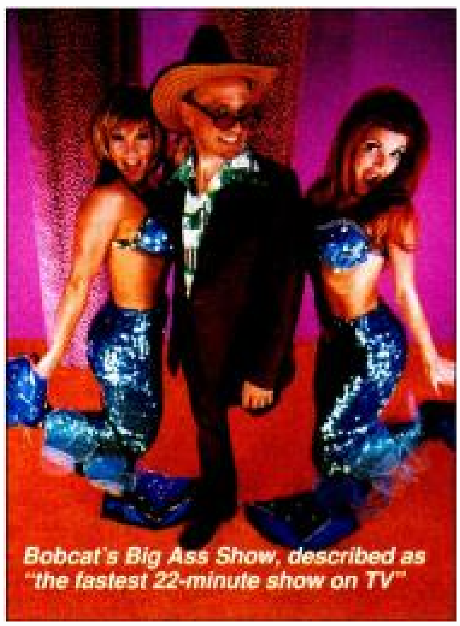
'Big Ass' show is offbeat offering from FX

By Joe Schlosser

If the name alone doesn't draw viewers in, the neon signs, water-filled "martini podiums" and nonstop action have a good chance of grabbing some of those channel surfers.

FX executives say the name of their new game/variety show, *Bobcat's Big Ass Show*, was coined not for shock value but rather to aptly convey the scope of the show. Comedian Bobcat Goldthwait hosts the daily half-hour game, which is part *Gong Show*, part *Jerry Springer* and part unknown.

"It is not called *Big Ass* because we want to shock people. We wouldn't have used that name if we thought it was about being offensive and to only catch attention," says Mark Sonnenberg, FX Networks executive vice president. "Let's face it, we are living in a 70-plus channel environment where people are flipping through. You are not going to stop because it says *Big Ass*, but because of the production values, the colors of the stage. It is probably the fastest 22-minute show on TV."



Bobcat's Big Ass Show, described as "the fastest 22-minute show on TV"

The show debuts tonight (June 1) on FX and will run seven days a week at 10:30 p.m. Goldthwait, who most recently has been doing voices for a number of animated projects, including Disney's "Hercules," is the ringleader of a three-part game show that pits audience members against one another in various oddball contests. Goldthwait is assisted by the Wing-Ding Dancers, a pair of sidekicks who dance, sing and generally interact with the audience.

"I have a hard time describing it myself," Bobcat says. "It reminds me of Japanese game shows where people eat scorpions and stuff like that, and it has a little bit of the *Gong Show* in it. I guess I'm like the latest Chuck Barris."

The *Big Ass Show* is produced by Stone-Stanley productions, which adapted the idea from a traveling theater production called *The Real Live Game Show*.

The game show is the first of a number of new original series coming to FX in the near future, Sonnenberg says. A weekly series with well-known magicians Penn & Teller is set to debut this summer, and FX executives have a handful of other series in development. Sonnenberg says FX will have a half-hour companion series ready to run with *Bobcat* by the end of the summer. Until then, the *Big Ass Show* will run behind repeats of *In Living Color*.

"*In Living Color* has been on FX for four years now, and it has drawn us a very steady audience during the 10 p.m. hour," Sonnenberg says of the former Fox series that has been running back-to-back at 10 p.m. and 10:30 p.m. on the channel. "That audience will undoubtedly sample *Bobcat*, and then hopefully that show will be nurtured and we will be able to introduce a new show by late summer or early fall."

In production or development at FX:

■ *The Groundlings Insta-Show*: The show is centered around the Los Angeles–based comedy troupe that has spawned such comedians as Phil Hartman, Lisa Kudrow and Paul Reubens.

■ *Fast Food Films*: Full-length films are condensed into 3- to 6-minute packages in this comedy.

■ *Inside Jokes*: Comedians armed with video cameras share their private lives through the lens.

■ *Rude Awakening*: The studio audience participates in an offbeat popularity contest.

■ *Filthy Liars*: Stand-up comedians spin tales in an attempt to fool others. ■

CNN gets into long form

'Time' alliance results in four new prime time magazines

By Donna Petrozzello

CNN is creating a series of magazine-style shows that it hopes will make appointment viewers out of those who turn to CNN mainly for breaking news.

Through a joint venture with the Time Inc.–owned magazines *Time*, *Fortune* and *Entertainment Weekly*, CNN is launching its CNN NewsStand franchise beginning Sunday (June 7). CNN U.S. President Rick Kaplan describes the series as an outgrowth of *Impact*, CNN's Sunday-night news magazine alliance with *Time*.

CNN NewsStand will comprise three shows: *CNN and Time* on Sunday nights, with a replay on Monday; *CNN and Fortune* on Wednesday, and *CNN and Entertainment Weekly* on Thursday. Each hour show will air at 10 p.m. ET and will supplant CNN newscast *The World Today* over those four nights.

Kaplan says he hopes that linking CNN NewsStand with titles of recognizable consumer magazines will brand the series' contents.

"If I tell you a show is called *CNN and Time*, you have a good idea what's behind that," says Kaplan. "I'm dealing with a network that is not known for hosting magazine-style shows, and the magazine link takes a lot of the problem of establishing an identity for the show off the table."

CNN is offering conservative ratings estimates for CNN NewsStand. *The World Today* newscast has averaged a .7 rating in the 10 p.m. slot, slightly less than CNN's .8 average prime time rating, according to CNN and Nielsen Media Research data. CNN expects CNN NewsStand ratings to be close to .7 at the outset.

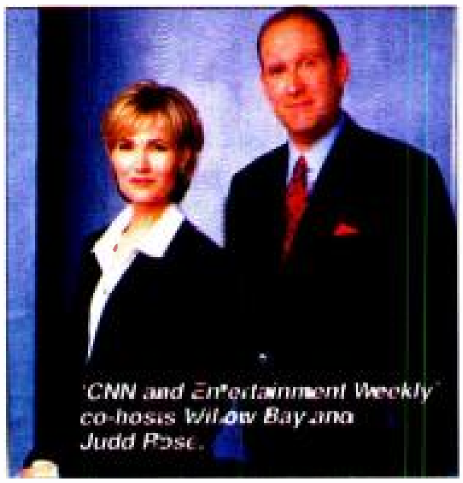
CNN's *Impact* averaged a .7 last year (the show debuted in March 1997). This year, *Impact* ratings have averaged a .9, CNN says. By comparison, CNN's *Larry King Live* averaged a 1.7 rating last month in weeknight prime time, according to CNN and Nielsen.

Kaplan insists that "as long as the programs show ratings growth, we're with them. This is a long-term investment." CNN News Group Chairman and President Tom Johnson recruited Kaplan from ABC News last year for the task of strengthening CNN viewership in time slots devoted to non-breaking news. Kaplan is hoping that CNN NewsStand will be part of that solution.

CNN is infusing CNN NewsStand with top anchors, some imported from ABC News. Bernard Shaw and Jeff Greenfield host *CNN and Time*, Stephen Frazier and Willow Bay host *CNN and Fortune* and Bay co-hosts *CNN and Entertainment Weekly* with Judd Rose.

Kaplan suggests that more CNN NewsStand series may evolve. However, Kaplan says he's not restricted to Time Inc.–owned books.

The marriage of CNN and Time Inc. magazines is expected to create some



'CNN and Entertainment Weekly' co-hosts Willow Bay and Judd Rose.

story swapping but Kaplan says that "CNN NewsStand will not be a video dump for magazine stories."

Meanwhile, Turner Broadcasting Sales and Time Inc. have agreed to give American Express, U.S. Satellite Broadcasting and IBM exclusive sponsorship of CNN and *Entertainment Weekly*. (B&C, May 25). ■

25 PEOPLE'S CHOICE Top Cable Shows

Following are the top 25 basic cable programs for the week of May 18-24, ranked by cable rating. Cable rating is coverage area rating within each basic cable network's universe; U.S. rating is of 98 million TV households.

						Rating		HHs	
Rnk	Program	Network	Day	Time	Duration	Cable	U.S.	(000)	Share
1	NBA: Indiana vs. Chicago	TNT	Tue	8:28p	167	6.9	5.2	5,082	11.1
2	NBA: Los Angeles vs. Utah	TNT	Mon	8:28p	167	6.1	4.5	4,437	9.7
3	South Park	COM	Wed	10:00p	30	6.0	3.0	2,950	9.2
4	WWF Wrestling	USA	Mon	10:00p	60	5.4	4.0	3,947	8.5
5	WWF Wrestling	USA	Mon	8:57p	63	5.3	4.0	3,901	7.8
5	NBA: Utah vs. Los Angeles	TNT	Fri	9:58p	172	5.3	4.0	3,878	11.1
7	NASCAR/Coca Cola 600	TBS	Sun	6:03p	301	5.0	3.8	3,741	10.6
8	Thunder	TBS	Thu	9:07p	66	3.7	2.8	2,732	6.3
9	Rugrats	NICK	Sat	8:00p	30	3.4	2.5	2,442	7.7
10	Thunder	TBS	Thu	8:05p	62	3.3	2.5	2,454	6.4
11	Rugrats	NICK	Sun	10:00a	30	3.2	2.4	2,339	10.5
12	All That	NICK	Sat	8:30p	30	3.1	2.3	2,228	6.6
13	Angry Beavers	NICK	Sun	10:30a	30	3.0	2.2	2,178	9.9
13	Rugrats	NICK	Tue	7:30p	30	3.0	2.2	2,156	5.7
15	Rugrats	NICK	Sat	10:00a	30	2.9	2.2	2,143	10.5
15	Kenan & Kel	NICK	Sat	9:00p	30	2.9	2.2	2,135	6.0
15	Inside the NBA	TNT	Mon	11:15p	31	2.9	2.2	2,128	5.7
18	Rugrats	NICK	Wed	7:30p	30	2.8	2.1	2,067	5.6
18	Angry Beavers	NICK	Sat	10:30a	30	2.8	2.1	2,043	10.1
20	NBA Playoff Pregame Show	TNT	Mon	8:00p	28	2.7	2.1	2,014	5.3
20	Tiny Toons Adventures	NICK	Sat	9:30a	30	2.7	2.0	2,000	9.8
20	Rugrats	NICK	Mon	7:30p	30	2.7	2.0	1,974	5.2
23	Rugrats	NICK	Thu	7:30p	30	2.6	2.0	1,928	[illegible].5
23	Hey Arnold	NICK	Mon	8:00p	30	2.6	1.9	1,901	4.6
23	Movie: "Dirty Little Secret"	USA	Wed	8:59p	121	2.6	1.9	1,896	4.0
23	Hey Arnold	NICK	Sun	11:00a	30	2.6	1.9	1,891	8.2
23	Hey Arnold	NICK	Sat	11:00a	30	2.6	1.9	1,888	9.6
23	Hey Arnold	NICK	Wed	8:00p	30	2.6	1.9	1,876	4.6

Sources: Nielsen Media Research, Turner Research

Goodbye Larry

Comedian Garry Shandling is wrapping up *The Larry Sanders Show* after six years on HBO, but it's unlikely that audiences have seen the last of the late-night talk show spoof.

At a press screening of the final episode in New York last week, Shandling said that he's discussing "lots of options" to take the series into syndication but that an outlet hasn't been chosen.

Off-color language and relatively obscure subject matter make *Sanders* more likely to land on another cable network—comedy Central, for example—than on broadcast. HBO was scheduled to air the last episode on Sunday, May 31, at 10 p.m. ET.

Garry Shandling is looking at syndication options for 'Larry Sanders.'

Shandling says he expects to do more work with HBO, but held back any details. "I'll come back as a funny astronaut," he said, taking a jab at HBO's 12-part miniseries about the Apollo astronauts, *From the Earth to the Moon*.

"I make fun of everything—but really, HBO has been a big supporter of the show," Shandling said. "There would not have been a place for this show if there wasn't HBO. I'd do anything for HBO in the future."

HBO Chairman Jeff Bewkes suggested that he would be working with Shandling again, saying he is "confident HBO will do another show" with the comedian.

Sanders has won 20 CableACE awards for original comedy on cable and has earned substantial critical acclaim during its HBO run. The last episode features guest appearances by Warren Beatty, Jerry Seinfeld, Jim Carrey, Ellen DeGeneres and Carol Burnett, among others, each seeing Sanders off in a humorous, self-serving way.

—Donna Petrozzello

HEADENDINGS

Fox orders prime time pilots

Fox Family Channel has placed production orders for 20 pilot series that will be considered for prime time. The pilots, mostly comedies, range from small, independent projects pitched by their writers to pilots attached to major producers, including Fox Television Studios. Titles range from *Big Wolf on Campus*, from Telescene Productions, about a teenage werewolf, to *Rock and Roll Parents*, from writer Alan Goodman, about a rock star who reunites with a daughter he never knew. Another pilot, *Oooh No! Mr. Bill Presents*, is a sketch comedy series featuring the clay puppet *Saturday Night Live* fame.

Docs on tap for A&E

Arts & Entertainment Television Networks has teamed with Toronto-based MicroTainment Plus International and three other Canadian producers to create five documentaries for a fall premiere on A&E. Financial support from A&E to MicroTainment is estimated to be $800,000-$900,000, according to industry sources. MicroTainment will produce two of the documentaries, one about jeweler Cartier for A&E's *Biography* series and another about accused murderer Ira Einhorn for the network's *Investigative Reports.*.

B-ball fever

Turner Network Television's NBA game coverage in May swept the top three spots in basic cable's top 10 shows for April 27–May 24, according to Nielsen Media Research. TNT earned a 6.9 rating/5.1 million homes for the NBA game on May 19 that pitted Indiana against Chicago; it ranked first in households and first with viewers 18-49. The game was watched by 3.9 million viewers. TBS Superstation placed first last month with viewers ages 25-54 as 4.2 million tuned in to TBS NASCAR racing coverage on May 24.

Comedy Central's *South Park* ranked fourth among basic cable shows in May with a 6.0/2.9 million homes. USA Network's World Wrestling Federation coverage ranked within the top 10 on several nights, earning a top rating of 5.9/4.3 million homes on April 27.

Ops still waiting for big PCS payoff

Three cable operators standing down from their wireless phone venture with Sprint Corp. will probably wait a long time before cashing in their stakes, hoping that time will bring them a better return on their big investments.

After more than a year of negotiations, Tele-Communications Inc., Comcast Corp. and Cox Communications Inc. have agreed to a deal allowing 40% partner Sprint Corp. to take control of their Sprint PCS venture. Sprint will create new classes of tracking stock tied to the wireless phone operation, with the MSOs taking shares that have just one-tenth the voting power of those that Sprint shareholders will receive. Sprint PCS plans to follow the restructuring deal in September with an initial public offering to raise $500 million–$1 billion . Industry executives expect the deal to value Sprint PCS at some $11 billion, $7 billion in equity plus $4 billion in debt. The equity is about 70% more than the four partners have invested over the past three years—but the MSOs are shrinking their position from the current 60% to 47%, meaning that their annualized return on investment at this point is 20% or less. Executives generally look for a much bigger return on such risky, capital-intensive invesments. By comparison, the same MSOs are getting returns more than 10 times that rate from their sale of competitive local phone carrier Teleport Communications Group Inc. to AT&T. That's an outrageously high return. Still, rather than selling or otherwise "monetizing" their stakes, the MSOs are more likely to wait until Sprint PCS completes construction of its national phone network to see if the stock value kicks up much higher. "We don't need the money," says a senior executive with one of the MSOs.

—John M. Higgins

NFL keeps ESPN game plan

League plays field, then renews with online partner

By Richard Tedesco

After talks with other potential online receivers, the National Football League has tossed its Website production business back to its ESPN Internet Group partner for a reported $10 million.

CBS SportsLine and News Corp.'s Fox Online unit were candidates for the decidedly hot property. But NFL Enterprises was nonetheless expected to stick with ESPN and its Starwave Communications subsidiary to co-produce NFL.com, which is among the top-rated sports/news sites online.

"The really compelling logic behind this partnership is what happens on television. And obviously, ABC Sports and the NFL are together in a big way," says Tom Phillips, president of the ESPN Internet Group. "The potential to integrate what we do on NFL.com with what we do on air is overwhelming."

In addition to its Sunday night gamecasts, ESPN and Starwave could integrate content from ABC's *Monday Night Football* into NFL.com as well.

NFL.com will continue to receive promotional support from all of the NFL's broadcast partners, according to Ann Kirschner, vice president of NFL Interactive. Kirschner says the site will now draw "considerably more promotion from ESPN."

An NFL tracking study shows that 40% of its regular viewers are upscale males who maintain a PC in the same room with a TV. More than half of the men in that segment of the NFL TV audience spend Sunday afternoons multitasking on their PCs while they're tuning in for the play-by-play. The NFL believes those fans want a stronger online connection to games.

"It's a given that a certain layer of fans wants a deeper interaction with the game than the on-air gamecast," says Kirschner. "People haven't figured out what to do with this medium any more than they did in the '40s with television," she adds. "But whatever it's going to be, it's going to happen first in sports, because it's a logical play with passionate fans."

Interactive innovations that converge PCs and TVs already have been tested. NBC enhanced national NFL gamecasts last season for its Intercast datacasts—a joint effort with Intel Corp. and other programmers. PC users equipped with high-end Pentiums and tuner cards could watch the game in an on-screen window while they accessed additional game data.

To protect broadcast affiliates and the NFL Films product, the NFL has been conservative about streaming its video and audio content online, according to Kirschner.

The NFL and ESPN will continue their successful online partnership.

The commercial potential lies in merchandising and site ads, both of which are expected to grow online. The NFL and ESPN won't elaborate on planned multimedia enhancements, but Kirschner predicts several new multimedia applications. "It's sort of the holy grail of Internet programming," says Kirschner, "and we aim to get it right."

So a revamped NFL site will debut this fall, with ESPN's Gameday Live interactive gateway to an NFL Scoreboard still intact, and with more multimedia. NFL and ESPN will rely on banner ads to support NFL.com, but also expect to "heavy up on e-commerce," as an NFL spokesperson put it, stepping up a merchandising effort that has begun paying dividends at Super Bowl time.

For its reported $10 million investment in the deal, ESPN also aims to get it right for what Phillips termed "a very significant part of our business." ESPN hopes to use its online co-production expertise with the NFL as an ongoing plug for its quality multimedia skills.

ESPN Internet Group also produces the NBA and NASCAR Websites. TM

Online gaming

Microsoft speeds toward Oblivion

Internet Gaming Zone adds space shoot-'em-up

By Richard Tedesco

The release of Windows 98 might be hamstrung by a legal battle, but Microsoft is moving full speed ahead in online gaming, promising a hyperspace shoot-'em-up this fall for its Internet Gaming Zone.

In Oblivion, players maneuver spaceships through a virtual universe trying to blow each other "to smithereens," as Microsoft puts it. It will be the third premium game to be offered on Microsoft's nascent gaming service when it debuts late this year.

As it announced Oblivion at the E3 gaming trade show in Atlanta last week, Microsoft also demonstrated an upgrade for its popular Fighter Ace World War II aerial combat game. Flight Simulator remains one of the all-time most popular PC game titles, and Microsoft will build on that franchise this fall with the release of Combat Flight Simulator, another World War II combat simulator. UltraCorps, a multiplayer strategy game for domination of the universe, has been in beta testing among 3,500 players.

Microsoft Research created Oblivion; VR-1 Inc. developed UltraCorps. Microsoft recently signed deals with Red Storm Entertainment and MicroProse Inc. to bring more titles to the Zone. A role-playing game, Asheron's Call, is expected from Turbine Entertainment Software for an early 1999 debut.

Ironically trumpeting recent support gained from Netscape Communicator 4.0, Microsoft now claims 1.5 million registered members and a recent high-water mark of 8,600 simultaneous users on the Zone. It typically draws 2,100 simultaneous players for its Free Classic Games, including backgammon, spades and bridge. New CD-ROM games, including Star Wars Rebellion from LucasArts Entertainment and Quake II, the classic monster gore shoot-'em-up, will soon debut, along with Microsoft games Outwars and Monster Truck Madness 2. *TM*

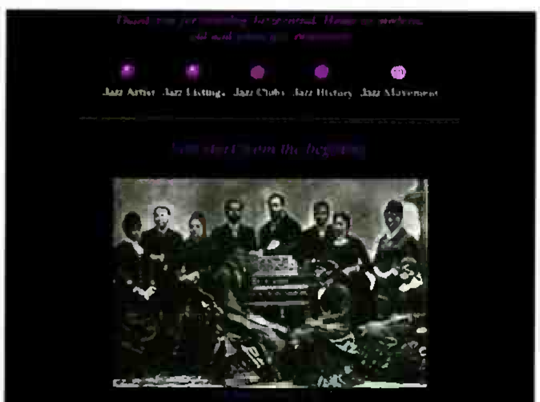
Microsoft is boosting its online game presence with space-batle contest, Oblivion.

Telemedia Briefs

Miles playing at Jazz Central Station

N2K last week launched the only site honoring the life and work of jazz artist Miles Davis sanctioned by Davis's heirs. The site, accessible on N2K's Jazz Central Station site (www.jazzcentralstation), features audio and video clips of the great jazz trumpeter, clips from TV and radio interviews of Davis, audio interviews with other musicians and images of Davis's artwork. Davis would have turned 72 last week, when N2K kicked things off with a live tribute at New York's Birdland. The Davis site also offers links to N2K's MusicBoulevard marketing site, where 100 Davis recordings and videos are available for purchase.

Last week's tribute was cybercast live on Jazz Central Station in cooperation with Birdland and WBGO(FM). It was the first in a series of live jazz cybercasts that N2K plans to stream in an exclusive online partnership with Birdland.



N2K pays tribute to innovative jazz great Miles Davis on its Jazz Central Station Website.

Netscape strikes content deals, hits flat earnings

Moving to reposition itself as an online content aggregator as it reported lackluster quarterly earnings last week, Netscape Communications announced deals with C-Net and Deja News.

CNet will provide content from its diverse online news offerings for Netscape's Computing & Internet channel on its NetCenter portal site. CNet will co-brand its content with Netscape for carriage on NetCenter. In a separate deal, Netscape will add the Deja News service, a Web-based service for tracking 50,000 Internet discussion forums, including Usenet news groups.

The shift in emphasis in its Internet business couldn't come too soon. Netscape last week posted zero income on revenue of $125.3 million for the quarter ended April 30. Last year it recorded a gain of $7.3 million for the comparable period, on revenue of $120.5 million.

Insight, ComTel link with @Home Network

The @Home Network expanded in the U.S. last week and established a beachhead in the UK.

The network struck a deal to provide high-speed Internet access to 600,000 subscribers of New York–based Insight Communications, a privately owned company with cable systems concentrated in Indiana and Illinois. Just before announcing the Insight deal, @Home extended its horizons abroad in a distribution deal with ComTel, the UK cable and telecommunications operator. ComTel will market a British version of @Home to a base of some 1 million homes passed.—*Richard Tedesco*

Classifieds

See last page of classifieds for rates and other information

RADIO

HELP WANTED MANAGEMENT

General Manager. The New York Times Company Broadcast Group has an opening for General Manager of WQXR-FM/WQEW-AM radio stations in New York City. The General Manager is responsible for formulating and implementing long-term strategic plans for business operations of WQXR-FM and WQEW-AM radio stations in concert with current and future objectives of the Broadcast Group.The successful applicant will have a minimum of five years of broadcast management experience, preferably in radio. Knowledge of radio broadcasting and industry trends in radio, as well as a knowledge of American Pop Standards and Classical music helpful. College degree preferred. Applicants should send a letter of interest and a current resume to: Frank Roberts, President, The New York Times Company Broadcast Group 803 Channel 3 Drive Memphis, TN 38103 Fax: 902-543-2384. All resumes must be received by June 5, 1998. The New York Times Company is an Equal Opportunity Employer.

A management position is available for religious broadcaster with track record. Run your own show at 3KW FM station in Cape May County NJ. PO Box 1545, Fairplay, CO 80440. 719-836-0839.

HELP WANTED TECHNICAL

Chief Engineer New Century Media, Seattle KJR-AM/FM, KUBE-FM, KHHO-AM Report to New Century General Manager Direct responsibility for technical administration, staffing, organization, as well as repair and maintenance of broadcast systems and equipment associated with two highly rated Class C FM Music Stations and two Sports/Talk Directional AM Radio Stations. Duties include active participation and familiarity with audio processing, FCC compliance, remote broadcasts, analog and digital recording systems, as well as transmitters, RPU'S, STL's, telephones and broadcast and computer networks. Formal education in electronics, with at least five years experience in a fast paced commercial radio environment required, with SBE Certification and FCC General License desired. A friendly and cooperative interface with a varied level staff, the public, and clients is required. A positive "Can-Do" attitude is a must. Ability to improvise is important, as well as adherence to high industry work ethics and standards. Some weekend work, moderate physical activity, and travel may be required, as well as a valid Washington State driver's license. Major construction projects pending. 24 hour on-call with pager, but you are not the Lone Ranger, as you have a staff, plus remote help, Send resume to: Michele Grosenick, General Manager, New Century Media, 190 Queen Anne Avenue, Suite 100, Seattle, WA 98109. Fax 206-286-2376. No calls please. New Century is an Equal Opportunity Employer.

Chief Engineer for Clear Channel Metroplex, Inc., which includes KHEY AM/FM, KPRR FM and KTSM AM/FMm in El Paso, TX. We are looking for an excellent engineer to manage our technical department. Responsibilities will include designing, installing and maintaining all technical facilities. Knowledge of FCC rules and regulations essential. Two years Chief Engineer experience required. Send/fax resume to: General Manager, Clear Channel Metroplex, Inc., 2419 N. Piedras, El Paso, TX 79930. Fax 915-564-0349. EOE/MF.

HELP WANTED NEWS

METROSOURCE. A division of Metro Networks Inc., Americas fastest growing Radio, News, and Info. provider has imm. openings available for exp. News Writers, Senior Producers, and Editors to work in our national ops. center in Scottsdale, AZ. Send resume to: John Acello, 14605N. Airport Drive, Scottsdale, AZ 85260-2421. EOE. Deadline for Apps 6/15/98.

SITUATIONS WANTED MANAGEMENT

Your bottom line is my top concern! 20+ years successful GM/GSM experience in Suburban Metro, Medium, Small markets. Illinois, Houston, Midwest preferred. 815-436-4030. I am an extremely strong manager!

Florida, Jim Lord Chaplin, GM/GSM 20+ years CRMC, heavy sales background, excellent sales trainer. Love challenges, building teams and winning. Six years last job. Position eliminated. Available today. 813-254-3602 or 970-249-9055.

Can do combo guy! Need any of these? Sales and marketing, programming, on-air and production, engineering! GM experience. Available immediately, permanent or temporary. Bill Elliott 813-920-7102.

LEASED PROGRAMMING

Produce, host your own radio show, and generate hundreds of qualified Leads 50,000 watt NYC radio station. Call Ken Sperber 212-760-1050.

TELEVISION

HELP WANTED SALES

Sales Management: Live and work in the number one resort area in the world--Palm Springs. KESQ-TV, the ABC affiliate, has two rare opportunities available for qualified, successful TV sales people. The right person will be trained in Stowell Research (or similar), have Columbine knowledge, be able to make sense of Nielsen Ratings, and understand and work under a *team selling concept*. We have a *major market* performance in a small, but gorgeous market. We're looking for *professionals* who want a quality of life that is untouchable in most areas. The right person will be able to make $50,000+ with great benefits. Come work for the biggest little station in the country. Send resume and references to Bill Evans, GM, KESQ-TV, 42-650 Melanie Place, Palm Desert, CA 92211. No phone calls please. EOE.

Traffic Assistant. KTXL FOX40, a Tribune Broadcasting Station in Sacramento, CA, is seeking an experienced television Traffic Assistant (a strong #2). Minimum two years experience. Previous Enterprise system experience a plus. Send/fax resume to Human Resources, KTXL FOX40, 4655 Fruitridge Road, Sacramento, CA 95820. Fax 916-739-1079. EOE.

Sales Account Executive: WTVD-TV, Raleigh-Durham, NC. 3-5 years TV sales experience required. Requires the ability to work with advertising agencies, as well as proven track record in marketing/new business development. No phone calls please! Forward resume to: William Webb, 411 Liberty Street, Durham, NC 27701. EOE.

Sales Account Executive. #1 station in top 50 market seeks Sales Account Executive to represent station to advertising agencies and direct clients. Heavy emphasis on new business development. 1 to 2 years media sales experience preferred. College degree, strong presentation and negotiation skills necessary. Knowledge of ratings and research preferred. Send resume to Brooks Westerhoff, WFMY-TV, P.O. Box TV-2, Greensboro, NC 27420. No phone calls please. EOE.

Regional Account Executive. KTVX, 4 UTAH/ABC in Salt Lake City is seeking a Regional Account Executive to join their dynamic sales team. Preferred applicants will have three years television or media related sales experience. A strong working knowledge of BIAS, SalesLine, TvScan and Scarborough is preferred. Candidates must also be familiar with avail submission, packaging, selling of spots and specials. Being an excellent negotiator and communicator with strong telephone skills and very detail oriented are prerequisites. If you're a motivated, competitive individual who loves to win, send a letter and resume to KTVX, 4 UTAH, Attn: Tom Love, GSM, 1760 Fremont Drive, Salt Lake City, UT 84104, EOE.

National Sales Manager. WALB-TV in Albany, GA is seeking an experienced leader and manager to become part of our sales management team. Must be a good motivator with the ability to grow national dollars. Should be familiar with Donovan, Columbine and TAPSCAN. Minimum of 3 years television sales experience. Previous management desirable. Send resume to: Bob Campbell, GSM, PO Box 3130, Albany, GA 31706-3130. An EOE Employer.

Local Sales Manager. A very rare opportunity--KESQ-TV, the ABC affiliate in beautiful Palm Springs, CA. We are looking for a very aggressive professional to head up our local sales team. The right person will have experience in Stowell Research or something similar. Knowledge of the Columbine Sales Analyst and Sales Plus programs: the right candidate will have a Continuous Improvement philosophy. We have 2 network TV stations, a FM/AM combo, and a direct Print company all under one roof and the Q Local Sales Manager is an intricate player in our management dynamics. Experience counts and we would like someone with sales management experience and TV/radio experience. Send a resume and salary requirements to Bill Evans, GM, KESQ-TV, 42-650 Melanie Place, Palm Desert, CA 92211. No phone calls please. EOE.

Providence Area Television/Media General Sales Manager. National Children's Television Network is setting up a local affiliate in Providence. Ground floor opportunity to build a major media presence for the children and parents of the Providence Area. Multi-media approach to include Television, Newspaper, Internet and community events. Attractive compensation package including salary, commission, overrides, bonus, and equity options. Interview appointments scheduled for June 8 in the Providence Area. If you have successful outside sales experience, and have the skills and desire to start and build a new and exciting business, please fax cover letter and resume to:*Recruitment Manager, Treasure Chest Television, Fax: 402-572-6376.* Also needed: *Outside Sales Reps:* Aggressive commission schedule, excellent growth path. Outside sales experience required. Ad sales a plus. Build a career that's good for you and good for your community! *Treasure Chest Television* www.TreasureChestTV.com.

Local Account Executive. Sales position, minimum of 2 years television advertising sales experience needed. Strong knowledge and use of both quantitative and qualitative research. Must be creative and an excellent presenter. Fax resume and references to: WNDS-TV, 603-434-8627. No calls. EOE.

Account Executive. WHIO-TV, Dayton's dominant television station, is seeking an Account Executive to join our sales team. The candidate must have a minimum 2-3 years experience in television, radio or cable sales. In addition, the candidate must be highly motivated, a self-starter and have a passion to win! The candidate must also possess creative skills, assertiveness and an ability to develop new business. Send letter and resume to John Hayes, WHIO-TV, PO Box 1206, Dayton, Ohio 45401-1206. CBS affiliate, Cox Owned and Operated. EOE.

Local Sales Manager. KTVX, 4 UTAH/ABC in Salt Lake City is seeking a Local Sales Manager. Duties will include being responsible for managing and motivating local sales staff to achieve revenue and sales goals; developing and executing special projects and promotions; and working with National Sales Manager and Marketing Department to sell ad campaigns and television time. Applicant must be very competitive and able to budget and appropriately maintain expenses for local sales department. Candidates must have a minimum of three years experience in television sales, preferably in the Salt Lake City market; excellent communication and organization skills; an ability to direct and motivate people; and an ability to maintain positive relationships with all business associates. A degree in advertising, marketing, or related field helpful. Interested parties should send a letter and resume to KTVX, 4 UTAH, Attn: Tom Love, GSM, 1760 Fremont Drive, Salt Lake City, UT 84104. EOE.

Local Sales Manager in top ten market with a well-known media company offering excellent benefits. Requirements: sales management experience in top 25 market with independent station or emerging network; ability to manage inventory, handle diverse staff and develop new business; knowledge of Scarborough, TvScan, research methods. Please send resume and cover letter. Reply to Box 01381 EOE.

HELP WANTED MANAGEMENT

SENIOR DIRECTOR, PBS SATELLITE CHANNELS

PBS needs a business-oriented person with strong management skills to oversee the day-to-day operations of PBS Channels that are currently and planned to be used by public television stations and domestic DBS carriers (Schedule X, PBS Kids, and PBS Life-Long Learning: current audience is over 2 million households). Primary Responsibilities include:

- Day-to-day management of Channels staff and inter-departmental team
- Collaborating with station representatives and with DBS providers to ensure that these channels meet their programming and operational needs
- Overseeing sales and marketing to PBS member stations

Requirements include:

- Business knowledge of new technologies relating to television distribution
- College degree (Master's preferred) in a related field
- Experience in programming management, scheduling, station operations, marketing and sales
- Public television management experience a plus
- Excellent interpersonal and communication skills

PBS offers an exciting, fast-paced work environment, a competitive salary, and an excellent benefits package. Please send resume with salary requirements to:

1320 Braddock Place
Alexandria, VA 22314

PBS

Ready to Lead in a Creative Environment?

STATION MANAGER
WUFT-TV Channel 5
University of Florida, Gainesville

Supervisory, budgetary, and creative development responsibility (production, programming, operations, and engineering) for full-power VHF public television station serving North Central Florida. Channel 5 seeks to increase quality of television production and distribution. Evidence of ability to innovate programming required. Also requires Master's degree in appropriate area of specialization and 5 years experience in public television or Bachelor's degree and 8 years experience. Successful supervisory experience and effective management, interpersonal, and communication skills required. Computer literacy required. Community involvement and knowledge of promotion/fundraising desired. Salary range $50,000 to negotiable plus excellent benefits package. **Application deadline: July 10, 1998.** Send cover letter, resume, and list of three references to:

Chair, WUFT-TV
Station Manager Search Committee
WUFT-TV, P.O. Box 118405
Gainesville, FL 32611-8405

If an accommodation due to a disability is needed to apply for this position please call (352)392-4621 or TDD (352)392-7734. The University of Florida is an Equal Opportunity Affirmative Action Institution. The selection process will be conducted under the provisions of Florida's "Government in the Sunshine" and Public Records laws. Search Committee meetings and interviews will be open to the public, and all applications, resumes, and other documents related to the search will be available for public inspection.

UNIVERSITY OF FLORIDA — 5 WUFT

HELP WANTED PRODUCTION

TURNER CLASSIC MOVIES — TCM

DIRECTOR OF TCM PROGRAM PRODUCTION

Crazy about classic movies? Like to work with others who share this passion? Want to supervise the production of non-fiction entertainment programming for Turner Classic Movies? Candidate must have a strong creative vision, manage multiple projects, supervise a staff production team and freelance personnel, and interact with production companies and celebrity talent. Responsible for supervision through completion of TCM interstitial franchises, stunts and specials. Position requires strong writing and editorial skills, and a solid background in all aspects of TV production and post production. Candidate must have strong management skills, be a team player and enjoy growing staff members.

Please send your resume, salary history and non-returnable VHS sample reel to:

Lisa Woodley
Administrative Manager
1050 Techwood Drive
Atlanta, GA 30318
No Phone calls please

FOR DAILY CLASSIFIED UPDATES...

VISIT BROADCASTING & CABLE ONLINE

www.broadcastingcable.com

Sports Producer/Director

ACTV, Inc./Fox Sports Plus is seeking a sports producer/director for its Dallas operation. Primary duties include the creation and integration of interactive elements into the regional Fox Sports Net telecast. 3-5 years major market, live production experience required, television sports background preferred.

Please fax qualification letter with salary history and resume to

972-501-3401.

No phone calls please

Commercial Writer/Producer needed at WPDE-TV 15, the ABC affiliate in the Florence/Myrtle Beach, South Carolina market. Copywriting, videography and post-production experience necessary, along with excellent people skills. A working knowledge of the Media 100 or another comparable non-linear editor and Adobe software a definite plus. If you get excited about making great TV, are not afraid of long hours and hard work, and are eager to get your hands on the bells and whistles that will blow the big boys away, send your reel (any format but 1"), resume and salary requirements to: Jeff Cleland, Director, Creative Services, WPDE-TV, 3215 South Cashua Drive, Florence, SC 29501-6386. EOE/MF.

Production Manager. Person wanted with positive attitude who enjoys juggling many tasks. Must have solid background in producing and directing local sports and talk shows. Will oversee production staff, equipment and development of new projects. 3-5 years experience preferred. Send resume and VHS tape to WNDS-TV, PO Box 50, Derry, NH 03038 or fax resume to WNDS-TV, 603-434-8627. No calls. EOE.

HELP WANTED PROGRAMMING

Associate Director of Programming. Leading television rep firm seeks an Associate Director of Programming to work closely with stations, company management, sales and research depts. Individual will oversee program research and information and act as a liaison with the networks. The candidate will possess a college degree and TV station background, preferably as Program Director in a medium market. Strong research and computer skills and ability to work well under pressure with numerous projects required. Must have excellent interpersonal skills. Knowledge of industry trends and opportunities also essential. We offer a competitive salary and excellent benefit program. For consideration, please send your resume with salary requirements to: Box JA-464, 180 Varick Street, 2nd Fl., NY, NY 10014. EOE.

Fax your classified ad to *Broadcasting & Cable.* (212)206-8327

HELP WANTED PROMOTION

Promotion Producer. KCRG TV9, ABC in Eastern Iowa seeks a pulse-pounding Promotion Producer. If you can hit the ground running, rush us your tape. You'll write, edit and produce daily news topicals for one of the country's best and most visible news operations. Our spots are seen on demo reels across the country, and so could yours. With series, image, print and programming promotion, plus promoting our in-house AM radio station in the mix, this is an exceptional opportunity for the right person. 2 years proven promotion experience and exceptional written and verbal skills required. Non-linear and linear editing skills necessary. Drive, hustle and a need to succeed rewarded. If you thrive on pressure and deadlines. Send tape/resume or both to Personnel Coordinator, KCRG, PO Box 816, Cedar Rapids, IA 52406. EOE.

Promotion Producer. Here's your chance to shine in the San Francisco market! KNTV-11, the ABC affiliate in the heart of Silicon Valley, is looking for a talented, experience and energetic *News Promotion Producer.* If you know how to sell a hard news story with creative flair and touch emotional heartstrings for a soft feature, this job's for you. You will write, produce and edit daily news topicals, series promos and special program spots. The qualified candidate will possess strong writing skills and have at least 2-3 years experience. AVID editing a plus! Send resume and non-returnable reel to: Personnel Department, Director Program and Promotion, KNTV-11, 645 Park Avenue, San Jose, CA 95110. EOE.

HELP WANTED RESEARCH

Leading NYC television rep firm has the following opportunities available: *Group Research Manager:* Responsibilities include generating sales and marketing support materials for a list of TV stations (sales promotion audience analysis, etc.) and supervising research analyst. The successful candidate should have excellent analytical, quantitative, communication and leadership skills. Must have knowledge of PC applications (Lotus, WP, experience working with Nielsen ratings). A minimum of 3+ years experience required. TV/Rep industry background a+. *Research Analyst:* Individual will be responsible for tracking viewing ratings, creating sales promotions and developing audience estimates for programming of represented television stations. 1 year TV research exp. required. We offer a competitive salary and excellent benefit program. For consideration, please send your resume with salary requirements to: Box JA-463, 180 Varick Street, 2nd F., NY, NY 10014. EOE

FOR DAILY CLASSIFIED UPDATES...

VISIT BROADCASTING & CABLE ONLINE

www.broadcastingcable.com

HELP WANTED TECHNICAL

DTV ENGINEER - HARRIS/PBS *DTV EXPRESS: DESTINATION DIGITAL*

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

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

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

TRAVEL: Extensive travel will be required. (Usually the schedule will be three weeks of travel and then one week off.)

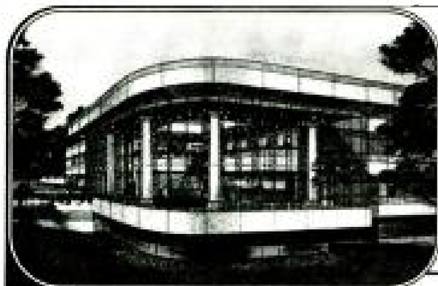
DURATION: This will be a position lasting approximately 13 months.

URGENCY: Review of resumes will begin immediately.

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

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

DTVexpress



AMERICA'S MOST ADVANCED BROADCAST FACILITY

CHIEF ENGINEER

WSB-TV, THE COX FLAGSHIP STATION IN ATLANTA, IS LOOKING FOR A CHIEF ENGINEER TO GUIDE IT INTO THE NEW MILLENNIUM. THIS NEW STATE-OF-THE-ART, DIGITAL TELEVISION STATION HAS ALREADY BROADCAST ITS FIRST HDTV SIGNAL.

IDEAL CANDIDATE HAS 5-10 YEARS OF BROADCAST ENGINEERING & MANAGEMENT EXPERIENCE AS CHIEF OR ASSISTANT CHIEF.

- KNOWLEDGE OF FCC, FAA & EAS STANDARDS
- SBE CERTIFICATION
- SKILLS IN ELECTRONIC MAINTENANCE, RF SYSTEMS & DIGITAL TECHNOLOGY
- COMPUTER NETWORKING
- GOOD COMMUNICATION SKILLS
- SELF-STARTER
- MANAGEMENT LEADER
- TEAM PLAYER

PLEASE SEND RESUME:

GREG STONE, VICE PRESIDENT & GENERAL MANAGER
WSB-TV
1601 W. PEACHTREE STREET
ATLANTA, GEORGIA 30309
Equal Opportunity Employer M/F

WSB-TV 2 ATLANTA

WTVR-TV in Richmond, Virginia, a Raycom Media station, has an immediate opening for a Director/Technicial Director. Responsibilities include direction of newscasts and public affairs programs. Candidate must possess excellent communication and leadership skills. 3-5 years experience directing live newscasts and public affairs programs required. Experience with GVG300, DPM700, and Chyron desired. Solid knowledge of lighting, audio, and general studio operations preferred. Pre-employment drug screening required. We are an EOE and qualified minorities and females are encouraged to apply. Submit resume, VHS tape and pay requirements to (no phone calls): Matt Heffernan, Director of Operations and Technology, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230.

Maintenance Technician: WKRN-TV, ABC affiliate, Nashville, TN. Requirements include four years training in electronics or equivalent experience. Must be experienced in service of Sony BetaCam, 3/4 and 1 inch VTRs. Digital video experience required to support graphics, editing, and studio production systems. Familiarity with microwave systems, high power VHF transmitters, and computers is also desirable. Excellent communication skills are also necessary as well as familiarity with station operations. Competitive salary and benefits. Send resume, references and salary history to Chief Engineer, WKRN-TV, 441 Murfreesboro Road, Nashville, TN 37210. EOE.

Major NYSE group television broadcaster seeks a "hands-on" Assistant Director of Engineering for the group, based in Los Angeles. You will work with and travel to all our major market "O&O's." The ideal candidate will have 5-10 years experience as Chief or Assistant Chief Engineer working in UHF stations. Excellent salary and benefits. Fax resume to 310-348-3659. EOE.

Assistant Chief Engineer. WKRN-TV, ABC affiliate, Nashville, TN. Requirements include experience in supervising technical personnel, planning and implementing capital projects, and four years training in electronics or equivalent experience. Digital video knowledge required to support existing studio graphics, editing, and production facilities, and to implement the conversion to ATV which has already begun. Three+ years of experience with high power VHF or UHF transmitters, antenna systems, and microwave systems is desired. Must be experienced in service of Sony BetaCam, 3/4 and 1 inch VTRs. Computer skills required. Must have excellent communications skills as well as familiarity with station operations. Competitive salary and benefits. Send resume, references and salary history to Chief Engineer, WKRN-TV, 441 Murfreesboro Road, Nashville, TN 37210. EOE.

Georgia Public Broadcasting, comprised of Georgia Public Television, a nine station statewide television network, Peach State Public Radio, a thirteen station radio network and PeachStar an education distance learning service, is seeking several Engineering leadership positions within its Engineering Division. *Assistant Director:* Plans, writes specifications, coordinates, supervises and oversees equipment installation, operation and maintenance of major equipment for nine transmitter and 13 radio sites throughout the state of Georgia. Telecommuting and extensive traveling to field sites. Five years of supervisory exp. in electronics, studio or broadcast equipment maintenance re. Working knowledge of satellite technology reception and transmission preferred. Salary starts at $45,000. *Chief Engineer:* Supervises and performs daily operations maintenance and installation of television and radio transmitter remote operations center and other equipment. Five years supervisory exp. in electronics, RF equipment and electronics repair. Must possess a FCC 753 temporary Radio operator license. Salary starts at $32,788. Assistant Director and Chief Engineer positions require H.S. diploma or GED and vocational/technical training in electronics, broadcast engineering or related field and must possess a valid Georgia drivers license. Engineers should have an in-depth knowledge of digital television as we begin our conversion to ATV. Other transmitter Engineer opportunities may become available. Exc. benefits. Submit letter of interest, resume, three professional references salary requirements to: Recruitment Manager, GPB, 260 14th Street, NW, Atlanta, GA 30318. *Open until filled.* EOE/AA.

Chief Engineer. WCBD-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 WCBD-TV, Personnel Department, 210 West Coleman Blvd., Mt. Pleasant, SC 29464. M/F, EOE, drug test required.

Chief Engineer. Fast growing Southern California full power UHF station needs experienced chief with strong RF background for dual klystron transmitter. LP and microwave experience helpful also. Please fax resume to: Personnel: KSTV 818-757-7533.

Chief Engineer position open in beautiful coastal Wilmington, North Carolina for a strong FOX affiliate. Successful candidate will have 3-5 years experience and be able to handle all aspects of engineering. Should be thoroughly familiar with transmitter operations and maintenance, master control, FCC compliance and NT-based computer systems. Send or fax resumes to General Manager, WSFX-TV, 1926 Oleander Drive, Wilmington, NC 28403. Fax 910-251-0978. No phone calls please. EOE.

Television/KMAX-TV/Sacramento is seeking a TV Maintenance Engineer. Candidate should have a minimum of 2 years experience in Broadcast Maintenance including systems troubleshooting, repair of video, audio and ENG equipment. Computer knowledge and FCC General License of SBE certification desired. Send resume to KMAX--TV, Attn: Personnel JD 5-1, 500 Media Place, Sacramento, CA 95815. EOE.

Chief Engineer opening at Vermont's ABC affiliate. WVNY-TV has a full-time opening for a Chief Engineer. Hands on manager would oversee all aspects of the engineering department. Strong computer and/or RF knowledge preferred. Applicants should have a minimum of five years broadcast engineering experience. WVNY will be under new ownership in June. Call Ken Kasz at 802-658-8022 with any questions. Send resume to: Director of Broadcast Operations, WVNY-TV. 100 Market Square, Burlington. Vermont 05401. EEO.

HELP WANTED NEWS

GENERAL MANAGER

Electronic News Gathering

New York, NY

The Broadcast Operations & Engineering Division of ABC, Inc. seeks a General Manager to assume responsibility for day-to-day management of the ENG operation, NABET contract supervision, administration of capital and operating plans, and liaison with the News Department.

Candidates must possess a minimum of 10 years' experience in planning and operations for major news events and ongoing news coverage. Knowledge of both field operations and non-linear editing technologies is required. Extensive field engineering experience desired. BSEE preferred. The ability to work in a high-pressure environment, meet deadlines and adapt to change is essential.

For confidential consideration, forward resume to: **Employee Relations Department, ABC, Inc., Dept. JK, 77 West 66th Street, New York, NY 10023.**

abc

An equal opportunity employer m/f/d/v

NEWS MAGAZINE

Seeks experienced promo producer to write & produce topical and image promos for nationally syndicated show in NYC. Looking for strong, aggressive person with excellent writing skills and strong concept ability. The ideal candidate has prior nat'l news promotion experience. Send tape/resume to: Gayle Allen, VP, Creative Services, East Coast, King World Productions, 402 E. 76th Street, NY, NY 10021. (No phone calls please.)

INSIDE edition

Reporter. WFMZ-TV in Allentown, Pennsylvania needs a reporter with polished live skills for our Reading office. Join aggressive news team to help launch a new evening newscast. Send non-returnable VHS tape to Brad Rinehart, WFMZ-TV, 300 East Rock Road, Allentown, PA 18103. EOE.

NEWS DIRECTOR

WTVD, the ABC owned television station in Raleigh-Durham, NC, seeks an outstanding manager to lead our News team to the next level. Superior editorial, production, promotional and people skills are a must. 3-5 years prior experience in a major News management position is required. Send cover letter and resume to: Bruce Gordon, WTVD-TV, PO Box 2009, Durham, NC 27702. No phone calls please. Equal Opportunity Employer. M/F/D/V.

NEWS CHANNEL 11 abc

Television Director: The International Broadcasting Bureau an international TV/Radio service of the U.S. government, is seeking candidates for full-time employment as a TV Production Specialist at WORLDNET TV & Film Service in Washington D.C. Extensive experience as a director of news and information programs in a major television commercial market is required. Starting salaries range from $55.969 to $72,758. Knowledge of Mandarin desirable. Call for a copy of vacancy announcement. No B/P-98-50 by June 17, 1998, for a complete listing of the qualifications requirements. including special rating factors, and instructions on how to apply for the position at: 202-619-3117. Send resume and non-returnable aircheck. with directors track by COB or postmarked by June 26, 1998 to: International Broadcasting Bureau, ATTN: Susan King, 330 Independence Ave., SW, Washington D.C. 20547.

Church Community Reporter for a religious television ministry program. Must be able shoot, edit and report local church events. Degree in Broadcasting/Communications with one year of television news experience preferred. In addition, this position will assist the producer of "Straight Talk" with topic selection and audience recruitment. Send resume and tape to: Personnel Department. WTLW TV-44, 1844 Baty Road. Lima, Ohio 45807. WTLW is an Equal Opportunity Employer.

Sports Reporter. KTRK-TV is looking for an outstanding Sports Reporter. Applicants should have significant experience in Sports color, play by play and feature reporting. Live ENG and satellite experience a must. You must be able to develop your own contacts and enterprise great stories. Your stories must appeal to the non-sports fan as well as the hard core fans. Opportunities to anchor are possible, but not promised. Outstanding writing skills are required as well as the ability to make good use of graphics and production equipment. KTRK-TV prefers to deal only with the applicants, and not third parties. Interested applicants should rush resume. references, cover letter and non-returnable Beta or VHS resume tape to: Bill Bouyer, News Director, KTRK-TV, 3310 Bissonnet, Houston, TX 77005. Equal Opportunity Employer M/F/V/D

News Director: WTVD, the ABC owned television station in Raleigh-Durham, NC, seeks an outstanding manager to lead our News team to the next level. Superior editorial. production, promotional and people skills are a must. 3-5 years prior experience in a major News management position is required. Send cover letter and resume to: Bruce Gordon, WTVD-TV, PO Box 2009, Durham, NC 27702. No phone calls please. Equal Opportunity Employer. M/F/D/V.

News Producer: WHOA-TV 32 ABC, a Media General Station is in need of a producer for the 6pm newscast. Must have working knowledge of TV news, be able to write news copy, have editing skills, clear editorial judgement, and understand the importance of deadlines. Degree in journalism and/or 2 years of TV broadcasting experience required. Resumes to Human Resources, WHOA-TV, 3251 Harrison Road, Montgomery, AL 36109. Deadline 6/5. EOE M/F, pre-employment drug testing required.

News Director. The dominant NBC news leader in southern WV is seeking an experienced, hands-on News Director with on-air skills who can make appropriate, effective decisions. Must be able to hire, train, and manage people. We're looking for a community involved achiever who will take our news into the next millennium. Excellent fringe benefits package. Please send cover letter and salary history to: News Director. WVVA-TV, PO Box 1930, Bluefield, WV 24701. EEO-M/F.

Meteorologist/Weather Forecaster. Candidate must have one year on air experience as a television weather forecaster. Meteorologist preferred for morning and noon news weathercasts but will consider other forecasters. Degree and seal preferred. Send tapes and resumes to Bob Lenertz, News Director, KOSA TV, 1211 N. Whitaker Street, Odessa,Texas 79760. Absolutely no phone calls.

Sports Producer. WPLG/TV 10 in Miami is seeking candidate to produce sport casts, specials and other projects. Applicants must have conversational TV news copywriting ability, sharp news judgement and understanding of the in's and out's of production. Send resume to J. Cefalo, Sports Director, 3900 Biscayne Blvd, Miami, FL 33137. EOE. M/F/V/D.

Weekend Weather Person. WPLG/TV 10 is seeking candidate to analyze incoming weather data, tracking storms, prepare and present weather graphics in a clear, concise and user friendly way. Prefer candidates with a Meteorological degree. Send resume and/or tape to O. Sobrino, Assistant News Director, 3900 Biscayne Blvd, Miami, FL 33137. EOE. M/F/V/D.

TV Assistant News Director/Assignment Manager: Need seasoned, newsroom leader with strong writing and management skills to guide young reporters in aggressive weekday coverage from story selection through final product oversight. Substantial broadcast news experience required. No beginners. No phone calls, taxes or email. Send letter, resume and non-returnable videotape to: News Director, WVIR-TV, 503 East Market Street, Charlottesville, VA 22902. EOE.

HELP WANTED CREATIVE SERVICES

Design Director. An opportunity to live and work in one of the nation's finest cities. KDVR is constructing a new, state-of-the-art facility in preparation for a FOX-style news launch. We are seeking a hands-on design director to create and produce cutting edge on-air graphic look. Images on demo reel should demonstrate captivating visual communication style. Hands-on experience with paintbox and Mac based graphics systems required. Must have news graphic experience and excellent communication skills. Please send a resume and non-returnable reel to: Human Resources/DD, KDVR FOX 31, 501 Wazee St., Denver, CO 80204 EOE

Senior Graphic Artist. NBC 6/WCNC-TV, a subsidiary of A.H. Belo, is recruiting for a Senior Graphic Artist to join our growing staff. This creative individual will be responsible for providing a leadership role for the artistic support of our news product and therefore must show creative leadership. Must be able to work flexible hours as needed, including weekends and holidays. Proven experience on a paint system handling news graphics. (We currently use Quantel and Picturebox.) Experience in animation preferred (After Effects, Adobe Premiere). Print (Macintosh platform and the following programs: PageMaker, Illustrator and PhotoShop) is a definite plus. Weather graphics experience is beneficial. Qualified applicants need to send your tape, resume and salary history to: NBC 6, Human Resources Department, Attn: Position 97-31, 1001 Wood Ridge Center Drive, Charlotte. NC 28217 or fax: 704-357-4984 or call 704-329-3705. EOE/M/F/V/H.

Miami Needs a New Look. Director of Graphic and Scenic Design needed at WFOR, CBS Owned station. Miami/Ft. Lauderdale a great designer/great manager who can help us break away from the pack in one of the hottest graphics markets in the country. Supervise staff of four as well as outside suppliers, make equipment/systems recommendations, establish and maintain your design consistency and take ownership of all aspects of design and packaging of News, Creative Services, etc. to include print as well as on-air. You may be a number two in a top 25 net affil. who's ready for your own shop or a number one in the top 50 who's ready for more. In any case, you'll have a college degree in design, 5 yrs. experience, "hands-on" and supervisory, and be intimately familiar with the needs and deeds of News and Creative Services types. The ability to communicate, cooperate *and* champion great design is rare, but we know you're out there and we'll support you when you get here. Please send non-returnable reel and resume to Human Resources, WFOR-TV, 8900 NW 18th Terrace, Miami, FL, 33172. EOE. M/F

Creative Services Director. WDTN-TV, ABC, Dayton, Ohio. We will be interviewing for this position at the PROMAX Convention on June 17th and 18th. We need a creative, hands on Promotion Manager who has experience in a competitive news market, and excels in topical news promotion. To be considered for this position, send your resume and demo reel overnight mail to: Personnel Adm., WDTN-TV, PO Box 741, Dayton, OH 45401. 937-293-2101.

WANT TO RESPOND TO A BROADCASTING & CABLE BLIND BOX ?

Send resume/tape to:

Box ________,

245 West 17th St.,

New York, New York 10011

HELP WANTED MISCELLANEOUS

Belo owns 17 television stations reaching 14% of the country including: 4 ABC affiliates, 6 CBS affiliates, 5 NBC affiliates, 2 FOX affiliates, and operates (via LMAs): 3 UPN affiliates and one unaffiliated. Belo is an Equal Opportunity Employer.

The following jobs are presently open at the stations listed below. When sending your resume, please indicate (by job number) in which position you have interest.

Tulsa, OK, KOTV CBS
News Producer
One year producing experience and a four year college degree required. #BC9-01-1

Tucson, AZ, KMSB FOX
Studio Engineer
Minimum 3 years' experience and versatility in all types of studio equipment. #BC9-02-1

San Antonio, TX, KENS CBS
Graphic Artist
Responsible for news graphics and animation, promotions, print and production projects. 2-3 years' experience in similar job and design degree a plus. Must be able to work flexible hours as needed, including weekends and holidays; proficiency with Mac-based systems (Photoshop and Illustrator) a must and Quantel knowledge a plus. #BC9-03-1

San Antonio, TX, KENS CBS
Research Director
Minimum 2 years TV broadcast experience as Research Director. Must have working knowledge with TvScan, Qualitap, Scarborough and metered methodology. Must be detail oriented and have strong writing skills applicable to research presentations and one sheets. #BC9-032-1

Spokane, WA, KREM CBS
Graphic Artist Design Director
Are you an experienced graphic artist ready to take the next step to oversee our station's graphic look and design? Minimum 2 years broadcast design experience utilizing Mac based platform and Photoshop. #BC9-04-1

Boise, ID, KTVB NBC
Broadcast Engineer
Minimum two years experience in broadcast engineering. #BC9-05-1

Hampton-Norfolk, VA, WVEC ABC
Producer
Minimum 1-2 years line producing experience. Candidate needed for the Saturday and Sunday morning newscasts on local news on cable channel. Journalism or equivalent degree preferred. Field producing experience a plus. Please send non-returnable VHS tape with resume. #BC9-06-1

Sacramento, CA, KXTV ABC
News Photographer/Editor
Minimum two years experience; good understanding of live shot set-ups. Must have experience in using Sony BVW editing systems. #BC9-07-1

Honolulu, HI, KHNL NBC
Local Sales Manager
Minimum 2-3 years sales management experience. Prefer experience in selling Sports and LMA creativity. #BC9-08-1

St. Louis, MO, KMOV CBS
Assistant News Director
Great with daily and future news coverage; solid people and communication skills; send news philosophy, tape and resume. #BC9-09-1

Houston, TX, KHOU CBS
Morning Show Executive Producer
Oversee morning show. Minimum three years in top 30 market. Extensive background in producing newscasts. #BC9-10-1

Charlotte, NC, WCNC NBC
Executive Producer
Minimum 3-5 years newscast producing experience in a medium to large size market. #BC9-11-1

Seattle, WA, KONG, NBC
Writer/Producer
Minimum 3-5 years Promotion/TV experience. #BC9-12-1

Seattle, WA, NWCN
Director of Marketing and Creative Services Department
Responsible for creating and implementing comprehensive marketing program and overseeing commercial production. #BC9-19-1

Portland, OR, KGW NBC
Art Director
Must be creative. Looking for hands-on Art Director to coordinate station design projects including responsibility for on-air graphics with emphasis on news graphics and station image. Responsible for supervising talented graphic design and electronic graphics staff. Minimum 3-5 years graphic design experience required. #BC9-13-1

New Orleans, LA, WWL CBS
Director of Sales and Marketing
Minimum 5 years sales management experience. #BC9-15-1

Dallas, TX, WFAA ABC
Reporter/Anchor
Minimum 1-2 years experience in major market reporting. #BC9-17-1

Louisville, KY, WHAS ABC
News Director
Minimum 10 years experience in television news, with at least 5 years in newsroom management, preferably including experience as news director. #BC9-18-1

Louisville, KY, WHAS ABC
Maintenance Technician
Minimum 2 - 3 years' experience. #BC9-182-1

Send resume in confidence to:

BELO

Belo TV Group, Attn: Job #_____
14th Floor
A.H. Belo Corporation
PO Box 655237
Dallas, TX 75265-5237

SITUATIONS WANTED NEWS

Mature, reliable veteran broadcaster/copywriter seeks job in small or medium market. John 602-840-3276 or email: jleinfelder@hotmail.com

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CABLE

HELP WANTED SALES

TRAFFIC ASSISTANT

A & E Television Networks has an immediate opening for a detail-oriented team player to support The History Channel's ad sales traffic department. Our ideal candidate must be a self-starter, with the ability to handle a multitude of tasks in a high pressure environment. Computer data entry skills are a must. 1-3 years traffic or ad sales experience preferred. We offer a competitive salary & excellent benefits. Please forward resume with salary requirements to:

A & E Television Networks
Human Resources Dept./ TA
235 East 45th Street
New York, NY 10017
EOE

A&E TELEVISION NETWORKS

FOX SPORTS NET

EXECUTIVE ASSISTANT/COORDINATOR

Reports To: Vice President, Sales Administration & Traffic

Responsibilities: Handle all administrative functions for the vice president; scheduling conferences and appointments, managing special projects, prepare expense reports, make travel arrangements, and respond to department's correspondence as needed.

Requirements: Successful candidate must have 3-5 years business experience in broadcasting or similar environments required. College graduate preferred. Candidate must be well organized, professional, able to prioritize and interact with all levels of management. Candidate must be well spoken with excellent communication and computer skills (WP 6.1, Excel, and Power Point). Position requires some overtime as well as flexibility in daily scheduled hours of work

Contact: Human Resources Department
212/822-7096 fax

Fox/Liberty Media, LLC is an Equal Opportunity Employer M/F/D/V

FOX SPORTS NET

TRAINER

Reports To: Director of Training

Responsibilities: Assist in the creation of training programs for FX and Fox Sports Net in the areas of sales orders and processes, including revisions, makegoods and pre-emptions. Write training manuals; develop training schedules and train sales assistants, account executives and sales managers.

Requirements: One to two years related experience in developing training prgrams, writing manuals and conducting training. Candidate must be organized and articulate. Excellent computer skills required. Knowledge of cable ad sales preferred. College graduate.

Contact: Human Resources Department **212/822-7096 fax**

Fox/Liberty Media, LLC is an Equal Opportunity Employer M/F/D/V

HELP WANTED TECHNICAL

Television Broadcasting Maintenance Tech. Min quals: Assoc deg in electronics or equiv. 4-6 yrs exp in repair and maint of broadcast equip. Must be flexible. Desired quals: Knowledge of analog and digital equip, SONY vtrs, Alamar automation, Satellite & fiber transmission systems. CAD exp a plus. An interview will be required of all successful applicants. Special accommodations will be made for any interviewee who requires it. TCI requires a pre-employment drug test. E.O.E. Interested applicants, send resume & salary requirement to: TCI-NDTC, 17 Battery Place, Suite 232, NY, NY 10004, Att: HR. No phone calls accepted!

Maintenance Engineer- The Weather Channel, Atlanta, GA is looking for a motivated and reliable individual to join our team. This is an excellent opportunity for someone who wants to expand their knowledge. The selected candidate, for maintenance Engineer, must have two years experience repairing and maintaining Broadcast related equipment. You will be part of the Engineering team dedicated to maintaining a brand new, State-of-the-art digital facility. Computer proficiency preferred. Please fax resumes to The Weather Channel, Director of Engineering (770)226-2943 or send them: 300 Interstate North Parkway, Atlanta, GA 30339. EOE/M/F.

You can simply fax your classified ad to *Broadcasting & Cable* at (212)206-8327.

HELP WANTED PROGRAMMING

Manager of Programming HGTV

Manage all aspects of original commissioned productions and acquisitions. Ability to handle all multiple projects under tight deadlines. Candidates should have at least 4 years major market, hands-on television production experience in a variety of formats (studio, field, magazine, etc.) or 3 years in network program development and evaluation. Experience with all phases of television production and development of "lifestyle" and strip series programming is key. Strong interest in popular culture and the "do-it-yourself" lifestyle is preferred. Home & Garden Television provides a creative work environment nestled in the foothills of the scenic Smoky Mountains. No phone calls please. Send cover letter and resume to:

HGTV HOME & GARDEN TELEVISION

Manager of Programming
C/o HGTV Human Resources
PO Box 50970
Knoxville, TN 37950

The E.W. Scripps Company and HGTV are Equal Opportunity Employers

HELP WANTED NEWS

WRNN is Coming to NYC! The Regional News Network is growing and has openings for reporters to cover the five boroughs and Long Island. No calls. Fax only to John August (203)323-8830.

C-SPAN is seeking a producer to generate, propose and produce relevant public affairs programming and events, with an emphasis on international issues. Serves as editorial supervisor for international events and ongoing programming, hires crews and handles logistics. Bachelor's degree in Journalism, Communications or Political Science, five years broadcast experience required with strong knowledge and interest in international issues and public affairs. Teamplayer with strong communication skills who can work a flexible schedule under deadline pressure. Ability to travel on short notice. Send cover letter, resume, salary requirements to: C-SPAN/BC, 400 N. Capitol Street, NW, Suite 650, Washington, DC 20001. EOE.

HELP WANTED FINANCIAL & ACCOUNTING

Controller for diversified cable, broadcast and production company headquartered in the Pacific Northwest. Experience in one industry a must; experience in a closely held corporate environment preferred. Accounting degree required, MBA and/or CPA preferred. Please send resume, references, and cover letter providing salary requirements to: Stacie Avery, PO Box 7009, Eugene, OR 97401. (541) 485-5611.

ALLIED FIELDS

HELP WANTED VIDEO

Video Editor- Linear/Non-Linear- Metor Video Productions has an immediate opening for a top notch client oriented editor. Candidate must have a proven track record of spot and long form editing, exceptional client skills, technical savvy and the ability to use or learn linear or non-linear systems. Team oriented person will work with 3 edit suites, staff composer and high-end graphics staff to deliver top notch product. Send resume to John Willcox, 626 W. Olney Road, Norfolk, VA 23507.

HELP WANTED FACULTY

Assistant Professor, Department of Radio-Television, Arkansas State University, Jonesboro. Requires graduate degree (PhD preferred) in mass communications or equivalent and significant professional media experience. Teach multimedia, Internet, video production, mass communications, media writing and other mass communications courses. Successful candidate will be literate in both Macintosh and Windows operating systems and have experience in website development. Send resume, references, and copies of transcripts to: Richard Carvell, Chair, Department of Radio-Television, Arkansas State University, P.O. Box 2160, State University, Arkansas 72467. Review of applications begins June 30, 1998. Employment date: August 15, 1998. Arkansas State University is an Equal Opportunity/Affirmative Action Employer, M/F.

HELP WANTED OPERATIONS

Director of Television Operations, Center for Contemporary Media. Depauw University, a liberal arts institution of 2300 students in Greencastle, IN, seeks a Director of Television Operations to manage TV facility in multifaceted media center. Applicant should have full range of creative and technical experience operating all levels of on- and off-line equipment specifically including Hi8, Beta and Avid non-linear equipment. Successful applicant will have academic and professional credentials to accommodate teaching and administrative duties. Responsibilities include supervision of curricular and extra-curricular student television facility, professional production for the university, some teaching duties in the Communication Department, and involvement with student and university supported video projects. Important to the job is the skill to impart technical skill in a liberal arts environment, facilitating an understanding in students of the practice of television. Start date mid-August. Please send letter of interest, names of three references, resume, tape and other supporting items to: TV Search Committee, Center for Contemporary Media, 609 S. Locust, Depauw University, Greencastle, IN 46135. Review of applications will begin immediately and continue until position is filled. AA/EOE.

HELP WANTED PRODUCTION

Editor- iXL, the world's fastest growing multimedia and video production company in Atlanta seeks on-line editor w/ at least 5 years tape editing experience. Great client skills, ability to work in creative team environment on variety of projects a must. Equipment: GVG suites, Chyron, Krystal, Abekas, Digibeta. Potential to grow to AVID and Editbox. Send reel and resume to Larry Culbertson c/o iXL, 1888 Emery Street, Atlanta, GA 30318. iXL is an EOE.

TV/Video Producer, Mississippi State University, Starkville, MS, seeks talented individual to join award winning, Betacam-equipped Electronic Media Section. Proven skills in reporting, videography, script writing, and video editing required. Broadcast-quality voice a must. Individual will produce broadcast news stories and some long-form videos. Opportunity to learn and use non-linear video editing equipment. Bachelor's degree in Broadcast Journalism, Communication, Mass Communication, or closely related field required. Send letter of application, resume, 3 video samples of work, college transcript, and 3 work-related references to: Cliff Bice, Director, Office of Agricultural Communications, Box 9625, Mississippi State, MS 39762. Applications accepted until June 12, 1998, or until position is filled. An AA/EEO organization.

HELP WANTED TECHNICAL

Media Technician, Radio and Television Maintenance Technician. UW- Platteville: Television Services. Wisconsin residency is not required for this position. Starting pay is $12.99 per hour plus excellent fringe benefits. This position is included in the Technical Bargaining Unit. *Job Duties:* Perform technician and maintenance engineer duties for the campus FM radio station, the campus 1200+ outlet underground trunk/tap CATV system, and campus video and audio equipment; performs electronic maintenance on audio studios, related professional audio equipment, FM transmitter, and audio broadcast chain; maintain broadband RF CATV distribution system, amplifiers, underground and building wiring, and related equipment; perform electronic maintenance on VHS and SVHS format videotape recorder/players, video monitors, audio and video distribution equipment, public address/classroon audio systems, high-resolution video projectors and related equipment; maintain records necessary to the needs of the job. *Knowledge required:* Proven repair skills and component level troubleshooting of analog and digital audio and video equipment and systems; in-depth knowledge of the electronic theory required to repair and maintain FM broadcast transmission systems; knowledge of Emergency Alert System equipment and guidelines; in-depth knowledge of the electronic theory required to repair and maintain broadband RF (CATV) transmission and distribution equipment; working knowledge of industry practices, standards, and FCC regulations' FCC General Class license and/or Society of Broadcast Engineers (SBE) certification. Well qualified candidates will have a BS in Radio/TV Broadcasting/Engineering, advanced computer skills, and experience performing similar duties. To request special application materials, contact Kathleen Kelley, Personnel Director, UW-Platteville, 1 University Plaza, Platteville, WI 53818; (608)342-1176. Completed application and examination materials must be received by June 19, 1998 to be considered for this position. Materials will be evaluated and the most qualified individuals will be invited to participate in the next step of the hiring process.

HELP WANTED INSTRUCTION

TV/Film Production Magnet Instructor- Looking for talented individual with college degree and experience in production/teaching. Send resume & references to: Palm Beach Gardens High School, 4245 Holly Drive, Palm Beach Gardens, FL 33410.

Graduate assistantships available beginning Fall 1998 leading to M.A. in communication and preparing students for media-related careers, including college teaching. Stipend, health insurance, plus out-of-state tuition wavier. Contact Dr. Joe Oliver, Graduate Program Coordinator, Department of Communication, Stephen F. Austin State University, Nacogdoches, TX 75962. 409-468-4001 (tel.), 409-468-1331 (fax), joliver@sfasu.edu (e-mail), www.sfasu.edu (website).

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PUBLIC NOTICE

Meetings of the Public Broadcasting Service Board of Directors and its committees will be held on June 12 and 13, 1998 at the Fontainebleau Hotel, Miami, FL. Schedule and tentative agenda for each meeting follows:

Membership Committee will meet at 9 a.m., June 12, reports on common carriage, enhanced underwriting research, program access policies, membership eligibility criteria, and other business.

Programming Policy Committee, 2 p.m., June 12, Programming Services evaluation.

Finance, Budget & Audit Committee, in executive session, 5 p.m., June 12, FY 1998 audit plan, stations on deferred payment plans, internal auditors report, and other business.

Board of Directors, 8 a.m., June 13, reports from PBS officers, board committees on nominating, membership, programming policy, finance, learning services, and new technologies; and other business.

BROADCASTING & CABLE'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to BROADCASTING & CABLE, Classified Department, 245 West 17th Street, New York, NY 10011. For information call Antoinette Pellegrino at (212) 337-7073 or Francesca Mazzucca at (212)337-6962.

Payable in advance. Check, money order or credit card (Visa, Mastercard or American Express). Full and correct payment must be in writing by either letter or Fax (212) 206-8327. If payment is made by credit card, indicate card number, expiration date and daytime phone number.

Deadline is Monday at 5:00pm Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday. A special notice announcing the earlier deadline will be published. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will run if all information is not included. No personal ads.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the Classified Advertising Department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement. Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: $2.30 per word, $46 weekly minimum. Situations Wanted: 1.25¢ per word, $25 weekly minimum. Optional formats: Bold Type: $2.65 per word, Screened Background: $2.80, Expanded Type: $3.45 Bold, Screened, Expanded Type: $3.90 per word. All other classifications: $2.30 per word, $46 weekly minimum.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD etc., count as one word each. A phone number with area code and the zip code count as one word each.

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: $202 per inch. Situations Wanted: $101 per inch. Public Notice & Business Opportunities advertising require display space. Agency commission only on display space (when camera-ready art is provided). Frequency rates available.

Non-Display: Help wanted: $2.30/word. Situations Wanted: $1.25. Bold Type $2.65. Screened Background $2.80. Expanded Type $3.45. Bold, Screened, Expanded Type $3.90.

Color Classified Rates

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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

Dismissed

Key West, Fla. (BALCT-960606IC)—WEYS Television Corp. for WEYS(TV): voluntary AOL from WEYS Television Corp. to Televerde Communications LP. *May 14*

Granted

Jasper, Ala. (BTC-980306GN)—SIS Sound Inc. for WZPQ(AM): involuntary TOC from William A. Grant Jr., deceased, to William A. Grant III and Walter B. Grant. *May 21*

Russellville, Ala. (BTC-980306GO)—Sis Sound of Russellville Inc. for WJRD(AM): involuntary TOC from William A. Grant Jr., deceased, to William A. Grant III and Walter B. Grant. *May 21*

Corinth, Miss. (BTCH-980501GJ)—Joe Taylor Jobe for WCMA(AM): involuntary TOC from Joe T. Jobe, deceased, to Janice T. Jobe, executrix. *May 21*

Corinth, Miss. (BTCH-980501GK)—Joe Taylor Jobe for WADI(AM): involuntary TOC from Joe T. Jobe, deceased, to Janice T. Jobe, executrix. *May 21*

NEW STATIONS

Dismissed

Haines-Skagway, Alaska (BPFT-960716-TH)—Alaska-Juneau Communications Inc. for FM at 103.7 mhz. *April 21*

Essex, Calif. (BPH-950921MK)—Turquoise Broadcasting Inc. for FM at 103.9 mhz, 9.5 kw, ant. 337 m. *May 21*

McCloud, Calif. (BPH-960719MB)—Foundation of Intellectual Growth for FM at 95.5 mhz. *May 19*

Returned

Manchester, Ky. (BPED-970701MD)—Somerset Educational Broadcasting Foundation for noncommercial FM at 90.1 mhz. *May 20*

Filed

Los Angeles (BPCDT-980430KE)—ABC Holding Co. Inc. for KABC-TV: new digital television facility at ch. 53, 182.5 kw, ant. 924 m., Building 15, Video Road, Mt. Wilson, Calif. *May 8*

Los Angeles (BPCDT-980427KI)—CBS Inc. for KCBS-TV: new digital television facility at ch. 60, 469 kw, ant. 1,087 m., 123 CBS Lane, Mount Wilson, Calif. *May 8*

Los Angeles (BPCDT-980501KH)—Fox Television Stations Inc. for KTTV(TV): new digital television facility at ch. 68, 680 kw, ant. 902 m., Mt. Wilson. *May 15*

Washington (BPCDT-980501KJ)—Allbritton Communications Co. for WJLA-TV: new digital television facility at ch. 39, 646 kw, ant. 254 m., 4010 Chesapeake St. NW. *May 15*

Washington (BPDT-980501KI)—Fox Television Stations Inc. for WTTG(TV): new digital television facility at ch. 36, 1,000 kw, ant. 201 m., 5151 Wisconsin Ave. NW. *May 15*

Deltona, Fla. (980512MK)—Hispanic Broadcast System Inc. for noncommercial FM at 89.5 mhz. *May 22*

Chicago (BPCDT-980427KJ)—CBS Broadcasting Inc. for WBBM-TV: new digital television facility at ch. 3, 3 kw, ant. 366 m., 875 N. Michigan Ave., John Hancock Building. *May 8*

Chicago (BPCDT-980501KG)—Fox Television Stations Inc. for WFLD(TV): new digital television facility at ch. 31, 200 kw, ant. 475 m., Sears Tower, 233 Wacker Drive. *May 15*

Chicago (BPCDT-980501KK)—WLS Television Inc. for WLS-TV: new digital television facility at ch. 52, 152 kw, ant. 507 m., 233 S. Wacker Drive. *May 15*

Columbus, Ind. (980511ME)—Good Shepherd Radio Inc. for noncommercial FM at 91.1 mhz. *May 22*

Michigan City, Ind. (980512MJ)—Broadcasting for the Challenged Inc. for noncommercial FM at 88.5 mhz. *May 22*

Valparaiso, Ind. (980511MB)—CSN International for noncommercial FM at 91.1 mhz. *May 20*

Boston (BPCDT-980501KF)—Fox Television Stations Inc. for WFXT(TV): new digital television facility at ch. 31, 74.7 kw, ant. 331 m., 140 Cabot St., Needham, Mass. *May 15*

Boston (BPCDT-980430KF)—Hearst-Argyle Television Inc. for WCVB-TV: new digital television facility at ch. 20, 200 kw, ant. 191 m., 350 Cedar Street, Needham, Mass. *May 8*

Boston (BPCDT-980427KH)—Westinghouse Electric Corp. for WBZ-TV: new digital television facility at ch. 30, 600 kw, ant. 390 m., 350 Cedar Street, Needham, Mass. *May 8*

Detroit (BPCDT-980427KK)—CBS Inc. for WWJ-TV: new digital television facility at ch. 44, 200 kw, ant. 323 m., 20931 Meyers Road, Oak Park, Mich. *May 8*

Gagetown, Mich. (980505MD)—Plonta Broadcasting Inc. for noncommercial FM at 88.5 mhz. *May 12*

Riverside, Mich. (980512MC)—Superior Communications for noncommercial FM at 88.7 mhz. *May 20*

Rogers Heights, Mich. (980505MC)—Great Lakes Community Broadcasting Inc. for noncommercial FM at 88.1 mhz. *May 12*

Trout Lake, Mich. (980430MC)—Gospel Opportunities Inc. for noncommercial FM at 89.9 mhz. *May 7*

Butte, Mont. (980506MC)—American Family Assn. for noncommercial FM at 90.5 mhz. *May 12*

Grand Island, Neb. (980512MH)—Stockton Christian Life College Inc. for noncommercial FM at 91.5 mhz. *May 22*

New York (BPCDT-980501KE)—Fox Television Stations Inc. for WNYW(TV): new digital television facility at ch. 44, 248 kw. ant. 368 m., Empire State Building. *May 15*

Bend, Ore. (980430MB)—American Family Assn. for noncommercial FM at 90.5 mhz. *May 7*

La Pine, Ore. (980512MA)—Educational Media Foundation for noncommercial FM at 89.9 mhz. *May 20*

Coatesville, Pa. (980512MB)—Family Stations Inc. for noncommercial FM at 89.3 mhz. *May 20*

Coatesville, Pa. (980512MF)—Temple of the Commonwealth for noncommercial FM at 89.3 mhz. *May 20*

Morgantown, Pa. (980512MI)—Four Rivers

BY THE NUMBERS

BROADCAST STATIONS

Service	Total
Commercial AM	4,724
Commercial FM	5,591
Educational FM	1,961
Total Radio	**12,276**
VHF LPTV	559
UHF LPTV	1,515
Total LPTV	**2,074**
FM translators & boosters	2,928
VHF translators	2,248
UHF translators	2,752
Total Translators	**7,928**

Service	Total
Commercial VHF TV	558
Commercial UHF TV	651
Educational VHF TV	125
Educational UHF TV	242
Total TV	**1,576**

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

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Community Broadcasting Corp. for noncommercial FM at 89.7 mhz. *May 20*

Nanty Glo, Pa. (980514MA)—Educational Opportunities Inc. for noncommercial FM at 90.7 mhz. *May 20*

Patton, Pa. (980511MA)—Southpoint Educational Radio Inc. for noncommercial FM at 91.1 mhz. *May 20*

Brownfield, Tex. (980504MD)—First Baptist Church of Brownfield for noncommercial FM at 89.5 mhz. *May 12*

Bushland, Tex. (980501MA)—Kanza Society Inc. for noncommercial FM at 91.5 mhz. *May 7*

Cuero, Tex. (980513MC)—Good News Broadcasting of Texas for noncommercial FM at 89.9 mhz. *May 22*

Fort Worth, Tex. (BPCDT-980501KL)—New Gaylord Broadcasting Co. LP for KTVT(TV): new digital television facility at ch. 19, 565.8 kw, ant. 500 m., 1.1 km S of center of Cedar Hill, Tex. *May 15*

Mineral Wells, Tex. (980512MD)—Texas Christian University for noncommercial FM at 88.5 mhz. *May 20*

Spotsylvania, Va. (980513MA)—Educational Media Corp. for noncommercial FM at 89.5 mhz. *May 22*

Kiel, Wis. (980512ME)—Jubilation Ministries Inc. for noncommercial FM at 91.3 mhz. *May 20*

Plymouth, Wis. (980506MD)—American Family Assn. for noncommercial FM at 91.3 mhz. *May 12*

FACILITIES CHANGES

Dismissed

Big Sky, Mont. (BMPH-970602ID)—Mountain Broadcasting Inc. for KBFN(FM): change ERP, TL, ant. *May 15*

Filed/Accepted for filing

Paradise Valley, Ariz. (980506IG)—New Century Arizona License Partners for KHOT-FM: change channel to C2. *May 19*

—Compiled by Sara Brown

OpenMike

Multiple DTV formats for the long term

EDITOR: Recent statements by certain industry executives and trade publications reflect the confusion that surrounds the spectrum efficiency of various digital television scanning formats. Extensive tests have shown conclusively that the compression results for the 1,920 x 1,080 interlaced format at 60 fields per second and the 1,280 x 720 progressive format at 60 frames were comparable at the same bit rate. It is simply not true, as some have suggested, that 1,280 x 720 progressive scanning at 60 frames requires a significantly lower transmission bit rate that could permit multiple programs to be transmitted in a single 6 mhz 8-VSB channel. Each of the two formats has approximately 60 million pixels per second; the MPEG-2 syntax provides efficient means of representing both interlaced and progressive rasters, since macroblocks can be dynamically coded as frame or field data.

Multiple 720 P live programs can be transmitted in a single 6 mhz 8-VSB transmission channel by using reduced frame rates (e.g., 24 or 30 frames per second), resulting in impaired motion portrayal, or by reducing the horizontal resolution to less than 1,280 pixels by filtering. Of course, depending on the content, one of the SDTV formats might perform just as well for multiple live programs.

For film sources at 24 or 30 frames per second, both the 1,080 and 720 formats are progressively scanned. In this case, content in the 1,280 x 720 format will require fewer bits, but it also has approximately half the resolution of the 1920 x 1,080 format. The new flexibility created [by] the multiple-format ATSC standard allows broadcasters to select a level of picture quality (i.e., resolution, frame rate and bit rate) appropriate to the content and level of service that they choose to offer—from SDTV to HDTV.

In the short term, broadcasters will likely choose a single format for their initial DTV implementations, based on business strategies and equipment preferences. But rather than focusing on short-term problems and the unproductive rhetoric of "format wars,' it is time to recognize that over the long term, multiple formats are a powerful approach that can and will be put to effective use in a variety of different business strategies.—*Glenn Reitmeier, VP, Sarnoff Corp. (member of the Grand Alliance Technical Oversight Group), and Joseph Flaherty, senior VP, CBS (chairman of the ACATS Technical Subcommittee)*

Changing Hands

Continued from page 26

WCLW(AM) Eden, N.C.
Price: $150,000
Buyer: Reidsville Baptist Church, Reidsville, N.C. (Jerry L. Carter, pastor); no other broadcast interests
Seller: Newave Broadcasting, (John Correa, principal); no other broadcast interests
Facilities: 1130 khz, 1 kw
Format: Oldies, contemporary hits

WVTJ(AM) Pensacola, Fla.
Price: $130,000
Buyer: 610-AM, Pensacola (Michael B. and Dara Glinter, onwers); principals own WGCX-FM East Brewton, Ala.; WBAJ(AM) Blythewood, S.C., and WNVY(AM) Cantonment and WZNO(AM) Pensacola and have applied to build two new FMs and one new AM
Seller: Cathedral of Praise Ministry Inc., Pensacola, Fla. (Franklin Walden, president); no other broadcast interests
Facilities: 610 khz, 500 w day, 142 w night
Format: Religion, Southern gospel

WBCA(AM) Bay Minette, Ala.
Price: $91,200
Buyer: Southern Media Communications Inc., Bay Minette (Walter J. Bowen, Nathaniel J. Goode Jr. and Richard D. Barnes, owners); is buying WYDH-FM Atmore, Ala.
Sellers: Walter J. Bowen and Gaston Monroe, Gulf Shores, Ala.; Bowen retains 40% interest in buyer
Facilities: 1110 khz, 10 kw
Format: Classic country

WAGR(AM) Lumberton, N.C.
Price: $50,000
Buyer: WAGR Broadcasting Inc., Fayetteville, N.C. (Charles W. Cookman, president/owner); Cookman owns WIDU(AM) Fayetteville and is buying WEWO(AM) Laurinburg, N.C.
Seller: Arthur DeBerry & Assoc. Inc., Durham, N.C. (Arthur DeBerry, president); no other broadcast interests
Facilities: 1340 khz, 1 kw
Format: Country
Broker: American Media Services LLC

28.9% of KROS(AM) Clinton, Iowa
Price: $23,000 for stock
Buyer: Parker Properties, Clinton (Bradley Parker, president); no other broadcast interests
Seller: Henry Dihlmann, Clinton; no other broadcast interests
Facilities: 1340 khz, 1 kw
Format: Full service

—Compiled by Sara Brown

Datebook

THIS WEEK

Through June 4—1998 ***International Conference on Consumer Electronics***. LAX Marriott, Los Angeles. Contact: Diane Williams, (716) 392-3862.

June 1-2—***New Jersey Broadcasters Association*** annual Convention and Mid-Atlantic States Expo, presented in association with the ***Maryland-Delaware-D.C. Broadcasters Association***. Atlantic City Hilton Casion Resort, Atlantic City. Contact: Phil Roberts, (888) 652-2366.

June 2—"The Impact of American television in the International Marketplace," ***Hollywood Radio & Television Society*** newsmaker luncheon. Regent Beverly Wilshire Hotel, Beverly Hills, Calif. Contact: (818) 789-1182.

June 2—***Silicon Graphics*** Magic Bus Broadcast Tour featuring digital television solutions. WCAU-TV, Philadelphia. Contact: Martha Smedberg, (650) 933-6988.

June 2-4—***International Conference on Consumer Electronics*** technical conference. Los Angeles Airport Marriott, Los Angeles. Contact: Jim Richards, (802) 872-2800.

June 3-4—"European TV Sports," conference presented by ***Kagan Seminars Inc.*** Waldorf Hotel, London. Contact: Deborah Kramer, (408) 624-1536.

June 4—***1998 Radio-Mercury Awards.*** Marriott Marquis Hotel, New York City. Contact: G. Hastings, (203) 862-8577.

June 4-5—***American Radio Manufacturers Association*** 1998 spring equipment and technology expo. Harrah's Atlantic City Resort, Atlantic City. Contact: (609) 653-6130.

June 4-10—***International Children's Television Festival***, Bayerischer Rundfunk, Munich, Germany. Contact: David Kleeman, (847) 390-6499.

June 5-7—***Georgia Association of Broadcasters*** annual convention. Hyatt Regency Hotel, Savannah, Ga. (770) 395-7200.

June 5-7—"Civic Journalism: On the Air," workshop sponsored by the ***Radio-Television News Directors Foundation*** and the ***Pew Center for Civic Journalism***. Sheraton Austin Hotel, Austin, Tex. Contact: Kathleen Graham, (202) 467-5216.

June 7-9—***NIMA International*** European conference. Excelsior Hotel, The Lido, Venice, Italy. Contact: (202) 289-6462.

June 7-10—9th annual Management Seminar for News Executives, presented by the ***Radio-Television News Directors Association*** and the ***University of Missouri–Columbia School of Journalism***. University of Missouri–Columbia School of Journalism, Columbia, Mo. Contact: John Richardson, (573) 882-4201.

June 7-11—***SUPERCOMM '98***, communications and information technology conference and exhibition. Georgia World Congress Center, Atlanta. Contact: (800) 974-9786.

June 7-13—19th annual ***Banff Television Festival***. Banff Springs Hotel, Banff, Alberta, Canada. Contact: (403) 678-9260.

JUNE

June 8—***New York Women in Radio & Television*** 20th Anniversary Birthday Bash and Benefit Auction. Studio 601, New York City. Contact: Terry Lawler, (212) 679-0870.

June 10-13—Cable-Tec Expo '98, annual cable TV conference and hardware trade show presented by the ***Society of Cable Television Engineers***. Denver Convention Center, Denver. Contact: (610) 363-3822.

June 12-14—***Variety*** ShowBiz Expo West exhibition and conference. Los Angeles Convention Center, Los Angeles. Contact: (800) 840-5688.

June 12-17—Cologne Conference & Screenings/International Television Festival, presented by ***Medienforum NRW***. Cologne exhibition halls (KölnMesse) and the Rheinterrassen,Cologne, Germany. Contact: +49 221 454 3280.

June 14-16—"Ticket to Ten Million," 5th annual DBS Summit presented by ***DBS Digest***. Adams Mark Hotel, Denver. Contact: (719) 545-1210.

June 15-18—***Arkansas and Tennessee Cable Communications Associations*** 1998 Joint Convention. Adam's Mark Hotel, Memphis. Contact: Pamela McCary, (615) 256-7037.

June 16—***International Radio & Television Society Foundation*** Gold Medal Award dinner honoring Sumner Redstone. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

June 16-18—***Confederation of Aerial Industries Ltd.*** trade fair. Heathrow Park Hotel, West Drayton, Middlesex, England. Contact: 0181-902 8998.

June 17-20—***PROMAX/BDA*** annual conference and exposition. Toronto Convention Centre, Toronto, Ontario. Contact: Linda Nichols, (310) 788-7600.

June 18—***The New York Festivals*** 1998 International Radio Awards Ceremonies. The Copacabana, New York City. Contact: (914) 238-4481.

June 19-20—***Television News Center*** training seminar for TV news anchors and writers. Television News Center, Washington. Contact: Herb Brubaker, (301) 340-6160.

June 20—***Radio-Television News Directors Association*** spring training conference. Sheraton Plaza Hotel, St. Louis. Contact: Rick Osmanski, (202) 659-6510.

June 21-24—***Cable Telecommunications Association of Maryland, Delaware and the District of Columbia*** annual conference. Sheraton Fontainebleau Hotel, Ocean City, Md. Contact: (410) 266-9111.

June 24—***Federal Communications Bar Association*** luncheon featuring FCC Chairman William Kennard. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

June 24-27—***Association of Higher Education Cable Television Administrators*** first annual conference. Sheraton Orlando North, Orlando. Contact: Angel Marlowe, (919) 684-2930.

June 25-26—1998 Forum on Cable/Telco Franchising & Competition," presented by the ***Strategic Research Institute***. Embassy Row Hilton, Washington. Contact: (800) 599-4950.

June 25-27—DISCOP '98, Central and Eastern European television programming expo and conference presented by ***The Happening Group***. The Atrium Hotel, Budapest. Contact: (310) 277-3633.

June 28-30—***New York State Broadcasters Association*** 37th annual executive conference. Sagamore Resort, Lake George, N.Y. Contact: Mary Anne Jacon, (518) 456-8888.

June 28–July 1—***CTAM*** National Marketing Conference. Chicago Hilton & Towers, Chicago. Contact: M.C. Antil, (703) 549-4200.

June 30—Deadline for entries for the ***Siegenthaler/National Lesbian and Gay Journalists Association*** Electronic Media Awards honoring excellence in TV and radio reporting on lesbian and gay issues. Contact: (202) 588-9888.

JULY

July 2—"Civic Journalism: On the Air," workshop sponsored by the ***Radio-Television News Directors Foundation*** and the ***Pew Center for Civic Journalism***. Sheraton Austin Hotel, Austin, Tex. Contact: Kathleen Graham, (202) 467-5216.

July 8-10—WCA '98, 11th annual ***Wireless Cable Association*** convention and exposition. Pennsylvania Convention Center, Philadelphia. Contact: Susan Bishop, (202) 452-7823.

July 8-12—11th annual ***International Teleproduction Society*** forum and exhibition. Regal Biltmore Hotel, Los Angeles. Contact: (703) 319-0800.

July 10-12—"Covering the '98 Elections," workshop sponsored by the ***Radio-Television News Directors Foundation***. Swissotel, Chicago. Contact: Kathleen Graham, (202) 467-5216.

July 11—***International Teleproduction Society*** International Monitor Awards presentation and gala. Regal Biltmore Hotel, Los Angeles. Contact: Julie H.J. Chung, (703) 319-0800.

July 11-17—***National Association of Broadcasters*** Management Development Seminar for Television Executives. Northwestern University, Evanston, Ill. Contact: John Porter, (202) 775-2559.

July 17-18—***Oklahoma Association of Broadcasters*** summer meeting. Shangri-La Resort, Afton, Okla. Contact: Carl Smith, (405) 848-0771.

July 19-22—***Women in Cable & Telecommunications*** national management conference. JW Marriott Hotel, Washington. Contact: (312) 634-2330.

July 22-24—***Montana Cable Telecommunications Association*** annual convention. Grouse Mountain Lodge, Whitefish, Mont. Contact: Greg Herbert, (406) 628-2100.

July 22-26—SBCA '98, national satellite convention and exposition presented by the ***Satellite Broadcasting and Communications Association***. Opryland Hotel, Nashville. Contact: Jennifer Snyder, (703) 549-6990.

July 23-25—***Southwest National Religious Broadcasters*** convention. Dallas/Ft. Worth Marriott, Ft. Worth, Tex. Contact: (918) 743-9188.

July 24-25—***Michigan Association of Broadcasters*** annual meeting and management retreat. Shanty Creek Resort, Bellaire, Mich. Contact: Michael Steger, (517) 484-7444.

July 25-27—51st annual ***California Broadcasters Association*** convention. Doubletree Hotel, Monterey, Calif. Contact: (916) 444-2237.

AUGUST

Aug. 3-5—***Alabama Cable Telecommunications Association*** annual convention. Marriott's Grand Hotel, Point Clear, Ala. Contact: Jennifer Robinson, (334) 271-2281.

SEPTEMBER

Sept. 17—***Broadcasting & Cable*** Interface XII conference. New York Grand Hyatt, New York City Contact: Cahners Business Information, (212) 337-7053.

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. 14-17—***National Association of Broadcasters*** Radio Show. Washington State Convention and Trade Center, Seattle. Contact: (800) 342-2460.

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: Cahners Business Information, (212) 337-7053.

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)

Helping define high definition

As founder and research director of UK-based broadcast supplier Snell & Wilcox, Roderick Snell has made his career creating practical applications of innovative technology. The most recent are the HDTV upconversion and downconversion products that U.S. broadcasters are buying to ease their transition into digital television.

Snell's career path is a suitable one for a self-taught engineer who never received any formal university training. He first became interested in technology as a boy growing up in Hartfordshire, England. "My father was an electrical engineer," Snell says. "So it was easy—that comes down almost through the genes."

But while his peers were studying for and then attending college, Snell spent his late teens running a jazz band and building his own audio equipment.

The BBC in London was impressed with his practical engineering experience. In 1959, he became an apprentice. After receiving his introductory training in video engineering, he worked in the BBC's experimental color TV studio and later moved to an experimental development group.

"I was thrown into television at a very interesting time because there was a big turmoil and, uniquely in the BBC, we had all of the world's color systems," Snell says. "We had PAL, NTSC and SECAM, and our own standard."

When his father died in 1965, he left the BBC to take care of family affairs. In 1968, he became involved in educational television, which he would pursue for 20 years.

Snell advised and then headed media units at both Sussex and Brighton universities. He also became a consultant to the UN agency UNESCO, working extensively in Africa as an adviser to start-up TV stations. Following in the footsteps of CBS's Joe Flaherty, he began to repurpose Japanese industrial video equipment for low-cost newsgathering. That was the birth of Snell & Wilcox, a consulting firm Snell started in 1973 with former military engineer Joe Wilcox.

Although the company started as a consultancy, the partners soon found themselves "making things" such as modifying NTSC standard U-Matic recorders to the PAL standard for the European market. "People said, 'Wow, this is much better, much more rugged, better pictures and the tapes don't break,' " Snell says.

Snell & Wilcox made about 50 or 60 such decks, then customers started asking for SECAM capability in the product to serve French and Middle East needs. Unwittingly, Snell & Wilcox was paving the way to standards conversion products, which eventually would be the backbone of its business.

One of Snell's brainstorms was the realization that Y/C techniques, i.e. separating the luminance and chrominance of a picture in the camera and in production, gave a huge improvement in quality (the concept is now referred to as S-video).

In 1979, Snell held a UNESCO workshop on the equipment needs of small-scale broadcasters from countries such as Cuba, China and Ethiopia. Attendees made a set of proposals, but they all came down to one thing, Snell says: a digital time base corrector, "the magic link between the low-cost helical VTR and the broadcaster." Attendees also wanted the digital TBC to have a synchronizer, a noise reducer, a color corrector and a standards converter. While the task was a tall order, UNESCO encouraged Snell to try to make the device.

"That's when we started into digits, and we made it—a modestly priced do-everything," Snell says. While Snell & Wilcox thought it was making the device for Third World broadcasters, it soon began receiving interest from big broadcast networks in the U.S. and Europe.

Co-founder Joe Wilcox's retirement in 1988 led to a restructuring of the company. Snell and economist David Youlton agreed to quit their university jobs and pursue the digital video market full-time.

"Television was going international, and we were in the right place," Snell says. "Instead of standards converters being a very special box that a few big companies had for international exchange, all kinds of people wanted standards converters."

In 1988, the company unveiled its first high-definition product, a standards converter that could take HDTV inputs in and pump out standard-definition feeds. "We put our toe into the waters of HD right from the beginning," Snell says.

Since then, the company has spread into a wide array of products such as noise reducers, DVEs and a standards converter for film transfer, which netted the company one of its two Emmy Awards.

"The interesting thing about standards conversion is you're at a crossroads," Snell says. "Everyone goes past you on the international scene." —*Glen Dickson*

"We put our toe into the waters of HD right from the beginning."

Roderick Saxon Snell

Founder and research director, Snell & Wilcox, Hampshire, UK; b. March 28, 1940, Hartfordshire, UK; video engineer, British Broadcasting Corp., London, 1959-1965; media services, Sussex University and Brighton University, Brighton, 1968-88; founded Snell & Wilcox (with Joe Wilcox), 1973; research director, Snell & Wilcox, 1988-present; m. Cecilia Gordon Clark, Aug. 8, 1972; children: Morris, 25; Arthur, 22; Philippa, 18

Fates & Fortunes

BROADCAST TV

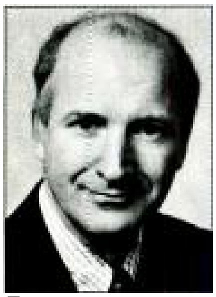
Bert Medina, VP, programming and operations, Sunbeam Television Corp., joins WGBO-TV Chicago as VP/GM.

Appointments at WHYY-TV Philadelphia/Wilmington, Del.: **Robert Altman,** VP, development and marketing, named senior VP, adding responsiblity for corporate marketing; **Robyn Goldman,** director, venture marketing, adds responsibility for media services department; **Deborah Palmer,** director, human resources, named director, human resources and support services, adding responsibilities for quality management, plant operations and in-house meeting services.

Neal Hecker, director, broadcasting and programming, WNYC-TV New York, joins WPBT(TV) Miami as program manager.

Joanne Stanley, program director, WSYT(TV) Syracuse, N.Y., joins WRAZ(TV) Raleigh, N.C., in same capacity.

PROGRAMMING


Tague

Stephen Tague, director, European sales, Paramount Television Group, Hollywood, Calif., named VP.

Appointments at Fox Broadcasting Co.'s sales planning and administration department, Los Angeles: **Gloria Badenhop,** director, named VP, sales planning and administration; **Gigi Eisenberg,** director, named VP, sales planning and pricing; **Cliff Pozner,** director, revenue analysis, named VP, sales revenue analysis; Appointments at Fox's sales department, Los Angeles: **Neil Mulcahy,** group director, Eastern sales, adds senior VP, national promotions, specials and Internet sales; **B.J. Arnold** and **Lorie Durnan,** account executives, named VPs/group directors, Eastern sales.

Tom Cosgrove, VP, sales research and marketing, Fox Broadcasting Co., New York, joins Fox Family Worldwide, Los Angeles, as VP, scheduling and station relations.

Dan Filie, senior VP, Universal Television Enterprises, Universal City, Calif., named senior VP/executive in charge of dramatic production, worldwide television production, Universal Television & Networks Group.

Appointments at Team Entertainment, Los Angeles: **Declan O'Brien,** director, development, Goldenring Productions, Walt Disney Studios, joins as VP, development; **Rob Morhaim,** director, development and production, named VP, current production and development.


McBride

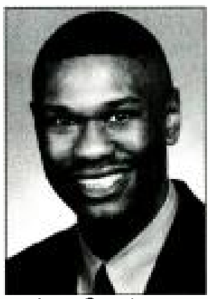
Madeleine McBride, director, production finance and administration, Studios USA Pictures, Universal City, Calif., named VP.

David Dreilinger, senior VP, BBC Worldwide Americas Inc., joins Unapix Entertainment Inc., New York, as COO.

Appointments at The Walt Disney Co., Burbank, Calif.: **Thomas Staggs,** senior VP, strategic planning and development, named executive VP/CFO; **Peter Murphy,** CFO/senior VP, ABC Inc., named executive VP/chief strategic officer; **Lois Meisinger,** founding partner, Troop Meisinger Steuber & Pasich, joins as executive VP/general counsel.

Maureen Smith, senior VP, planning, scheduling and station relations, Fox Kids Network, Los Angeles, named GM, Fox Kids, and executive VP, Fox


Maureen Smith


Hubert Smith

Family Worldwide. Appointments at Fox Family Channel, Los Angeles: **Julie Resh,** VP, television production and development, Dove Four Point, and **Daniel Smith,** VP, TV production, The Samuel Goldwyn Co., join as VPs, development, reality based programming and specials; **Hubert Smith Jr.,** director and counsel, business and legal affairs, Twentieth Television, joins Fox Family Worldwide, Los Angeles, as VP, business and legal affairs.


Armstrong

David Armstrong, VP, programming and acquisition, USA Networks International, joins MGM International Television, Santa Monica, Calif., as senior VP, sales and distribution; **Jeffrey Holmes,** VP, business affairs, Twentieth Century Fox International Television, joins MGM International Television Distribution, Santa Monica, Calif., as senior VP, business affairs.

LMNO Productions has hired a team of producers to oversee *Guinness World Records: Primetime*, a new reality-based series to be broadcast this summer on Fox. Appointments: **Eric Schotz,** CEO, and **Bill Paolantonio,** VP, creative affairs, named executive producers; **Marty Tenney,** supervising producer, *Mike & Maty*, and **Amy Chacon,** senior producer, *How'd They Do That?*, join as supervising producers; **Keith Cornell,** senior producer, *New Attitudes* and **Paul Amirault,** coordinating producer, *Kids Say The Darndest Things*, named coordinating producers.

JOURNALISM

John Lasalandra, anchor/reporter, WMDT(TV) Salisbury, Md., joins WGAL(TV) Lancaster, Pa., as co-host, *12:30 Live*.

Appointments at CBS News: Cynthia Bowers, anchor, *CBS Morning News* and co-anchor, 7-8:00 a.m. hour of *This Morning*, named correspondent, Dallas; **Byron Pitts,** correspondent, CBS Newspath, named CBS News correspondent, Miami; **Vince Gonzales,** reporter, KCNC-TV Denver, joins as correspondent, Los Angeles; **Joe Duke** joins as Northeast bureau chief; **Ingrid Ciprian-Matthews,** senior broadcast producer, *This Morning*, named deputy bureau chief, London.

Appointments at KFMB-TV San Diego: **Patrick Heald,** weekend producer/assign-

NBC affiliate board elects new members

The NBC Television Network affiliate board of directors held its annual meeeting in Los Angeles on May 19. The meeting was conducted by outgoing Chairman Ken Elkins, president and CEO, Pulitzer Broadcasting Co. Elected as the new chairman was Alan Frank, VP/GM, WDIV(TV) Detroit. Two new board members were also elected: Phil Stolz, president/GM, WBAL-TV Baltimore, and Jim Zimmerman, president, Media General Broadcasting Group, Tampa, Fla. Pictured, left to right, are the other board members: Jim Zimmerman; Michael Carson, VP/GM, WHDH-TV Boston; Lon Lee, president/GM, KHQ-TV Spokane, Wash.; Al Buch, GM, KSNW(TV) Wichita, Kan.; Alan Frank; Ken Elkins; Bill Brooks, VP/GM, WPTV(TV) West Palm Beach, Fla.; Richard Pearson, GM, KTSM-TV El Paso, Tex.: Frank Melton, chairman/CEO, WLBT(TV) Jackson, Miss.; Jack Sander, executive VP, TV station group, A.H. Belo Corp., Dallas; John Hayes, president/CEO, Raycom Media, Montgomery, Ala., and Phil Stolz, not pictured.

ment editor, KREM-TV Spokane, Wash., joins as weekend daytime assignment editor; **Kimber Liponi,** producer, KEYT-TV Santa Barbara, Calif., joins as 5 p.m. weekend news producer; **Tom Warren,** assistant chief photographer, named chief photographer; **Bernadette Abshier,** weekend night news assignment editor, named weeknight news assignment editor; **Nicole Grinolds,** weekend news producer, named weeknight news producer; **Jeannie Rhoads,** morning news writer, named weekend night news assignment editor.

Whittaker

Frank Whittaker Jr., assistant news director, WLS-TV Chicago, joins WMAQ-TV Chicago as news director.

Julie Nelson, morning news anchor, WAVE(TV) Louisville, Ky., joins KSTP-TV St. Paul as co-anchor, *Channel 5 Eyewitness News Morning*.

CABLE

Suzanne Hoffman, supervisor of professional personnel, Anne Arundel County (Md.) Public Schools, joins Comcast Cable, Baltimore, as area director, human resources.

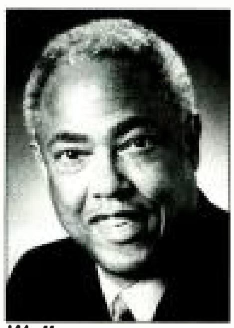
Appointments at The Odyssey Channel, New York: **Michael Colosi,** manager, on-air services, Viacom International, joins as director, operations; **Joan Behan,** manager, public relations, The Independent Film Channel/Bravo, joins as director, media relations; **Elmer Hardy Jr.,** freelance producer, *Weekend Morning*, joins as religious affairs manager.

Morris

Dolores Morris, VP, program development, The Children's Television Workshop, joins Home Box Office, New York, as VP, original programming.

Steve Marcopoto, president, Time Inc., Asia, joins Turner Broadcasting System Asia Pacific Inc., Hong Kong, as president/managing director.

Howard Levy, producer, *Lee Howard's Medical Memo*, joins Health and Sciences Television Network, Dallas, as medical news producer.



Wells

Richard Wells, executive producer, The Learning Channel, Bethesda, Md., named director, production.

Jennifer Bowden, business manager, Home Team Sports, Bethesda, Md., named Washington sales manager.

Joan Kelly, assistant to the president/programming manager, EchoStar Communications Corp., joins Discovery Networks U.S., Bethesda, Md., as director, network distribution, affiliate sales and marketing.

Janet Mantel, national sales manager, The Mining Co., joins the Food Network, New York, as director, new business development.

Rob Tolleson, VP, Latin American business development, Turner Broadcasting Systems Inc., named senior VP, business operations and development, CNN News Group, Atlanta.

RADIO

Dilys Tosteson Garcia, partner/co-owner, Garcia & Associates, Los Angeles, joins Radio Unica, Los Angeles, as VP/Western regional sales manager.

Roxann Miller, executive VP, The Research Group, joins Cox Radio Inc., Portland, Ore., as VP, research.

Cat Collins, assistant program director/music director, WJMN(FM) Boston, joins KQKS(FM) Denver/Lakewood, Colo., as program director.

ADVERTISING/MARKETING PUBLIC RELATIONS

Appointments at Saatchi & Saatchi, New York: **Loren Turetzky,** media supervisor, named associate media director; **Liz Greenberg** named media planning supervisor.

Joe Balintfy, VP/division manager, Voicelines Inc./The Image Generators, joins North American Network Inc., Bethesda, Md., as station services manager.

Appointments at the Association of Independent Commercial Producers, Los Angeles: **Steve Caplan,** consultant, joins as managing director, AICP/West; **Jane Nuñez** joins as manager, labor affairs and national government relations.

Alisa Robbins, graphic designer/director/producer, Videographic Design, Bristol, England, joins Pittard Sullivan, New York as senior designer.

Appointments at Medialink Worldwide Inc., New York: **Mark Manoff,** senior

VP, sales, named executive VP, Medialink U.S.; **Mary Bubay,** GM, New York, and VP, sales and special services, named VP, U.S. sales; **Nick Peters,** senior VP, operations, New York, moved to Los Angeles as senior VP, broadcast services.

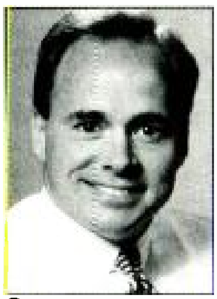
Michael McDevitt, head of West Coast operations, *Parade* magazine, joins Zenith Media Services, New York, as executive VP/director, business development.

Larry Bonistalli, senior VP, sales and marketing, IMS, joins Simmons, New York, as senior VP, business development.

David Cumpton, VP/account supervisor, Cole & Weber/Seattle, joins Katsin/Loeb Advertising Inc., San Francisco, Calif., as director, client services.

TECHNOLOGY

Appointments at Imedia Corp., San Francisco: **Ray Vallejo,** VP, operations, Zapex, joins as chief operating officer; **Fabrice Quinard,** chief architect and project manager, Zapex Technologies, joins as VP, engineering.



Bryant

Jack Bryant, executive VP, sales and marketing, ANTEC Network Technologies, Norcross, Ga., named president.

Dave Arland, manager, public affairs, Thomson Consumer Electronics, Indianapolis, named manager, government and public relations, Americas.

Vic Garvey, VP, NBC corporate events and travel services, New York, named senior VP, Olympic and corporate events and travel services. That department will be consolidated into broadcast and network operations.

Bob Groethand named president, LeBLANC Broadcast Inc. (formerly LDL Communications Inc.), Richardson, Tex.

Appointments at Broadcast Electronics, Quincy, Ill.: **Bryan Jones,** sales manager, domestic sales, transfers to the studio systems division as product manager; **James Young,** customer service engineer, digital, named product manager, turnkey services; **Tim Whiston,** production supervisor, named quality engineer, quality assurance; **Ken Norton,** applications engineer, named product manager, studio systems.

Appointments at Harris Corp., Cincinnati: **John Bisset,** engineer, Multiphase, Washington, joins as radio field sales manager, Middle Atlantic states; **Walt Lowery,** broadcast sales manager, Symetrix, Seattle, joins as radio field sales manager, Pacific Northwest, Seattle.

Leonard Coakley, general manager, accessories, Thomson Consumer Electronics, joins Zenith Electronics Corp., Glenview, Ill., as VP, accessories.

Appointments at CTS Corp., Elkhart, Ind.: **Philip Jackson,** VP/GM, Landis & Gyr Utility Services Inc., joins as VP/GM, electrocomponents manufacturing; **Kory Stone,** sales manager, Reeves Hoffman, joins as sales manager, crystal, clock and precision oscillator product lines, Sandwich, Ill.

INTERNET

Sutton

Rich Sutton, director, advertising sales, Warner Bros. Online, Burbank, Calif., named VP, sales and client marketing.

Jack Davis, president/publisher/CEO, *Daily Press*, Hampton Roads, Va., named president, Tribune Interactive.

ASSOCIATIONS/LAW FIRMS

William Newman, partner, Blumenthal & Lynne, joins Greenberg Traurig, New York, as a shareholder in its corporate department. Newman will focus on significant business transactions, including mergers, acquisitions and debt and equity financings.

Appointments at The Society of Cable Telecommunications Engineers, Exton, Pa.: **Stephen Townsend,** manager, chapter development, named director, communications; **Paula Jones,** administrative assistant, named membership services coordinator; **Lori Bower,** administrative assistant, special projects, named convention coordinator, national conferences; **Jessica Brady,** administrative assistant, named certification coordinator; **Joe Madagan,** administrative assistant, named technical services coordinator.

Robert Mesirow, director, strategic alliances and director, exhibits and sales, PCIA, Alexandria, Va., joins Cellular Telecommunications Industry Association, Washington, as VP, conventions.

SATELLITE/WIRELESS

Tim Shea, senior VP, international and government affairs, GlobeCast North America, joins Columbia Communications Corp., Washington, as VP, sales.

Cheena Pazzo, account executive, Schnake Turnbo Brookey, Tulsa, Okla., joins United Video Satellite Group, Tulsa, as manager, public relations.

John Hutchinson, president, television group, and GM, WBTV(TV) Charlotte, N.C., Jefferson-Pilot Communications Co., joins Local TV on Satellite LLC (LTVS), Raleigh, N.C., as executive VP and COO.

Nicholas Pesce, consultant, joins ComStream, San Diego, as VP, R&D/engineering, satellite products division.

Martin Stewart, deputy to Nick Carrington, British Sky Broadcasting, London, named CFO.

DEATHS

Ed Simmons, 78, comedy writer and producer, died May 18 in Los Angeles. Simmons won five Emmy awards during the 1970s for his work on *The Carol Burnett Show*. He also worked on variety shows for Red Skelton and George Gobel. He produced *Welcome Back Kotter* and *Mama's Family*. He bagan his television career as a writer for *The Martin and Lewis Show*.

Tom Shannon, 65, television sales executive, died May 21. Shannon had recently retired and was vacationing in Tuscany, Italy with his wife. Shannon was senior consultant, television distribution sales at Universal Television, which purchased Multimedia Entertainment, New York, in 1996. While with Multimedia, Shannon was responsible for the sales of *Donahue*, the *Sally Jessy Raphael Show*, *Rush Limbaugh* and *Jerry Springer*. He is survived by his wife, Martha, and three sons.

—Compiled by Denise Smith
e-mail: dsmith@cahners.com

In Brief

The FCC last week signed off on CBS's $2.6 billion acquisition of American Radio Systems Corp.'s 97 radio stations. The commission granted CBS waivers of its one-to-a-market rule in Boston, Baltimore, Pittsburgh and San Francisco but required CBS to spin off stations in Boston, Baltimore and San Francisco-San Jose. An earlier settlement with the Justice Department also requires CBS to spin off a total of seven stations. And in an effort to hasten the completion of the acquisitions of American Radio Systems and Nationwide Communications, CBS is swapping six radio stations in three markets for five Jacor stations in two markets. Jacor also is selling WZAZ-FM Upper Arlington/Columbus, Ohio, to Blue Chip Broadcasting Ltd. for $10.1 million and is buying WRBP(FM) Hubbard/Youngstown, Ohio, from Stop 26-Riverbend Inc. for $2.7 million.

Capstar Broadcasting Partners closed on its $2.2 billion acquisition of SFX Broadcasting last Friday.

The Department of Justice has approved Sinclair Broadcasting's purchase of five New Orleans radio stations from Heritage Media and Phase II Broadcasting after Sinclair agreed to sell three New Orleans stations to Centennial Broadcasting.

CBS TV station group revenue will grow dramatically over the next year as a result of CBS's broadcast of NFL football next season, CBS President Mel Karmazin told affiliates last week. "We will for sure go from number four to number two in revenue," he said. Karmazin also denied reports that he might be positioning himself for the chairman's slot. "I don't spend my time lobbying for Michael Jordan's job," he said.

Carsey-Werner has tapped Buena Vista Television Ad Sales to handle the barter sales for off-net runs of its ***3rd Rock From The Sun.*** The NBC sitcom currently is cleared in 195 markets covering 97% of the country for fall 1999. Buena Vista also handles ad sales for C-W's *Grace Under Fire* and second-cycle sales of *Roseanne*, both of which aired on Disney-owned ABC.

CBS is launching an aggressive fall promotional campaign that will use NFL football to promote its fall schedule, including spots by pro football players and coaches as well as video give-aways by Target stores.

NAB President Eddie Fritts Friday fired back a letter to C-SPAN Chairman Brian Lamb and sent copies to House and Senate Leadership, members of the House and Senate Commerce and Judiciary committees and all FCC commissioners. Lamb recently wrote to members of Congress and the FCC that any rules requiring cable operators to carry all broadcasters' local signals would force C-SPAN off of cable systems. Fritts told Lamb to "stop peddling the same old line to Congress. The evidence of C-SPAN's own witness and documents is that, after must carry, C-SPAN and C-SPAN 2 were both carried on more cable systems and seen in far more households than before," Fritts wrote. The NAB wants the FCC to write rules that require cable operators to carry all their digital signals.

On June 17 the House Telecommunications Subcommittee will mark up legislation that would stay for a year an increase in the copyright fees that satellite television providers pay. The U.S. Copyright Office last summer increased those fees to 27 cents per subscriber per month, up from a range of 6 cents to 17.5 cents per month. While holding the markup raises the possibility of tacking on to the bill a wide range of

Dissenting opinion from Tristani and Ness

FCC Commissioners Gloria Tristani and Susan Ness don't like how the Mass Media Bureau handled Regent Communications' application to acquire four radio stations in Redding, Calif. The bureau approved the application last Friday, but only after Justice Department officials agreed to conduct their own review of the deal's impact on local radio advertising.

In a joint statement, Ness and Tristani said FCC regulators should have conducted their own examination of the deal. "The commission has an independent statutory obligation ... to determine that each and every broadcasting license assignment or transfer is in the public interest," the commissioners said. "This duty is complimentary to, and not subrogated to, the antitrust responsibilities of the Department of Justice or the Federal Trade Commission." The commissioners said the Redding stations owned by Regent control more than 64% of the market's radio revenue. *—Chris McConnell*

NBC debuts summer 'Net lineup

NBC premieres its second summer season of Internet companion material to its TV programming this month, adding Conan O'Brien to the mix.

Online content built around *Late Night with Conan O'Brien* is now in beta mode on NBC.com. It will soon join what NBC is billing as a late-night comedy block of *The Tonight Show with Jay Leno Online* and *Saturday Night Online*.

The *Saturday Night Live* site was the latest addition to the NBC online lineup. It includes an extensive archive of video clips from the long-running series. Another new addition is *At the Max*, a site oriented to teen viewers.

Homicide: Second Shift and *The Pretender Adventure* remain the mainstays of the NBC.com interactive offerings. The network has produced alternative plotlines for both shows online, with interactive opportunities for fans.

In a separate announcement last week, NBC forged a strategic alliance with USWeb to expand production capabilities for its online programming. USWeb offers graphic and multimedia design services along with Internet engineering and business consulting services. *—Richard Tedesco* other satellite issues, Subcommittee Chairman Billy Tauzin (R-La.) hopes to pass a "clean bill," says spokesman Ken Johnson.

The House Telecommunications Subcommittee will hold a hearing Friday, June 5, on a bill that would protect copyrighted material online. The bill already has been passed out of the House Judiciary Committee, but Commerce Committee Chairman Tom Bliley (R-Va.) complained that the legislation also falls under his jurisdiction. One part of the bill also was referred to the House Ways and Means Committee. A subcommittee markup will follow June 17 and then the bill will proceed to a full committee markup. Companion legislation passed unanimously last month in the Senate; the bill's proponents want to get legislation passed this year.

TVN Entertainment Corp. is replacing Request Television as Cablevision Systems Corp.'s primary provider of pay-per-view movie and event programming. The switch, effective July 1, is partly the result of Tele-Communications Inc.'s decision to shut down Request. TVN will provide PPV programming to 2 million of Cablevision's 3.3 million customers, focusing on the MSO's New York metro area systems, Cleveland and suburban Boston. The deal, a strong boost for TVN, is the first sign of Request's demise benefiting TVN. TVN also has deals with six other cable operators to provide them with TVN digital services. Operators include Marcus Cable, Summit Cablevision, Cable America, Green Tree and Clinton Cable.

'Godzilla' vs. the networks

Columbia TriStar Television Distribution was pushing six key bidders to pony up at least $35 million for the first television rights to its film "Godzilla," currently terrorizing theaters nationwide. In this era of splintered audiences, the power of big-event television has NBC, CBS, ABC, Fox, TBS and USA Networks all said to be interested in securing the rights to the $150 million production. Sources say an agreement with one of them likely will be reached this week.

The studio also wants bidders to commit to at least an additional $1.5 million payment for each $10 million the picture grosses in excess of $150 million. After the Memorial Day weekend opening, the film had grossed $55.7 million—a respectable figure, but far less than the $90 million gross of "The Lost World" over the last year's Memorial Day weekend.

That puts pressure on the studio to lock in terms with networks as soon as possible, to avoid losing its bargaining advantage if grosses fall off in the weeks ahead. One comforting thought, at least for Columbia: The studio is almost certain to do better than Paramount, which sold the rights to "Titanic" for a mere $30 million shortly after it opened.

—Michael Stroud

Commissioner Susan Ness is leading a "strike force" to target any tower siting problems broadcasters encounter in their efforts to deliver digital television. The new group will answer questions on tower modifications and construction to assist local regulators and broadcasters. "This group will work to help resolve any problems that could slow down the DTV implementation process," Ness said.

Last Friday the General Services Administration turned down an FCC request to make design changes to the agency's new headquarters in Washington's Portals development and also said it plans to terminate leases on the current FCC buildings "consistent with an occupancy schedule of the Portals to commence in the fall of 1998." GSA Administrator David Barram also said his agency will reclaim $17 million budgeted for the move "so that GSA can initiate the necessary procurements to meet a fall occupancy schedule."

Satellite radio proponent CD Radio last week said it will purchase a fourth satellite from Loral Space & Communications Ltd. The extra bird will let it deliver 100 channels of audio.

The NAB promoted Chuck Sherman and John David to executive VPs in charge of the television and radio departments, respectively. Both previously were senior VPs. Sherman has held that title at the NAB since 1988. David joined NAB in 1989 as VP of broadcast/congressional relations.

Drawn for BROADCASTING & CABLE by Jack Schmidt

"The bad news is we lost your story. The good news is Bob just got his highest score ever on Minesweeper."

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Toward an informed electorate

Paul Taylor is back, and this time he has some ideas we think we can support. Taylor is the political reporter who quit his job at the *Washington Post* to push for campaign reform. When he first launched his effort to improve campaign coverage, he was urging the government to force broadcasters to provide free time to candidates. That effort bogged down and that was fine with us. We detest any government control over broadcasters' program day, regardless of how well meaning.

But now Taylor, through his newly-formed Alliance for Better Campaigns, is calling for *voluntary* efforts by broadcasters—and candidates, who can be reluctant to square off before the cameras—to give voters more to think about on election day than a blur of 30-second spots. He's proposing traditional debates, regularly scheduled mini-debates and reporters' checking the accuracy of campaign spots. He also thinks TV stations should just spend more time covering campaigns. The Texas Association of Broadcasters is supporting Taylor's group, but with a caveat that broadcasters who follow should heed. Says the TAB's Ann Arnold: "Whatever we do is going to be strictly voluntary."

Notes and comment

There were a few things we wanted to comment on in this space. Given the constraints of ink and paper, we've decided to put them together in a collection of snapshots of the passing parade.

■ In announcing its schedule for the new season two weeks ago, NBC said part of its strategy on Monday nights was to counterprogram wrestling on cable. It struck us as one of the rare times we've heard a broadcast network concede the existence—much less competitiveness—of specific cable programs when talking new-season strategy. Maybe the network chiefs really mean it when they profess great concern over cable's encroachments (some believe they might be talking gloom and doom to get more sympathy—and concessions—from affiliates).

■ On the subject of cable shows, the medium prepared to bid farewell to one of its most original offerings with the final airing (scheduled for Sunday night, May 31) of HBO's *The Larry Sanders Show*. It has been among the funniest of cable's still-to-few-and-far-between top flight original series. The characters were endearing and the writing was first-rate, even if the language was definitely of the pay cable variety (on broadcast TV, it would have featured more "beeps" than a Road Runner marathon or at least 10 minutes of *Jerry Springer*). And besides, the language seemed to fit the characters, from the eternally insecure sidekick Hank to Rip Torn's no nonsense Artie. Fortunately, we'll still have Tracey Ullman around to remind us why HBO continues to be a pacesetter in cable programming.

■ The loss of Phil Hartman extends beyond his family and friends to anyone who appreciates sketch comedians or voice actors. He was a master of both, whether sending up a President on *Saturday Night Live* or putting down the whole infomercial genre with his Troy McClure character on *The Simpsons*. His was a versatile and original talent that will be sorely missed from small screen and large. A note of caution here. The Hartman story is tailor-made to be splashed all over the tabloids—and it is of undeniable interest—but we can't help thinking of the two small children involved. The usual suspects will move toward the gutter in their coverage of what will likely prove a complicated but mostly personal tragedy. The high road has rarely looked more inviting than at this moment. We encourage electronic journalists to take that route.

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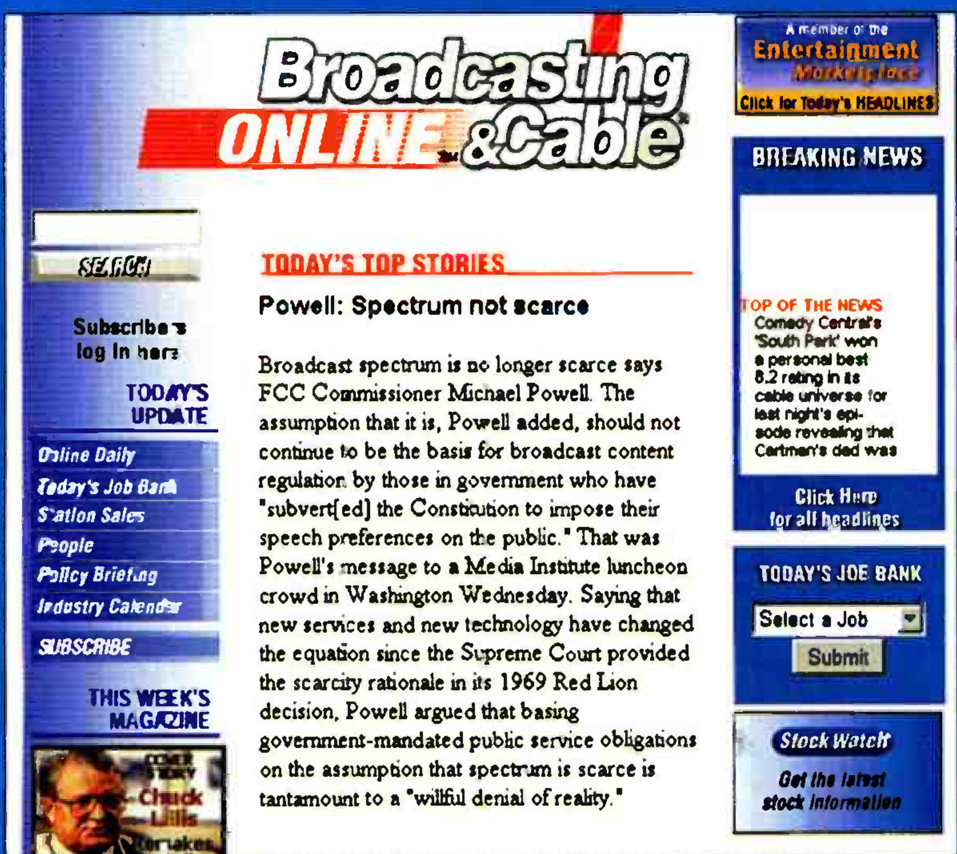

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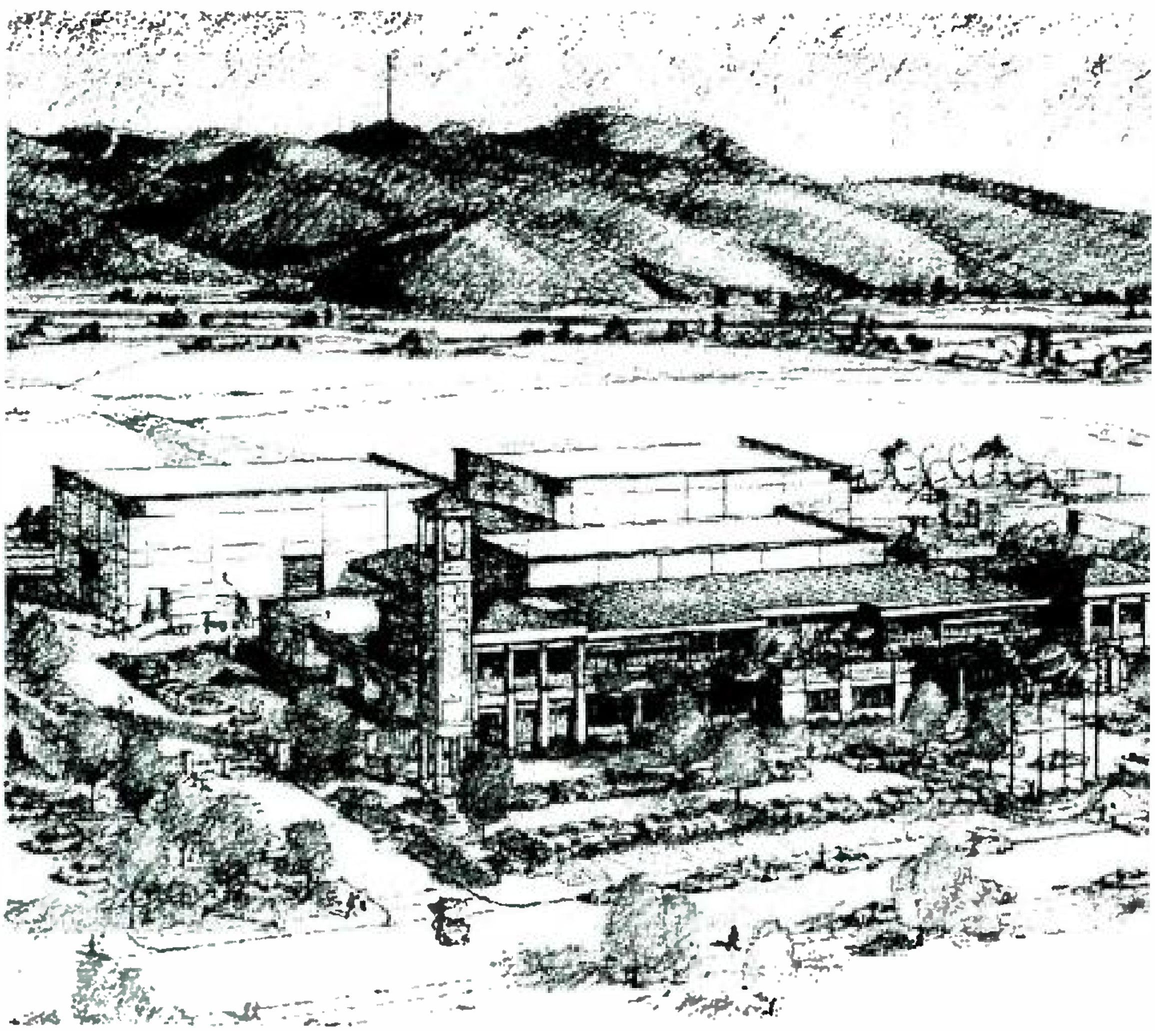

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