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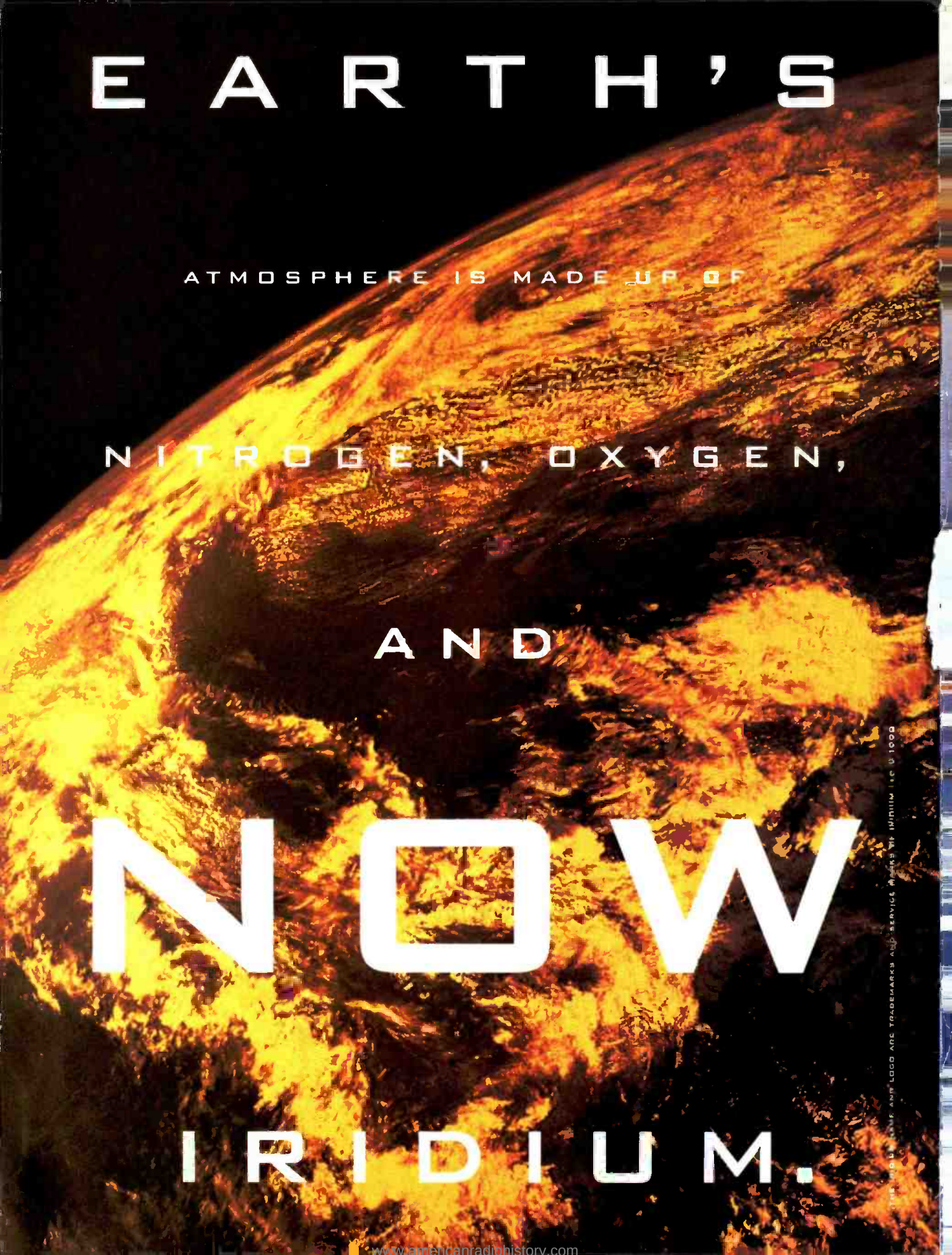
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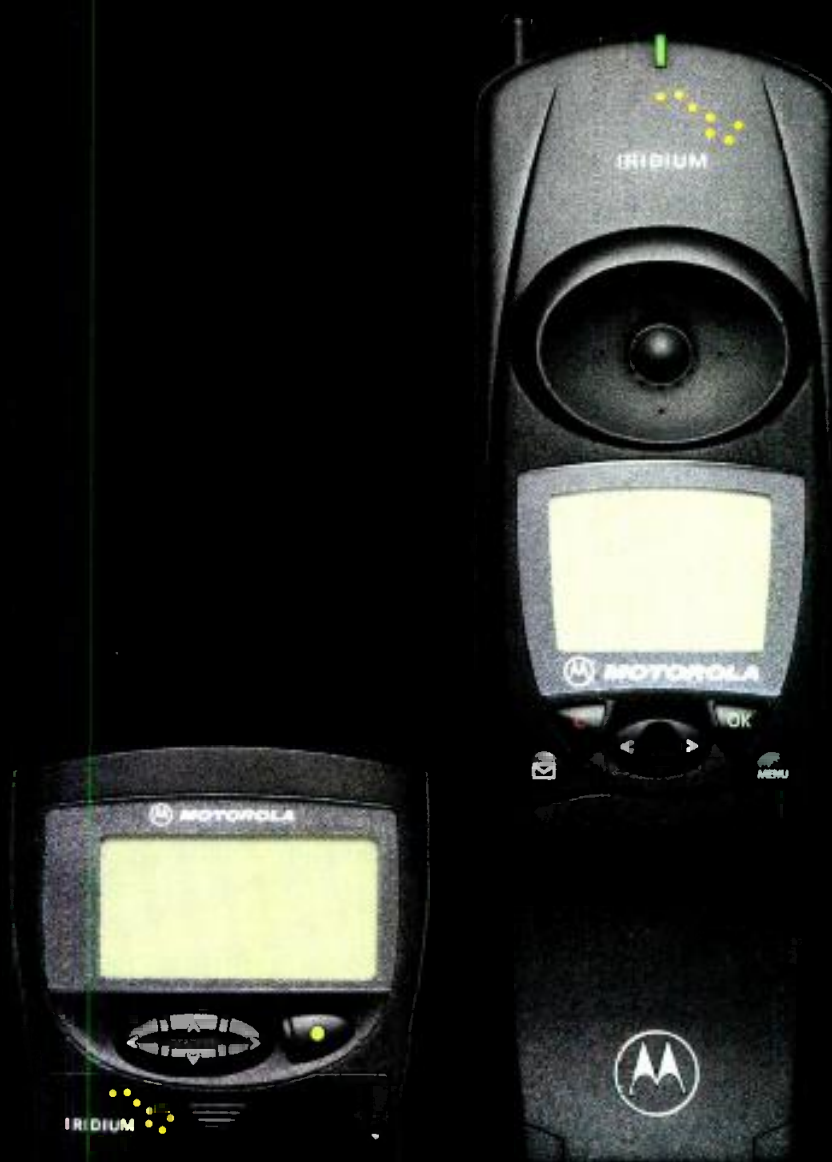
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Lott cautions cable operators on rising rates Senate Majority Leader Trent Lott's surprise visit to a Senate Commerce Committee hearing on cable rates may encourage cable operators to exercise restraint in rate hikes. / **18**

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COVER STORY

Woman's work still excludes top jobs

Since last September, the industry's most prominent and arguably most powerful women have lost their jobs,

depleting the industry of top-level women and underscoring the fact that men are still running the show in TV. / **22** Cover photo by Ken Davies/Masterfile

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WB, UPN pitch their plans UPN and The WB each portrayed itself to TV critics in Pasadena as the emerging network with the best plan and prospects for the coming season. / **28**

Ups and downs for Sinclair earnings Sinclair revised its estimate for third-quarter broadcast cash flow down by \$8 million, to about \$88 million, analysts said—an aberration in what should be a rosy year and a half. / **29**

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High speed, high stakes for US West's VDSL

US West vowed to make its new, very-high-speed digital subscriber line service available to 400,000 people in the Phoenix area by year end, but a trial in Gilbert, Ariz. has only about 25 subscribers, all US West employees. / **37**



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Investors consider the Source Persistent rumors that Source was about to be acquired have brought about a climb in its stock. / **39**

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WNET signs HD deals with Sony, Tek

New York City PBS station WNET(TV) signs a three-year deal with Sony for 1080i HDTV production and post-production equipment and another three-year contract with Tektronix for HDTV master-control gear. / **40**

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Dereg plan for advanced telecom gets mixed reviews An FCC initiative to offer RBOCs a deregulated atmosphere in which to develop advanced data services drew a mixed reaction among Internet service provider executives and analysts last week. / **42**

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Allen's big buy not his last

More deals to follow last week's purchase of Charter for \$4.5 billion

By John M. Higgins

Paul Allen's breathtaking \$4.5 billion takeover of Charter Communications Corp. last week is not likely to be the software billionaire's last stop on the cable acquisition trail. In fact, his operation already is devising plans for more deals, with the goal of creating the widest possible reach.

Allen's view of the "wired world" calls for greatly extending the reach of his cable operation. He has aggressively embraced other operators' vision of cable systems: not as video delivery systems for MTV and ESPN, but as the only fat pipeline into the home, with smart set-top converters enabling not just fast Web surfing but all sorts of video, software and communications services tied in part to the television set.

Allen is set on being in the top ranks

of MSOs. "He wants to be one of the top three operators," says one executive involved in the Charter deal. That would call for Allen to grow to more than 5 million subscribers, from the 2.4 million he'll have by combining Charter with the Marcus Cable Corp. operation he bought in May.

That would let him pass MediaOne Group Inc.—which, not incidentally, is considered by industry and Wall Street executives to be a prime takeover target.

Allen's initial entry into the cable market—the \$2.8 billion takeover of Marcus Cable—electrified the industry,



Paul Allen "wants to be one of the top three operators."

largely because the billionaire co-founder of Microsoft Corp. gave credence to recent technology boasts by MSO executives. That boost almost matched the credibility attached to Microsoft Corp.'s own \$1 billion investment in Comcast Corp. a year ago.

Allen's top dealmaker, William Savoy, who runs Allen's Vulean Ventures, denies that he has any specific size for

the company in mind. But he acknowledges that Allen will be "opportunistic" as potential system deals arise.

"We are very excited about this opportunity," Savoy says about Charter. "We're pleased to find an outstand-

Marcus executives: Move it or lose it

When Paul Allen cut his deal to buy Marcus Cable Corp. in April, employees celebrated over his repeated declarations that he wanted to keep the company's Dallas-based management team intact and use it as the core of a cable empire.



Jerry Kent

The enthusiasm didn't last long. Last Thursday's \$4.5 billion deal to buy Charter Communications Inc. calls for that operator's president, Jerry Kent, to run the combined operation out of Charter's St. Louis headquarters. That means Dallas will be at best a satellite office, and many of the 200 corporate employees will have to move or lose their jobs.

In the turf fights at systems and regions, suddenly Marcus Cable executives won't be calling the shots on how operations are consolidated; Kent will. "It's a wipeout," says one Marcus Cable executive who had been briefed on the plans. "I don't expect many to survive."

The problem stems in large part from Marcus Cable Chairman Jeff Marcus's agreement also to become chairman of Chancellor Broadcasting, the radio and TV station group controlled by Dallas-based LBO investor Hicks, Muse, Tate & Furst. Hicks Muse is an investor in Marcus Cable, and its chairman, Tom Hicks, is close to Marcus.

"When Jeff took the Chancellor job it was clear that Allen needed to do something," says one deal insider. "What they did here was pay both for systems and a management team."

The problem isn't simply that Allen will be axing so many people. That's almost always done when a company is sold. ("They're doing exactly what we've done to a dozen companies," says one Marcus Cable executive.) What's particularly irritating to Marcus Cable's people is the reversal of public and private assurances from Allen and his executives. The employees found out about the change in a meeting the afternoon before the deal was announced.

Marcus says that the Dallas reductions are an unfortunate side effect. "On the one hand, I am extremely pleased to be associated with my good friends at Charter; it of course saddens me to see the closing of the headquarters in Dallas.

"Those people who go on to St. Louis to work at merged companies will be a part of an exciting enterprise," Marcus says. "Those who don't will have my gratitude and my appreciation for all their hard work and effort."

Marcus notes that a slice of the proceeds already has been divided among Marcus Cable employees. "Fourteen millionaires were created, and others also shared generously."

Kent emphasizes that Charter is now doubling in size, creating plenty of opportunities for Marcus Cable's people. "I'll need Jeff's help in shepherding those people to St. Louis," he says.

—John M. Higgins

ing collection of assets." He adds that "this company was an ideal match for Paul Allen's strategy and a perfect match for Marcus."

The Charter deal wowed the market for another reason—its huge price. At \$4.5 billion, Allen is paying 14 times 1999 cash flow, 16 times running-rate cash and an enormous \$3,750 per subscriber. By comparison, the Marcus Cable deal was priced at \$2,300 per sub, and Tele-Communications Inc.'s sale to AT&T Corp. was just \$2,700 per sub. Already-lofty MSO stocks rallied on the news.

Two factors drove the pricing. First, Charter posts some of the strongest cash flow in the business, extracting \$270 per sub annually versus \$180-\$220 for many other MSOs. (Marcus does about \$200 in cash flow per sub.)

Also, Charter's subscriber growth is running about 4% annually, double the industry average.

"Its quality, solid management and the numbers prove that out," says Bear, Stearns & Co. media analyst Ray Katz.

The combined companies will be run by Charter executives, with president Jerry Kent becoming CEO of the combined operation. Charter Chairman Barry Babcock will serve as vice chairman, and Marcus Communications Corp. Chairman Jeff Marcus will be chairman. "Jerry's really running the show," says one executive involved in the deal.

Charter executives will take some cash out in the sale but will roll over the bulk of their personal investment into the new company, which has yet to be named. "Paul would like something that sounds 'technology,'" Kent said.

Allen, Savoy and Allen's top investment banker, NationsBank Montgomery Securities' Mike Yageman, first approached Charter executives about a deal last year. One snag was that Charter had just teamed with a fund controlled by Warburg Pincus to buy what is now MediaOne Group Inc.'s Minneapolis system for \$600 million. Charter was preparing to go public, largely to give its other investors some liquidity and let them lighten up on their holdings. Charter offered to cut Allen in on future system deals, but he wanted to build a company rather than simply invest.

But MediaOne reneged on the deal, leaving Charter free of obligations to Warburg Pincus. Armed with the Marcus Cable assets, Savoy came back three weeks ago.

While both Charter and Marcus Cable

Charter: Right place, right time

Charter Communications' Barry Babcock, Jerry Kent and Howard Wood have been midwives and brain trusters for two successful forays into the cable industry, buying cable systems when others were racing for the exits.

Fast forward to 1998, when the scene has flipped and billionaire Paul Allen is racing to get into cable. Once again, Charter and its management troika were in the right place at the right time, selling a 90-plus% interest in the MSO for a staggering \$3,750 per sub, or roughly 14 times projected 1999 cash flow.

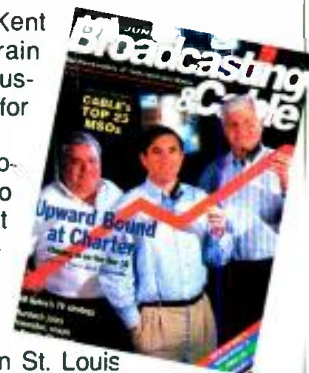
Charter's executive team has maintained roots in St. Louis since the beginning. Wood, who was heading Arthur Andersen & Co.'s St. Louis tax office, hired Kent out of college during the late '70s. They encountered Babcock, a former city attorney in Oklahoma City, when Babcock was a vice president at St. Louis-based Telcom Engineering. When Telcom founder Robert Brooks departed, Babcock brought in Wood; in 1982, they formed Cencom Cable. Kent joined the firm shortly thereafter.

In 1991, Cencom's institutional investors cashed in, selling the operation to Hallmark Cards Inc., which moved management to Dallas. The three executives, unwilling to relocate, remained in St. Louis and created Charter in 1992. Two years later, they bought back the Cencom properties, adding them to other systems they'd been acquiring. Ironically, Hallmark's decision to exit cable also gave birth to Marcus Cable.

So with a payday like the one they're getting from the Allen deal, why not cash out? Kent acknowledges that he thought about it.

"The money is nice, but I'm investing a big chunk of mine back in the company," says Kent, who celebrated his 42nd birthday last Friday. "We've now doubled in size. It's a great challenge to integrate the companies and execute Paul [Allen's] wired-world vision. That challenge is basically what keeps me going."

—Price Colman



have a heavy presence in the Southeast, the operations are not very tightly clustered. Both have systems in the fragmented Los Angeles market, but represent a relatively small portion of the total homes. Marcus Cable's biggest system is in Fort Worth, Tex.; Charter's is in St. Louis. They overlap most heavily in Alabama.

While neither company has been a leader in pursuing high-end digital and data cable services, they both have been upgrading their plants, with Marcus Cable expecting to have about 82% of its plant at the industry-standard 750 mhz capacity by the end of next year and Charter about 65%.

Allen isn't working on scarce major metro clusters yet. "It's obviously not about scale, it's more about scope," says Solomon Smith Barney media bond analyst Steve Schutzman. "He looks at this business the same way AT&T looks at

this business. The way Microsoft looks at this business is that they need access into the home. He knows there are three outlets on the wall: cable, telephone and electrical." Currently, only one of those is a fat data pipe.

The Charter deal is expected to take at least six months to close. Kent needs to figure out how to combine the operations, assessing which staffers to pull in from Marcus Cable's Dallas headquarters and what efficiencies can be found among the two companies' nearby systems.

Kent says he also may keep pursuing an IPO, not so much to raise cash as to let Allen court operators that don't want to incur the tax hit triggered by selling for cash.

"It's a possibility, because we understand that public currency may be helpful in acquiring other operators," Kent says.

"This company was an ideal match for Paul Allen's strategy and a perfect match for Marcus."

—William Savoy

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Fili-Krushel to head ABC TV

Replaces Padden; will also oversee entertainment, news

By Steve McClellan

Incoming ABC Television Network President Pat Fili-Krushel will face many of the challenges confronting new NBC Television Network President Randy Falco, including restructuring the relationship with affiliates and marketing the value of network TV to advertisers at a time of falling audience shares. Both were named to their posts last week, Fili-Krushel replacing Preston Padden and Falco replacing Neil Braun (see story, page 11).

Like NBC, ABC's talks with affiliates have been drawn out. There is no agreement in sight on such issues as program exclusivity, which in ABC's case is linked to discussions about affiliates helping to pay for NFL rights. The ABC affiliate board told ABC last week not to expect a contribution from stations soon because of an inability to come to terms. The network declined comment other than to say that talks will continue.

But Fili-Krushel faces additional



Pat Fili-Krushel is the first woman to head a Big 3 TV network.

challenges because the post she is assuming has broader responsibilities than when Padden held it. As head of the network, she'll have responsibility for both ABC Entertainment and ABC News, which up to this point had reported directly to ABC Inc. President Robert Iger. The broader post, a throwback to the way it was structured a

decade ago, decreases the number of direct reports to Iger.

Fili-Krushel will have a coordinating role with ABC Sports, but that division's head, Steve Bornstein, will continue to report directly to Iger. In addition, Fili-Krushel will inherit Padden's old responsibilities, including sales, affiliate relations, marketing and broadcast operations and engineering. She'll also oversee daytime (her job before last week's announcement) and late-night programming.

In her new post, Fili-Krushel is one of the highest-ranking women in the television business and the first woman to be appointed president of a Big 3 television network (see cover story, page 22).

Fili-Krushel joined ABC in 1993 as president of ABC Daytime, and the network has consistently finished first in the key women 18-49 demographic during her tenure.

Before joining ABC Fili-Krushel spent five years at Lifetime, overseeing all of the cable network's programming. She was at HBO for nine years prior to that, rising to vice president of business affairs and production. Before that she was at ABC from 1975 to 1979 in various positions, including program controller of ABC Sports. ■

Good DTV news from Chicago

By Glen Dickson

Tribune Broadcasting has released results of reception tests it conducted in Chicago this past spring, and the findings are encouraging: 92%, or 104 of 112 tested sites, had successful reception of DTV signals broadcast from the 103-story John Hancock Building in downtown Chicago. The good news extended to all 10 sites where Tribune tested indoor antenna reception.

Tribune's DTV findings contrast sharply with the Association for Maximum Service Television's test results from the Model HDTV Station in Washington, which indicate significant multipath interference problems in a major metropolitan area that may make indoor DTV reception unfeasible. According to Mike McKinnon, Tribune's director of station engineering, that's because Tribune used a transmitter site in the middle of a large city at the normal antenna height used for NTSC service, instead of

the 400-foot-high antenna used in the Model HDTV Station tests.

"What I'm using here is a much more normal TV operation," says McKinnon, who presented his results to the NAB, FCC and MSTV last week. "Who would build a TV station at 400 feet off the ground?"

The Tribune tests were conducted March 25-29 and May 13-23 under an experimental DTV license granted by the FCC. Tribune borrowed a 1,200-foot antenna held by noncommercial WYCC(TV) atop the Hancock Building and hooked a Harris 8-VSB digital exciter into WYCC's existing analog transmitter. It then used WYCC's ch. 20 NTSC frequency to broadcast a DTV signal during the station's off-air hours, midnight-6 a.m.

In doing so, Tribune was able to test the 8-VSB system using existing transmission equipment in a severe urban multipath environment—signals broadcast from the Hancock building are subject to

multipath interference from two taller buildings nearby, the Sears building to the west and the Amoco building to the east.

All eight sites that failed were outdoor sites close to the transmitter that experi-

enced severe multipath interference. These sites failed due to what McKinnon calls the "concrete canyon" effect caused by medium-height (5-15 story) apartment and office buildings that reflected or obstructed the DTV signal; the ghosts were exacerbated by the large depression angles from the transmitter. "NTSC reception is not available at those sites either," he says.

McKinnon acknowledges that successful indoor DTV reception often required significant adjustment of the antenna. But McKinnon thinks that the combination of directional antennas and improved adaptive equalizers in upcoming DTV receivers will solve most multipath problems. ■

TRIBUNE
BROADCASTING

Falco replaces Braun at NBC

New TV network president wants to continue dialogue with affiliates

By Steve McClellan

Randy Falco, the incoming president of the NBC Television Network, says job one is to forge a new and improved relationship with affiliates—work started by his predecessor, Neil Braun. Job two is to come up with a marketing plan that demonstrates to advertisers why network television in general and NBC in particular is worth a premium price at a time when audience share continues to erode.

NBC announced last week that Falco would replace Braun, effective Sept. 1. Last week, Braun submitted a bid (with the backing of Bank of America) for PolyGram Filmed Entertainment (PFE), the film and TV production company that is being spun off as part of Universal's acquisition of PolyGram Records. Braun's partner in the deal is television and film producer Marty Tudor.

The bid is one of several entrepreneurial opportunities that Braun is leaving NBC to pursue. PolyGram Film is expected to sell for \$400 million–\$700 million. Other bidders for PFE are said to include Paul Allen, who is buying cable system operator Charter Communications (see story, page 6); Chris Craft, the TV group owner that also owns 50% of UPN; Granada, and EMI. Among PolyGram's TV holdings is cable's Sundance Movie Channel.

Both NBC and Braun said his departure was a "mutual" decision—that Braun was not seeking a renewal of his contract and that the network was not offering one. Braun acknowledged that the fit between him and NBC was not the greatest, but he insisted last week he was not being forced out: "The hardest thing today is not to be perceived as having been pushed out. That is not what happened. Hopefully, the fact that I'm already making a firm formal bid for [PFE] demonstrates this is not something that was sprung on me."

Braun said that he approached Wright about leaving immediately after the upfront market. "I said [to Wright that] long term this isn't where I'm going to be, and I don't want you to walk into my office some day, so let's figure out a transition."

Braun said he decided that at age 45,

with his track record at several major media companies, it was time to "swing for the fences" in pursuit of an entrepreneurial endeavor. Initially, Braun said, his first idea was to make a bid for Nielsen Media Research, which just last month was spun off into a separate publicly traded company.

For the past four years at NBC, Braun has pushed Nielsen to make improvements in its service—as have the other major networks, many stations and cable networks. "The question is, is there an opportunity to run [NMR] differently, serve the industry better and make more money all at the same time? My strong instinct is that there is." Ultimately, however, Braun ruled out making a play for Nielsen because "the company wasn't for sale," and a hostile takeover was not a viable alternative.

Meanwhile, incoming president Falco says he "won't let the trail go cold," on talks with affiliates over the relationship with the network. He credited Braun with getting the dialogue started, even if Braun's proposed network/affiliate joint venture (which would phase out compensation over 10 years) never sees the light of day.

NBC affiliate board chairman Alan Frank was quoted in the *Wall Street Journal* last week as saying that it's "back to square one" on talks with the network. Falco says that's fine. "What's



NBC veteran Falco will lead the network.

more important is that Alan Frank is saying we're going to continue the discussions. A growing number of affiliates recognize that the relationship has to change and that we have to come up with a relationship where we're more interested in each other's success."

On the sales front, Larry Hoffner has been assigned the job (with the new title of chairman, NBC Sales Group) of marketing

the network to clients and the advertising community. Replacing Hoffner as head of sales for the network is Keith Turner, who had been senior vice president, Olympic and sports sales.

Falco is a 23-year NBC veteran who most recently was president of broadcast and network operations. He was credited by NBC President Bob Wright as being the "chief architect" of NBC's Olympic operations and will continue to serve as the chief operating officer of the division that will produce Olympics coverage five more times, through 2008.

John Eck, another longtime NBC/GEer, has been named to replace Falco as president of broadcast and network operations. For the past year, Eck has been NBC's chief quality officer, in charge of implementing QNBC, the network's version of GE's cost/management efficiency program, Six Sigma. Dennis Bianchi, CNBC's chief financial officer, replaces Eck.

For the Record

Redesign is a tricky art. Because of space constraints, making way for new features also means losing old ones. That happened with the June 15 issue of BROADCASTING & CABLE, when we dropped the "For the Record" section of FCC applications and included it as part of the pay tier on the BROADCASTING & CABLE Online Website.

Shortly thereafter, we began receiving complaints. We're happy to announce that beginning immediately, "For the Record" is available for free on the Website (www.broadcastingcable.com). There you'll find that we've given it a new name, "FCC Actions," and added some new features that we think you will enjoy—including regular updates and a searchable database.

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GM: On the TV road again

Company plans 'aggressive' return to ad market after settlement of strike

By Steve McClellan

Broadcasters gave a collective sigh of relief last week with the settlement of the General Motors strike. The key unanswered question is what percent of GM's almost \$280 million third-quarter broadcast television budget can be salvaged.

GM wasn't talking specifics last week, but the unofficial word filtering down to TV sales executives from media buyers is that the auto giant's August and September ad commitments, which were put on hold during the strike, will be restored intact. Sellers and buyers estimate the two-month total to be about \$200 million, spread among the broadcast networks, national spot and syndication.

According to Competitive Media Reporting, GM spent almost \$76 million for broadcast advertising in July 1997. Sales executives believe the auto maker had planned a similar budget for this July. But with the strike, between 80% and 90% (\$60 million-\$68 million) of GM's broadcast spending for the month was canceled, sources say.

Whether those dollars will get reexpressed as broadcast advertising remains unclear. A GM spokesman said last week the company was sorting that out and didn't yet have answers. But the spokesman confirmed that the company does plan an "aggressive" return to the ad spending marketplace "pretty quickly."

For local broadcasters, the stakes are high. GM is the biggest spender in the biggest category for local stations. Sales executives say car ads represent 25% to 35% of a station's sales, the single largest piece of business.

Sinclair Broadcast Group executives told analysts last week that it was lowering its broadcast cash-flow estimates for the third quarter by about \$8 million, in part because of the GM strike and the otherwise soft national spot market. Company President Barry Baker reportedly said that the new revised estimate assumes no GM money for the third quarter, although he also said it's likely there will be spending by the carmaker during the quarter. In addition, he told analysts that GM has begun reconfirming previous ad-spending commitments for the fourth quarter.

Big Wheel Keeps On Spending

General Motors broadcast ad spending, Jan.-April 1998
(\$ in millions)

Category	Jan.	% chg	Feb.	% chg	March	% chg	April	% chg
Network	\$82.8	+36%	\$48.4	+8%	\$88.2	+3%	\$88.0	+7%
National Spot	\$22.8	+28%	\$23.4	—	\$34.3	+12%	\$40.7	+38%
Syndication	\$12.5	+45%	\$11.0	+28%	\$11.8	+21.8%	\$11.8	+37%

Source: Competitive Media Reporting

While the third quarter is taking the brunt of the GM hit, the company started pulling ads selectively during the last week of June in the spot market, depending on the market and on what cars and trucks were or weren't available, sales executives say.

Network sales executives say that car ads account for about 12% to 14% of their business. GM has agreed to spend most if not all of the network money it held during the strike later

this year, sources say.

GM began opening its plants last week and was expected to be fully reopened by the end of this week. "We don't know what the new budgets are yet," said the sales head at one network-owned station group. "What we're hearing is that they are working furiously on campaigns and reassigning dollars. It will depend on their ability not only to manufacture but also to get the vehicles delivered to the dealers."

Networks sign on to SMART

Commit to 'good faith' talks on new rating service

By Steve McClellan

Statistical Research Inc. took a big step last week toward the start of a new national TV ratings service that would be rolled out in 2001 to compete with Nielsen Media Research.

SRI, which has been developing the SMART ratings service for the past several years, said last Friday that the four major networks and a handful of major advertising agencies had signed letters of intent to enter into "good faith" negotiations to become subscribers to the new national ratings service. The new service will cost \$100 million to roll out.

In addition to ABC, CBS, Fox and NBC, those signing the letters of intent include BBDO, Grey, Optimum Media, Starcom Media Services, TeleVest and TN Media. Reached last week, SRI President Gale Metzger said all but two of those letters were signed last week.

Metzger said he was reasonably con-

fident that he would get the backing needed to go forward with the new service. Formal negotiations with those signing the letters could be wrapped up by Nov. 1, he said. "But I've got some holes," he added, noting that no cable entities have committed to negotiating contracts yet. Talks are ongoing with a number of cable outlets, including four sponsors that have backed SMART in its research phase—ESPN, Discovery, Lifetime and USA. He's also talking with Viacom and Turner.

"There is genuinely nothing more important in the industry today as we move into the digital future than accurate audience measurement and the system that is going to be able to deal with the complexities of a digital world," says Giles Lundberg, Fox's senior VP, research. "I think SMART has developed a technique that can take us there."

"Clearly this has to be a full industry thing," Metzger says. "It can't be just part of the industry."

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Seventeen firms make pledge to EEO principles

Kennard urges others to do same even though FCC rules may not survive court challenge

By Chris McConnell

The FCC's equal employment opportunity (EEO) rules may not survive an ongoing court challenge, but broadcast and cable companies are lining up to abide by the spirit of the rules anyway.

Seventeen of the companies last week committed to abiding by "EEO principles" even if an appeals court pulls the plug on the FCC's rules, commission Chairman Bill Kennard said.

Companies taking the EEO pledge were: ABC, CBS, Cablevision Systems, Capstar Broadcasting, Chancellor Media Corp., Clear Channel Communications, Comcast Cable Communications, Cox Broadcasting, Fox, Jacor Communications, LIN Television, Media One, NBC, Tele-Communications Inc., Time Warn-

er, Tribune Broadcasting and USA Broadcasting.

"These companies know that reaching out and finding talented men and women of all colors to run their companies is good business and the right thing to do," Kennard said during a Washington speech to the National Association of Black Journalists. "I urge others to do the same."

The commission's EEO rules require broadcasters to establish and maintain programs aimed at recruiting minorities. In April, a three-judge

panel of the U.S. Court of Appeals in Washington said the requirements are unconstitutional after reviewing a challenge from the Lutheran Church. The rules remain in effect, however, while the FCC seeks a rehearing of the case.

The 17 broadcast and cable companies did not specifically commit to ongoing compliance with the FCC's current rules, which include a host of reporting requirements that have irked broadcasters in the past. But the firms say they will continue abiding by EEO principles.

In his speech last week, Kennard pointed to studies on minority portrayals in the media in arguing for retention of the EEO rules. He cited one North Carolina State University study that found local news painting a picture of blacks as "violent and threatening toward whites."

"We know that the background of a journalist reporting a story matters," Kennard told the journalism group. "The court's decision ignores the fundamental truth about the media: that reporting is done by people."



Kennard applauds the EEO efforts of 17 companies.

FCC readies license auctions

Expected to put finishing touches on rules for choosing among competing applicants

By Chris McConnell

FCC commissioners are getting ready to wrap up rules for auctioning unassigned radio and TV licenses.

At their open meeting this Thursday (Aug. 6), the commissioners will implement authority given the FCC by Congress to auction broadcast licenses for which it receives competing applications. The authority does not apply to the licenses that the commission already has assigned to TV stations for delivering digital television, but it will apply to new digital TV licenses that will become available after broadcasters return their analog channels to the government.



The authority also applies to analog TV and radio licenses for which the FCC has received competing applications.

The auctions will allow commissioners to clear the last of an application backlog that built up at the FCC after a 1993 court ruling struck down the comparative hearing criteria that regulators once used to choose license winners from among competing applications.

The commissioners originally considered creating a new set of comparative criteria to deal with a select group of about 20 applications that had progressed past the hearing stage when the court issued its decision to strike down the comparative criteria.

Last week, however, FCC officials

were doubtful that the commissioners will adopt a new set of comparative criteria. Several sources cited uncertainty that a new set of criteria would fare better in the courts than the previous system.

When the FCC first proposed its auction rules last November, some 1,328 radio and 462 TV applications remained at the FCC. Many of those applications, however, have since been dropped as the result of a flurry of settlement agreements earlier this year.

To encourage such settlements, FCC officials last year temporarily waived rules that limit the amount of money applicants can pay each other to drop competing applications. The resulting settlements covered licenses for about 50 new television stations plus 152 radio licenses and 610 radio construction permits.

Paxson makes cable connections

By Sara Brown

The pieces are falling into place for Paxson Communications Corp., which signed more cable distribution deals last week in a last-minute scramble to reach 80% or more of the U.S. by the time Pax Net, the company's new family programming network, launches on Aug. 31.

Last Monday (July 27), Paxson signed with TCA Cable TV, the nation's 15th-largest MSO (according to BROADCASTING & CABLE's ranking of the top 25 MSCs). The next day Paxson signed with Intermedia Partners, the nation's 10th-largest cable MSO. Together the deals add nearly 2 million subscribers to the network's potential audience, according to Paxson's senior vice president for investor relations, Seth Grossman.



The company also is in negotiations with Time Warner, the nation's second-largest MSO. Paxson already has a distribution agreement with TCI, the only company with more basic subscribers than Time Warner. The TCI deal added 4.5 million homes to Pax Net's reach and cost Paxson as much as \$27 million.

The deal with TCI also opened the door for Paxson to garner cable distribution elsewhere. Chairman Lowell "Bud" Paxson, the self-proclaimed "cable-friendliest man in America," has said that the same terms and conditions are available to all cable operators covering Paxson white areas (places not served by a broadcast affiliate). The company hopes to reach at least 10 million white-area subs by launch, Grossman says.

As is true for TCI (in a deal signed April 30), GE Americom (May 5) and Comcast (July 7), TCA, Intermedia—and, potentially, Time Warner—will receive a launch fee to carry the network. Paxson reportedly is paying about \$6 per subscriber for access to areas in which the company does not have a broadcast presence. ■

CLOSED CIRCUIT

BEHIND THE SCENES, BEFORE THE FACT

NEW YORK

Ball still in the air

As part of its football deal with affiliates, sources say, Fox has agreed to take a standstill position on several issues, including exclusivity and program repurposing, until network/affiliate agreements can be hammered out. If Fox violates the standstill position, station sources contend, the network would forfeit payments that affiliates have agreed to make to help pay for football. Network sources, however, offer a slightly different interpretation. Their view is that if the standstill is breached, affiliates have the right to renegotiate the just-concluded deal on football. The exclusivity issues and others, including future retransmission agreements and digital television applications, will be negotiated between Fox executives and a group of major Fox affiliate group operators.

CBS on move, part II

While no final decision has been made to move, company sources say it appears likely that CBS will be moving its news, sports and WCBS-TV production facilities out of The Broadcast Center on West 57th Street in New York and into more up-to-date, digital-friendly digs. One report had it last week that the CBS Sports production units would move to Universal Studio facilities in Orlando, Fla., where production costs generally are cheaper than in New York or Los Angeles. A company spokesperson declined to comment on specific rumors concerning the move, but did confirm that the network continues to look "at a number of options on where to house its production facilities, including remaining here," at New York's Broadcast Center.

MEMPHIS

Pressing the flesh

Judge Joe Brown is up for re-election this Thursday (Aug. 6) for his seat on the criminal court bench in Memphis's 30th judicial district. Brown, who will have his own syndicated courtroom series this fall,

says "a few straw polls have given me the lead overwhelmingly." But Brown says he isn't buying those polls and will be working the town all week in an effort to keep his daytime job. Worldvision's Judge Joe debuts Sept. 14 in syndication, and the show is cleared in more than 96% of the country. Brown says if he is re-elected he will have no ethical or time problems in holding down two courtrooms. "I've got eight years worth of vacation time—and when we tape the show, we do something like 10 episodes in one day," he says. Brown says he held his opponent, Shelby County, Tenn., assistant prosecutor Terry Harris, in contempt of court nearly five years ago during a trial, and Harris is still holding a grudge.

HOLLYWOOD

Tuesday for '60 Minutes'?

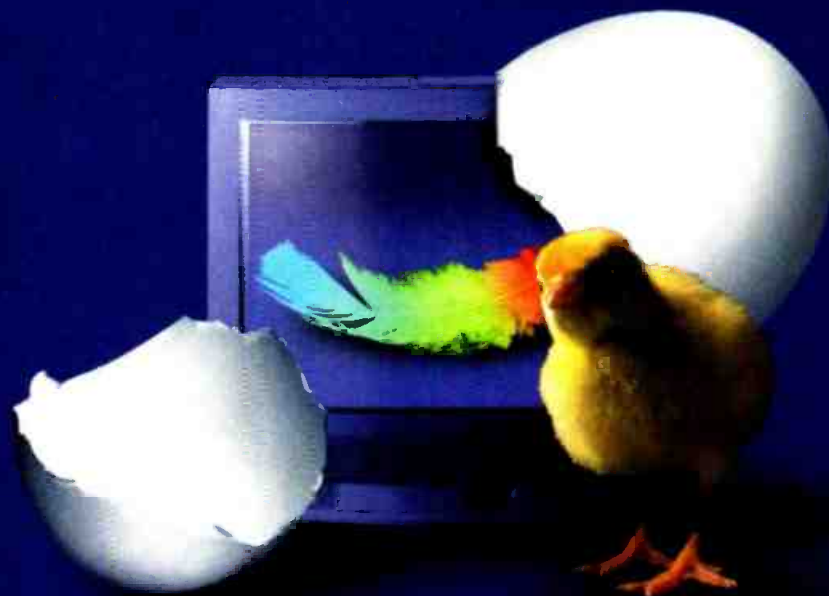
Tuesday night has emerged as a strong contender for the second *60 Minutes* that will debut next season. Currently, Tuesday is slated for movies, although CBS President Leslie Moonves said last week that the network might consider dropping either its Sunday or Tuesday movie night in favor of series programming. CBS's well-performing drama *JAG* is thought by some CBS executives to be a good lead-in to *60 Minutes*. That would leave one hour in the evening left to program, probably from the stock of midseason programs now in development. A CBS executive cautions that the network is still a month or so away from announcing a day and time for the second *60 Minutes* and that there are several nights under consideration.

First things first

Charter Communications President Jerry Kent may be a workaholic, but he has his priorities. In the midst of signing off on Paul Allen's \$4.5 billion acquisition of Charter, Kent called a personal time-out and took his kids, ages 8 and 5, to see the new Disney film, "The Parent Trap." Following the movie, Kent headed back to work to finish details of the deal.

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Lott lobbs 'stink bomb' into hearing

Majority leader warns cable that rising rates will receive congressional action

By Paige Albiniaik

The Senate's highest-ranking member paid a surprise visit to the cable industry last week, popping into a Senate Commerce Committee hearing on cable rates to get a few things off his chest.

"I want to make clear to the cable industry that you are playing with live fire here," said Senate Majority Leader Trent Lott (R-Miss.) "And if the rates continue to go up the way they've been going up in some areas, I think a major problem will erupt. We cannot have a situation where rates increase several percentages, because our constituents will raise Cain. And when they do, we will take action."

Lott said he stopped in at the hearing to "throw a little stink bomb, and I think I probably just did."

NCTA President Decker Anstrom said that Lott's appearance was enough to encourage cable operators to "exercise restraint" when the time comes for annual rate hikes.

TCI President Leo Hindery, Jr. and Cox President James Robbins were left defending their companies and industry before the panel. Hindery pointed out that TCI raised cable rates last year an average of 3.9%, when it could have raised them as much as 6.2% under FCC rules.

Robbins said that cable's investors are "dependent on a predictable regulatory environment" and that any reregulation might tip that balance on Wall Street.

Those facts did not seem to mollify the senators, who are looking for a way to encourage competition to cable and to force cable rates down before regulation of cable's upper programming tier expires on March 31, 1999.

Senate Commerce Committee Chairman John McCain (R-Ariz.), while decidedly unhappy about cable rates, still would prefer competition over reregulation: "In my judgment, we should not go down the path of tightening up or extending cable rate regulation."

McCain plans to introduce "pro-competition" legislation after Congress's August recess, he said. The legislation likely would expand the program-access law and allow satellite broadcasters to retransmit local broadcast signals in their

markets, said committee aide Pete Belvin.

The program-access law forbids companies that own both networks and systems from selling their programming on an exclusive basis. It also keeps companies from selling on an exclusive basis programming delivered via satellite.

McCain also plans to include in his upcoming bill a few other provisions to promote cable competition, but Belvin would not reveal details.



Trent Lott made a rare appearance to chastise cable at a Senate Commerce Committee hearing.

Sen. Ted Stevens (R-Alaska), chairman of the Appropriations Committee, already seemed to have made up his mind about the cable industry. "You all are taking us in a direction where we are going to be forced to reregulate you," Steve is said.

He also complained about the increases in his own cable bill. "We are paying more for more channels," Stevens said. "Why can't we cherry pick and pay for what we want to pay for?" ■

Tauzin, Markey team up to lower cable rates

Congressmen introduce bill to boost competition, give more power to local franchising authorities

By Paige Albiniaik

Rep. Billy Tauzin (R-La.) wants local communities to have a say in what their cable operator sells them and how much they pay for it, according to a long-awaited cable bill he unveiled last week.

Tauzin, chairman of the House Telecommunications Subcommittee, is looking for a way to force cable rates down while encouraging competition in monopoly markets before cable's upper programming tiers are deregulated on March 31, 1999—just eight months from now.

The bill he and Rep. Ed Markey (D-Mass.) introduced would give local franchise authorities the ability to decide whether cable operators are providing their communities with enough programming choices at low prices.

If the local authority found that the operator is not offering those choices, it could choose not to "certify" that operator with the FCC, allowing the FCC to continue regulating it. That review process would be repeated

annually until competition came to the market or until the cable operator satisfied the local franchising authority.

The bill also would expand the program-access law to include independent cable programmers—such as NBC, ABC, Fox and Viacom—none of which own cable operators. Independent programmers would be forbidden from selling programming exclusively to cable operators. Programmers that distribute their wares via fiber, such as regional sports networks, also would not be allowed to sign exclusive programming deals. Satellite broadcasters, however, still would be able to gain exclusive access to programming, such as DirecTV's deal with the NFL.

Finally, the bill would create what Tauzin referred to as a "skinny" basic tier that would include only local broadcast signals and government-required channels. That way, satellite broadcasters could offer potential subscribers a cable feed of local channels with upper programming tiers and pay per view delivered via satellite. It also would allow customers who want cable only

for the reception to receive a minimum of networks at a low price.

Unsurprisingly, the cable industry hates every aspect of the proposal. "The Tauzin/Markey regulatory scheme outlined [last week] will be an unwieldy, confusing, disruptive, bureaucratic nightmare—and will empower thousands of city councils to dictate TV program lineups," said National Cable Television Association President Decker Anstrom. "It's more government where less government is necessary."

"The number of unintended consequences in this bill is so large you can't even count them all," said Steve Effros, president of the Cable Telecommunications Association.

Effros also said that mandating a low-cost, stripped-down basic tier would result in cable programming becoming more expensive than ever. When cable subscribers pay for many networks—even ones they don't necessarily want—some networks end up supporting others.

Independent programmers feel that Tauzin's legislation would unfairly penalize them for rising cable rates, eliminating their ability to grow new networks by cutting exclusive deals.

"We remain concerned about the fact that we do not have market power now—and this will even further undermine our competitive disadvantage, since we don't have any ties to the MSOs," said one NBC source. NBC owns cable networks MSNBC and CNBC.

Tauzin responded that this was the same argument that programmers made in the early 1990s when he was working on program access.

"If producers think the way to make a profit in this field is to sign exclusive contracts and force people to buy their products even when they don't want them, that's not how free markets work," Tauzin said. "We want to give people a little more choice about what they are buying instead of having them held hostage."

Considering Tauzin and Markey's

legislative success with broadcast and cable-related issues in the past, cable lobbyists look at the bipartisan partnership of the two long-time members as particularly threatening.

All the congressional hullabaloo hasn't convinced the cable industry that reregulation is coming, but MSOs are likely to keep a low profile when it comes time to raise rates.

"This bill is really intended as a shot across the bow," says one cable source. "It's not intended to be legislation that Mr. Tauzin believes is in any shape to move forward to be acted into law."

Tauzin spokesman Ken Johnson agrees that the bill isn't in its final form yet, but says that Tauzin intends to push to move it, including holding hearings this fall.

But legislators seem to be biding their time until March 31, 1999.

"When the first double-digit rate increase is announced after regulation expires, all hell will break loose on Capitol Hill," Johnson says. ■



WASHINGTON WATCH

By Chris McConnell and Paige Albinak

DEMS fightin' words

House Commerce Committee Chairman Tom Bliley (R-Va.) still doesn't like the way the FCC handled its decision last year to allocate spectrum in the 28 ghz band to digital electronic messaging service (DEMS). DirecTV, which had plans of its own for the frequencies, challenged the decision because regulators made it without seeking public comment; Bliley later launched his own probe into the decision. FCC officials have said they took the unusual step of allocating spectrum without seeking public comment because they were seeking to prevent interference to U.S. military satellites. Last month the new set of commissioners reaffirmed the decision.

But Bliley remains unsatisfied with the com-



Bliley

mission's decision to keep the action closed to the public. Last week he wrote FCC Chairman Bill Kennard to say that the Commerce Committee review has uncovered little national security-related justification for keeping the procedure closed. Bliley said his review has uncovered e-mails to then-chairman Reed Hundt in which FCC officials said they would open the allocation to public comment if two companies involved in the allocation

did not sign off on a spectrum allocation agreement. Bliley asked Kennard for a detailed description of the DEMS decision-making process by today (Aug. 3).

No dice

La Nueva Radio Musical admits that it has no radio license but in April asked the FCC to let it keep transmitting its FM signal anyway. The New Haven, Conn., pirate broadcaster said it provides news and public service announcements to the city's Hispanic community and that its operation "was consistent" with FCC Chairman Bill Kennard's interest in exploring low-power radio. Regulators responded that La Nueva Radio Musical has no authority to broadcast and that it is notifying the

FCC Compliance and Information Bureau of the request. That bureau for months has been seeking to locate and shut down pirate stations.

Under the black flag

Other pirate broadcasters heard still more harsh words last week from commissioners addressing the California Broadcasters Association in Monterey, Calif. FCC Commissioner Susan Ness said that more than 200 unlicensed operators have been shut down during the past year.

Commissioner Michael Powell, meanwhile, sought to dispel the positive pirate portrayals presented in such films as 1990's "Pump Up the Volume." The film features Christian Slater as a heroic pirate broadcaster pursued by humorless FCC bureaucrats. "That, of course, is the fiction of pirate radio," Powell said. "The reality is that pirate operations can and frequently do stray into air traffic channels and other safety channels, putting lives and property at risk."

Kennard concerned about 'equivalency' spots

FCC chairman to poll TV broadcasters on intent to run ads on alcohol content

By Chris McConnell

Just when broadcasters thought one of their least favorite subjects had fallen off the Washington radar screen, distilled spirits ads are back on the minds of FCC officials.

FCC Chairman Bill Kennard says he wants to canvass the networks to find out how many stations plan to air a distilled spirits industry ad comparing the alcohol content of mixed drinks with that of beer and wine.

"I have always been of the view that voluntary industry restraint by the networks and television stations is the most effective response to the undesirable prospect of liquor ads on television," Kennard said last week. "I would be concerned if these 'equivalency' public service ads are a Trojan horse and nothing more than veiled commercials for liquor."

The spots cited by Kennard are 30-second messages sponsored by the Distilled Spirits Council of the United States (DISCUS).

The ads, which began airing on Washington's WJLA-TV late last month, take viewers through a crowded bar, pointing out that 12-ounce beers, five-ounce glasses of wines and mixed drinks with 1.5 ounces of alcohol all have the same amount of alcohol. "Part of drinking responsibly is knowing that alcohol is alcohol," the ads say, ending on a close-up of several distilled brands, including Jack Daniels, Black Label and Absolut.

The "equivalency" point is one the group has been making since 1996, when The Seagram Co. began running televised ads for its Chivas Regal scotch.

The reasoning has not won over most broadcasters. Seeking to prevent a backlash against beer and wine advertising and their industry in general, most broadcast organizations—including the networks—have refused to carry spots for distilled spirits.

But the industry stance did not stop former FCC chairman Reed Hundt from responding to the original Sea-

ing the refusal of most stations to air the spots.

Opponents of broadcast alcohol advertising have continued to push for FCC action. Most recently, in a July 27 letter, the Center for Science in the Public Interest's George Hacker wrote Kennard that spending on broadcast liquor ads has increased 621% since 1995.

"The steady increase suggests that further delay by the FCC in addressing issues raised by such advertising would be ill-advised," Hacker wrote.

Last week, several broadcast lobbyists expressed frustration with the prospect that the DISCUS spots may now bring renewed attention to an issue the industry thought it had put to rest. "It's very sensitive," says one industry source.

A DISCUS spokesperson says that the ads were part of the group's co-sponsorship of a Washington-area tennis tournament and were aimed at vacationing consumers rather than Washington policymakers. The spokesperson says that the spots are appearing only on WJLA-TV. ■



In its 30-second spots, DISCUS says alcohol is alcohol.

gram campaign by seeking unsuccessfully to launch a commission inquiry into televised liquor advertising. Kennard initially voiced an interest in picking up the issue but later let it lapse, cit-

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Woman's work still excludes top jobs

But BROADCASTING & CABLE survey finds many women poised to take their turn at the helm

By Elizabeth A. Rathbun

It's been a bad year for woman in TV.

Since last September, the industry's four most prominent and arguably most powerful women—Kay Koplovitz, Geraldine Laybourne, Margaret Loesch and Lucie Salhany—have lost their top jobs.

The departures were triggered by a variety of causes. Koplovitz, who headed USA Networks, couldn't work for her new corporate boss, Barry Diller. Likewise, there was no room for Margaret Loesch at Fox Kids after Haim Saban took over. After two frustrating years trying to expand Disney's cable programming, Laybourne called it quits. Salhany, who put UPN on the air, couldn't get along with her corporate parents.

Whatever the reasons, the moves depleted the industry of top-level women and underscored that men are still running the show in TV. BROADCASTING & CABLE's Top 25 Media

Groups are all headed by men (July 7, 1997). No woman leads a Top 25 TV Group (April 6). No woman sits atop any of the seven broadcast networks or a major cable programming company. And there's just one woman among the Top 25 operators—Margaret Walson of Service Electric Cable—at No. 25 (April 20).

"It's indefensible," Koplovitz says of the dearth of women at the top. "I was the only woman CEO for a very long time and now we have none. So we've retrogressed from one to none in 20 years."

Salhany expects opportunities for women to reach the top to get worse. The ongoing industry consolidation means there will be fewer top-level jobs and, when rare jobs do open up, they will likely be filled by other men. "They are just not comfortable with us," Salhany says of executive men. "It's horrible. It's scary. And no one wants to do anything about it."

"It's very easy to hire people who look like you and behave like you and

Ken Davies/Masterfile

golf with you and with whom you feel more comfortable," says Teri Dickerson, executive director of American Women in Radio and Television (AWRT).

The next wave

But broadcasting and cable's glass ceiling may shatter, and sooner rather than later, many women and men say. Given time and an increasingly competitive environment, it has to.

"It's a matter of time," says ABC Entertainment President Jamie Tarses. "My peers, male or female, don't think about gender. That's what I think is really exciting and we're moving in the right direction."

Although "one does feel there's a point of view missing" at the very top,

right-hand woman. Jan Peters, CEO of the broadband services arm at MediaOne, is the top woman cable operator.

Women run several cable channels. There's MTV President Judith McGrath; Disney Channel President Anne Sweeney; Food Network President Erica Gruen; Cartoon Network President Betty Cohen; American Movie Classics and Romance Classics President Kate McEnroe; Bravo Networks President Kathleen Dore, and Your Choice TV President Nancy Stover.

Among those in the top echelons of broadcasting are Lindy DeKoven, executive vice president, miniseries and motion pictures for television, NBC Entertainment; Susanne Daniels, executive vice president, program-

who are motivated and capable and I just don't see the train stopping," says Deborah McDermott, executive VP of operations for Young Broadcasting. And "as the ranks ... grow with women, the ranks of women in management will grow."

McDermott is especially heartened by the large number of women in sales, which is where broadcasters say most managers come from. "This is really a booming age approaching us for women in this business."

Financial expertise may be the key for women who want to break into the executive ranks. After all, the bottom line of the broadcasting business is the bottom line.

Tom Johnson, chairman/presi-



COHEN



MCGRATH



RILEY



BURKE



MCDERMOTT



WHITWORTH

"there's a really large group of aggressive, supersmart, very savvy 30-year-olds that are going to be the next wave," says David Grant, president of Fox Television Studios. And he's got three of them, he says: His three top executives (all executive vice presidents) are women.

The top women who have departed in the last year "leave behind a group of us ... who are very motivated by what they've accomplished," says Erica Gruen, president/CEO of E.W. Scripps Co.'s Food Network.

And that bench is deep and growing, according to an informal survey of TV networks, broadcast groups and cable operators. Patricia Fili-Krushel just last week became the top-ranking woman in network television, replacing Preston Padden as president of the ABC Television Network (see story, "Top of the Week"). Tarses enjoyed that status for a while, but dropped down a rung on the corporate ladder a year ago when Stu Bloomberg was installed as her boss.

Judith McHale is number two at Discovery Communications, a major cable programming; Debra Lee, at BET Holdings, is Chairman/CEO Bob Johnson's

mining, WB Television Network; Lana Corbi, president, network distribution, Fox Broadcasting Co., and Nancy Tellem, executive vice president, business affairs, CBS Entertainment.

There are scores of women other executive vice presidents, senior VPs and VPs. Women accounted for 34.9% of those employed broadcasting's top four job categories last year, the FCC says in a June report. And they accounted for 29.4% of cable's top employees, the report says. Most believe the percentages will continue to grow.

Many broadcasters agree that this will happen even though the U.S. Court of Appeals in April struck down the FCC's 27-year-old EEO rules that mandated the hiring the women and minorities by TV stations.

Over the years, the rules gave many women and minorities entree into broadcasting that they might not have had otherwise. And broadcasters say that recruiting and promoting women and minorities is instinctual now, at least on the station level. Indeed, several large companies have pledged to voluntarily adhere to the rules.

"Any good manager wants people

dent/CEO of Time Warner's CNN News Group, advises women to make sure they get business experience—by earning an MBA, for instance—to supplement their news background: "In order to succeed journalistically today, you've got to succeed financially too."

Johnson expects more women to be in higher-profile positions within five years. CNN currently claims two women among its 10 presidents.

More women are getting the necessary financial grounding. In 1973, only 3.5% of MBA graduates were women, says Pepperdine University professor Roy Adler. Last year, about 31% of MBA grads were, he says.

It generally takes 25 years of experience after earning an MBA for an executive to be considered for a top post, says Adler. Considering that, women are doing well, he says. In fact, "the evidence shows a lot of women are making it right through the glass ceiling."

Today, 15% of the top 20 executives at the 200 or so Fortune 500 companies he has studied are women, Adler says. That's up from 10% in 1994 and 4% in 1988. "This is terrific news for women. It says hard work pays off."

TV station general managers also

may have advantages when it's time to move up, because they run not just a programming center, but a profit center. "This is a great job for women. It is running a large operation, understanding every area of television," says Carole Black, president/general manager of KNBC(TV) Los Angeles.

But women seem to be attracted in greater numbers to the more creative sides of the business. That's "not the direct ways to the top," says Gail Evans, executive vice president of CNN/U.S. "The revenue-generators are the ones who tend to go toward the top."

The number of women running stations is on the rise. The National Association of Broadcasters counts 132 female general managers and 21 female station managers at the nation's some 1,600 commercial and non-commercial stations. That compares to 92 and 14, respectively, in 1995, the NAB says.

Using the 1989 BROADCASTING & CABLE YEARBOOK, researchers at Meredith College in North Carolina estimated that 64 of the 1,252 stations (5.1%) in 1988 were run by women. While social hurdles and company practices are at fault, prejudice is the main reason why women and minorities are virtually nonexistent at the top. That is the conclusion of the federal Glass Ceiling Commission, a bipartisan group that analyzed barriers to women and minorities and reported to



MITCHELL



KOPLOVITZ



LAURENCE



BECKER

the president in 1995.

Some women agree that prejudice is still out there. During one negotiation, TV-group builder Barbara Laurence, president of First Millennium Communications, was negotiating with a man who assumed, "'She's sweet—she must be stupid,'" she says. "The properties went up \$20 million in value in four years. How stupid is that?"

Koplovitz says that male CEOs are excluding women, but not necessarily discriminating against them. The problem is one of awareness, she says. "The CEOs in this business really need to look at their own companies." A corporation's responsibility is "to see that it prepares women to be among that [top] group. That's all we can ask. I don't believe in demand, but people need the opportunity, and they need enlightened leadership to get there."

Without that, "I am concerned about [women's] ability to rise to the very top."

Women need to speak up even though they fear retribution, she adds. "Women have to take initiative in this arena, too, and do it based on facts and not emotion."

Unlike the heyday of feminism, there is no political or economic pressure for change now, Koplovitz says. "The feeling is [that] the mood in Washington is that we are beyond this, but we're not."

"It's [going to take] a movement like the NAACP to come across and say, 'You guys aren't doing the right thing,'" says AWRT President Sandra Dorsey.

Government regulations are not the cure, says BET Holdings Inc.'s Chairman/CEO Robert L. Johnson, whose second-in-command is Debra Lee. "The government can't enforce [diversity]. This is not blatant" discrimination.

FCC Chairman William Kennard places the issue squarely in companies'

Women in B&C

Some 12% of those profiled on BROADCASTING & CABLE's "Fifth Estater" page between July 1992 and Sept. 1, 1997, were women. Of the 262 executives featured, 31 were women and 231 were men.

That's according to a study by Meredith College in Raleigh, N.C., compiled by students in a course, Women in Mass Communication.

Of the Fifth Estater subjects, 43% held the title of president or chief executive, while 30.5% were vice presidents. Of the men profiled, 44% were presidents, compared with 29% of women. Most of the women, 52%, were vice presidents, compared with 27% of men.

The report also found that men reported changing jobs seven times "before being in a position worthy of recognition in the Fifth Estater," while women underwent 10 job changes. Forty-seven percent of women held doctorate degrees, while just 18% of the men did, perhaps "an attempt by women to increase their power [on] an unlevel playing field." Women also were more likely

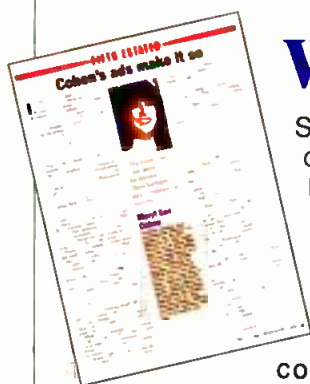
to be single, divorced and childless, perhaps to allow them to keep up with the "aggressive pace" of the business," the report says.

"The lack of representation of women in the Fifth Estater and the trade press in general is one part of the vicious circle. General managers do not read about women making decisions, students of broadcasting (which we know are primarily women) do not read about women making decisions and, somewhere in that information flow, the notion that women just don't make decisions in broadcasting and cable begins to grow. ... [I]t begins to fester," says the study.

"Even more disturbing is that the women who receive and received recognition by any trade press appeared to come from the ranks of on-air talent. What continues to be missing are women in decision-making roles at the corporate level."

The students write that BROADCASTING & CABLE could argue that "women just aren't there to recognize, and we would be hard-pressed not to agree."

The report notes "women have been slow to make inroads in the fields of broadcasting and cable. Only in the last 20 years has the presence of women been substantial enough to note as consistent."—Elizabeth A. Rathbun





LAYBOURNE

TARSES

laps. But "sometimes I question what [the companies] really are going to do about it. The bottom line is they're missing so much talent," he says.

Screen reflections

"There could and should be more women [in higher positions]," says Cathleen Creaney, senior vice president of A.H. Belo's Television Group. "God knows we're an important demographic to sell to."

In fact, women 18-54 are the important demographic, Creaney says. Most important to television advertisers, they make 80% of all consumer decisions, according to the nonprofit Center for Policy Alternatives.

The current dearth of women at the top in broadcasting and cable may affect the way society sees women. For example, about two-thirds of real-life mothers with children under the age of 6 work, while about one-third of TV moms do, the National Partnership for Women & Families (formerly the Women's Legal Defense Fund) said in a June report.

As a result, "the viewing public's being shortchanged," Salhany says. Viewers are seeing—and some are believing—unrealistic portrayals of women, she says.

Corporate culture "does show up on the screen," Gruen says. "You get better ideas, and you do get better-executed ideas" if people with different backgrounds work on shows. She says that because cable employees are more diverse than broadcasting employees, "you've got programs on cable that compete with broadcasting" for ratings now.

Different people at the top does mean different products, Tarses says. But "it has less to do with gender than with individual taste." As for diversity onscreen, that's a necessity. For example, ABC currently is looking to add more female-driven shows to balance its fall schedule, which has a lot of male leads, she says.

"That is a decision anybody in my job would be making at this point," she says. "It only advantages me and the company" to attract more viewers.

"To relate to [viewers] properly, you need diversity," says James C. Dowdle, executive VP of Tribune Co., which owns 18 television stations, 25% of the WB Television Network and 31% of cable's Food Network. Of the four people who report directly to him, none are women.

"I'm not satisfied with where we're at," Dowdle says. Still, Tribune has made "tremendous progress," he says:

It had no women station general managers four years ago, just two years ago and three today. That took "a concerted effort," Dowdle says, but "that's what you have to do. It just doesn't happen. If you leave it to its own devices, you have a good old boy's club."

"A woman's sensibility is actually necessary" in reaching the audience that Lifetime Television for Women wants, CEO Douglas McCormick says. Although Lifetime is co-owned by Hearst Corp. and Walt Disney Co., two-thirds of the cable channel's employees are women, as are those

Cable has more jobs for women, but not at the top

The younger cable industry has opened its doors to women in a way that the older broadcasting business never has, women cable executives say. Perhaps as a result, cable has an 11-point lead on broadcasting when it comes to the percentage of women in professional jobs.

But cable and broadcasting still count about the same number of women at the top, according to the FCC (see chart, page 27).

Some 20 years ago cable networks were willing to take risks and hire women. Then, "if you continued to do the job, you got promoted," says Gail Evans, executive vice president of CNN/U.S.

"You didn't have to have a rich or well-connected uncle to get into it," says Erica Gruen, president of the Food Network.

When Anne Sweeney, president of the Disney Channel and executive vice president of Disney/ABC Cable Networks, got into cable in 1981, it was a business of risk—and opportunity. "No one knew that cable would succeed. ... It just felt like endless opportunity," she says.

And that is "the type of atmosphere that women in general do well in," Gruen says. It allows for creativity and makes work a place where women can see their ideas "put into action in the absence of hierarchy."

As if to confirm Gruen's comments, Sweeney recalls, "I loved the idea that we could make it up as we went along."

Cable's underdog status and entrepreneurial approach attracted women, says Betty Cohen, president of Time Warner's Cartoon Network Inc. "Women have a real ability to pull things together, to make a lot out of a little, to quickly hire teams and get people working together."

The older industry of broadcasting has a "much more powerful corporate structure" that discourages that kind of approach, Evans says.

Still, it takes time to build a career and prepare for a top job, Gruen says. When that top job is won, women in meetings often find themselves the only female in a roomful of men.

BET Holdings Inc.'s Debra Lee received a lot of cheering from other women when she was promoted to president and chief operating officer nearly two and a half years ago. "It's still not considered commonplace," she says.

—Elizabeth A. Rathbun



EVANS



GRUEN

who hold titles of vice president and above. "We work very very hard and take this [issue] seriously," McCormick says.

(While some of the women interviewed for this article commented negatively on the fact that Lifetime is run by a man, McCormick counters: "It seems to be working here. ... Would someone have the same question if a woman became the president of ESPN?")

Perhaps they would. Radio-Television News Directors Association Chairman Lucy Himstedt Riley, news director of WSAF-TV Montgomery, Ala., says she wants "a good mix of men and women making decisions ... because yes, we [women] do view things differently." For example, she says that as a woman she pushes for a "more human element" to the news.

Men lack insight into women that a woman comes by naturally. Craney says. "They [men] can learn, but women would be a lot better able to tell you what's appealing to women," she says.

"A majority of [all TV] viewers, let's face it, are women. [That's] another little edge that can be brought" by a woman leader, KNBC's Black says.

By switching KNBC's news mix to



LEE



SALHANY

appeal to more women, the station boosted its newscasts to first place, Black says. That was done by toning down tabloid-type news and harsh graphics and running more balanced, "softer" stories. "Women love this, and the guys like it too," Black says. But "we can't have won every single newscast unless we've gained in women."

Hiring practices vary

Behind the scenes, Black doesn't go out of her way to hire or promote women. "Select the best person and about half of them are women in any kind of pool you have." Because of that, she finds it "baffling" that men still dominate at the top.

"We look to hire the best people, and a lot of times the best people are

women," BET's Johnson says. Other companies that lack women at the top are "missing out on talented people ... who appreciate business issues with, in some instances, a different style, a different attitude."

"My view of what makes a workplace is very broad," says Anne Sweeney, president of the Disney Channel and executive vice president of Disney/ABC Cable Networks. "I care that all voices are heard from and it not be [only] a woman's voice versus a man's voice."

"I probably enjoy seeing the success of women a lot, but in the end it's ideas that win the day," says Judy McGrath, president of Viacom-owned MTV, itself an entity of MTV Networks.

Pat Mitchell, president of Time Inc. Television-CNN Productions, takes a more proactive approach. "I do a lot [for women] every day, because I'm devoted to it. [But] I'm less interested now in shattering glass ceilings. ... We must make it easier for the women who are coming behind."

Women need help from men to do that, she says. "It's going to take enlightened men and men who care and believe in their abilities along the way," Mitchell says. "Women still need a little bit of a boost. ... Sometimes that means

Consolidation makes life tougher for women owners

In the less than two years she has been owner/general manager of KTAB-TV Abilene, Tex., Diane Sutter says that consolidation has made it harder for entrepreneurs—male or female—to buy their own stations.

"Increasingly, the business can be done around a card table"—one that is usually crowded by men, says Sutter, president of ShootingStar Inc. and a former president of American Women in Radio and Television, a nonprofit professional organization. As the triangle at the top gets even narrower, the men there get even less of an opportunity to interact with women, with whom they are not comfortable doing business in the first place, she says. That makes station buying "a difficult process for anyone [and] increasingly difficult for a woman," Sutter says.

Sutter bought her station from the company she was working for. As president of Shamrock Television, her job was to divest the company's two TV stations. That job was "graduate school" for the process that followed, she says. The major investment banker she hired—"a very large and prominent bank that does a lot of broadcast lending—had never had a female client before."

Luckily she had built relationships with lenders and investors "when I didn't need the money." Now that she did, they were responsive and Sutter is "aggressively seeking more" stations to buy.

"Women face significant barriers to ownership of media companies," American Women in Radio and Television Inc. says on its World Wide Web site. Women own only 1.9% of TV stations, AWRT says, quoting the 1987 U.S. Census. And despite FCC Chairman William Kennard's stated intention to encourage more minority and women station owners, AWRT officials worry that women are an afterthought to that pledge.

AWRT wants the FCC to collect data on the gender of the owners of broadcast licensees and to level the playing field for women who want to be involved in station ownership. Without help, like a tax credit, "no incentive exists to increase female ownership," AWRT says.

But "it is not impossible, obviously. I'm sitting here ... but it is difficult," Sutter says. The Los Angeles-based owner/GM spent just 54 days at home last year. But "if that's what it takes to get the deal done, I'm going to do it." She understands why few women venture into ownership: "You have to put it all on the line and take enormous risks, and there are a lot of women who are not in the position to take those kind of risks."

More women should buy stations despite the risks, she says. "The way we do things has to change. ... What got us where we are will not get us where we're going."

—Elizabeth A. Rathbun

reaching out beyond the Rolodex."

"People need people to open those doors," Laurence says. "I like working with men. But I don't like working with men to the exclusion of women."

"We talk about [how to hire more women] all the time," says Creany of Belo, which owns 17 TV stations and has two women general managers. "We have to have an employee base from bottom to top that reflects society, our viewers and our customers."

While Betty Cohen, president of Time Warner's Cartoon Network Inc., "always keep[s] an eye out for the mix that I have"—six of 15 (40%) of Cartoon Network's top executives are women—"the bigger determinant [for hiring] is not gender, but how much they know and love cartoons," she says.

Walt Disney Co.-owned ABC uses specific programs to create more opportunities for women, says ABC Inc. President Robert A. Iger. Besides an informal mentoring program, the network sends 20 women managers a year through a career development program.

Consolidation actually may encourage diversity, according to Grant. Consolidation breeds intense competition, and businesses that want to stay ahead need all the talent they can get, in whatever form it takes. "They can ill afford to be clubby about the people they hire," he says.

In the meantime, "women need to take our end of the responsibility on this. We have to break the ceiling and learn how to blend with the culture better," says Judy Girard, former head of



SWEENEY



LOESCH

programming for NBC O&Os and Lifetime Television and now a consultant for Home & Garden TV. "It's a cop-out to say there's an old-boy network at senior levels," she contends.

Family presses in

Unfortunately, rather than sticking around to blend in—and gradually alter—that culture, some women opt out. Why? In some cases, the answer includes such broad social issues as child care, male and female roles at home and companies' roles in helping their employees juggle personal as well as work responsibilities.

"You have [family] responsibilities in your life as a woman that are different than a man's," Girard says, "and I don't think corporate culture recognizes that." Girard, who does not have children, acknowledges that that's "made a huge difference in my career. Those questions didn't come up."

Studies show that men aren't pitching in at home at the rate that women are. And society doesn't make it any

easier. "The country as a whole has a very backward attitude toward working mothers," Gruen says. "People are left to their own devices in a way that's not true in other parts of the world." Gruen's answer is a lot of planning and "no frittering," she says.

"It is tough at the top," says WICT President Sharon Becker, who is president of TCI Communications Inc.'s Northwest division. "And that's not necessarily a male/female thing. It's like dealing with a bunch of piranhas."

"It takes a certain kind of person rather than a certain kind of sex" to perform the industry's high-powered jobs, says Wendy Walker Whitworth, senior vice president of CNN and senior executive producer of *Larry King Live*. "It's a very high-energy job. It's just totally relentless." So high-energy that she keeps a computer on the vanity in her bathroom so she can check in with the office while she's getting dressed. And so relentless that she was back at work five weeks after the recent birth of her second child.

McDermott once refused a Caesarean section because she wanted to get back to work within four weeks. "I was so excited about this new job," she says.

"You're always going to feel guilty" about juggling work and family, she says. But she figures, "If I'm happy in my work, I'm going to be a better mom."

Some women are drawing the line. Kelly Edwards, vice president of comedy development at Viacom/Chris Craft-owned UPN, told network entertainment President Tom Nunan that she wasn't available for breakfasts, dinners or "showcases."

Under her new contract, Karey Burke, senior vice president of prime time series at NBC Entertainment, works four weekdays at NBC and the fifth at home so she can spend more time with her daughter. "Working women have very difficult choices to make, and it is harder for us," Burke says. Working at home is "one solution to the problem. Women who love their jobs don't want to have to make the choice."

The pressure on corporate executives "must be terrible," CNN's Evans says. And "it takes a certain kind of person to be OK with that. ... I don't know why some of the guys hang on forever."

Laurence, for one, is certain that they won't. "The old boys' club is getting very old and tired, and they're going to old themselves into obscurity, one hopes."

The FCC's version: percentage of women in broadcasting and cable jobs

BROADCASTING

Year	Official/managerial	Professional	Technical	Sales	Office/clerical	Total
1997	35.6	35.9	15.2	54.1	87.3	41.0
1996	35.4	35.2	14.9	53.3	88.2	40.8
1995	35.5	34.5	14.5	53.0	88.2	40.7
1994	34.9	33.3	14.2	51.4	88.2	39.9
1993	33.9	33.1	13.9	51.6	89.1	39.6

CABLE

Year	Official/managerial	Professional	Technical	Sales	Office/clerical	Total
1997	36.0	46.9	7.7	45.0	83.6	42.0
1996	35.9	47.8	8.1	44.2	84.2	41.7
1995	35.9	47.4	7.6	47.1	84.7	41.9
1994	35.6	47.9	7.9	46.8	85.5	41.7
1993	35.9	47.5	8.4	47.2	86.3	41.6

Officials and managers are defined as presidents and other corporate officers, general and station managers, news and research directors and production managers. Professionals include on-air personnel, producers, writers, editors, researchers, designers, publicists and senior staff assistants.

Source: FCC's 1997 Broadcast and Cable Employment Report, June 23

WB, UPN pitch their plans

Present divergent strategies for success to TV critics

By Michael Stroud

UPN and The WB each portrayed itself to TV critics in Pasadena as the emerging network with the best plan and prospects for the coming season. Which portrait is most accurate? Only time and Nielsen will tell. Either way, it won't be hard to distinguish between the networks.

Their respective chiefs outlined their dramatically different approaches at press tour presentations last week, according to transcripts from the proceedings.

WB chief Jamie Kellner argued that his network's focus on a high school and college-age audience—an audience relatively underserved by the Big Four—gives it a clear, marketable identity at a time when consumers are overwhelmed by dozens of indistinguishable TV networks. "If you don't focus yourself down to specific groups of people, I think you become unimportant to any group of people," he said. With The WB's focus, he argued, "we feel comfortable that we will be the fifth network."

UPN chief Dean Valentine in his remarks said that "Any broadcast network that adopts a narrowcast model is ultimately doomed to failure," arguing that even the largest networks are undercutting themselves by focusing on certain age groups, such as urban singles, rather than by appealing to the largest possible audience.

The upcoming season should prove a test bed for the strategies, with both networks expanding to five nights of programming and pumping tens of millions of dollars more into programming.

The WB is coming off its best season ever, with impressive showings from new shows *Dawson's Creek*, *Buffy the Vampire Slayer* and 7th



UPN looks to steer a course through Middle American with shows like 'Love Boat.'

"If you don't focus yourself down to specific groups of people, I think you become unimportant to any group of people."

—Jamie Kellner



Heaven that helped it attract \$300 million from advertisers at last spring's advertising upfronts, roughly twice the year-earlier figure. The shows, tailored to a largely teenage audience, helped the network's audience grow about 25% last season, to an average viewership of 4.5 million people a night.

While teenagers form its core audience, WB officials maintain that 18-49-year-olds also are attracted to *Buffy* and other prime time shows. The network also has targeted African-American audiences with some of its shows. The network is banking on *Felicity*, a drama about a young woman's adjustment to life at a New York college, to build on last season's successes.

If the strategy of starting young and slowly expanding its base sounds vague-

ly familiar, it's because Kellner, programming chief Garth Ancier and other top WB executives cut their teeth at Fox—another network accused of narrowcasting in its early years. "For the moment, WB has a better demographic going for it," said analyst Harold Vogel of Cowen & Co. "UPN has its work cut out for it."

UPN had a rougher season in 1997-98. Last season, the network's viewership dropped 10%, to about 4 million on an average night. That translated to an advertising upfront last spring that was roughly flat, at \$135 million—\$140 million.

In fairness, most of that season preceded Valentine's arrival less than a year ago. If the first original programming of his tenure is any indication, Valentine's course could prove a successful one. *Love Boat: The Next Generation*—launched April 13—recorded the best numbers for a premiere on the network in more than three years.

Love Boat typifies the more mainstream fare that Valentine feels will attract an audience. In October, the network is launching Tuesday-night drama *Mercy Point*, described as "ER in space," which UPN hopes will effectively counterprogram comedy lineups on NBC and ABC. *Legacy*, a Civil War-era drama, and the second season of the new *Love Boat* also are steering a course for the mainstream. Most network television "abandons the adult audience and the family audience" in favor of people living in Manhattan or Brentwood, Valentine told critics. "We want to reverse that trend."

UPN wants to beat the other networks, but not necessarily to join them. Valentine appeared to discount speculation that Viacom might be looking to buy another entertainment asset and combine it with UPN, telling the critics that it makes "more sense [for Viacom] to start from scratch rather than pay \$18 billion for what has been described in the press as a declining asset." ■

CBS can't Capitol-ize on story

News crew in Capitol on day of gunman's attack couldn't get by security

By Dan Trigoboff

Being in the right place at the right time wasn't enough for CBS News.

The network had a crew at the Capitol building in Washington working on another story July 24 when the shooting began. And although CBS was able to break into programming about the same time as other networks with an initial bulletin, security within the Capitol building prevented the CBS crew from reaching House or Senate galleries, where it would have transmitted its video. As a result, affiliates and CBS O&Os were left to use video from CNN. "We were just unlucky," says CBS News spokesperson Sandy Genelius.

Executives from many of those stations were on the phone with network officials last week, seeking an explanation. The network was bothered by comparisons last week between the Capitol shootings and its slow start a year ago in covering the car crash that killed Princess Diana. Network executives noted that CBS admitted problems regarding the

Diana coverage and made changes. The shootings were reported in a timely fashion, they said, but the stalled video was simply beyond its control.

Alan Bell, president of Freedom Communications, which owns several CBS affiliates, says the talks with the network were "not contentious. They

"I believe senior management at CBS is as pained as we are over what happened."

Alan Bell, president, Freedom Communications

have a rational explanation and I believe senior management at CBS is as pained as we are over what happened."

CNN experienced its own frustration when a crew was stalled from getting out of the Capitol. However, Washington-based director of news coverage John Towriss says the network was hooked up to transmission

facilities at the galleries and was able to provide live shots outside the Capitol by shooting video from windows. CNN had a crew outside the Capitol that was reporting a business story. Towriss concedes that CNN had luck on its side in reporting the story. "We don't always have a camera crew there," he says. "In fact, we're probably not as good as other networks in keeping camera crews on Capitol Hill."

CNN also was plagued by a caller who got by screeners by pretending to be a hospital official but blurted out references to radio shock jock Howard Stern.

Business network CNBC has been credited with the first on-scene reports of the shootings. Washington correspondent John Hampton was preparing for a live piece about airline pricing and Department of Transportation rules. "The shots were fired during a commercial break," says Hampton, who covered crime as a local reporter years ago. "[Network headquarters at] Fort Lee [N.J.] just tossed it to me, and we were able to get it right on the air." ■

Ups and downs for Sinclair earnings

Television group posts solid second quarter results but predicts soft third

By Steve McClellan

When it released its earnings for the second quarter last Tuesday, Sinclair cautioned that broadcast cash flow for the third quarter may be down. The reasons: the weak national spot TV market and the General Motors strike, coupled with higher expenses for pricey sitcoms like the syndicated *Friends* and the loss of two Fox affiliates in Norfolk and Raleigh.

The company said it is revising its estimate for third-quarter broadcast cash flow down by \$8 million, to roughly \$88 million, analysts said.

But Sinclair officials then spent about 90 minutes with media analysts trying to persuade them that the soft third quarter would be, at least in Sinclair's case, an aberration in what should be a rosy year and a half.

The pitch appeared to hit its mark.

By midday Wednesday, the company's stock price jumped 4-5/16, to 27-5/16, after dropping to a low of \$22.50 the previous day when earnings were announced.

Helping Sinclair's cause was the fact that the GM strike was settled shortly before the meeting with analysts. Sinclair executives noted that the third-quarter projections assumed no advertising by the auto giant during the quarter. With the strike settled and with assembly lines tooling up for manufacturing again as early as this week, GM advertising is expected to begin flowing again soon.

Sinclair's second-quarter numbers were solid: a 27.5% gain in total revenue to \$167.5 million and a 32% broadcast cash flow gain to \$82.7 million. Much of that was due to acquisitions. On a pro-forma basis, revenue was up 6.2% and broadcast

cash flow was up 7%, largely the result of local sales growth, WB compensation payments and "another successful quarter of cost containment."

For the first six months, Sinclair reported revenue of \$291.4 million, up 21.6%, with a 26.1% gain in broadcast cash flow, to \$133.1 million. The company narrowed its net loss to \$4.1 million for the six-month period, from a \$5.8 million loss for the first half of 1997.

The company's stock boost also was helped last week when three leading Wall Street firms, Morgan Stanley, Bear Stearns and Lehman Bros., issued buy recommendations.

Reiterating his previous buy recommendation, Bear Stearns analyst Victor Miller estimated that Sinclair will generate \$416 million in pro-forma broadcast cash flow this year and \$456 million in 1999, which should push the stock up to \$32.50. ■



GET WITH THE PROGRAM

By Michael Stroud and Joe Schlosser

WB's promotional punch

The WB's new drama, *Felicity*, will get a high-powered promotional push from Madonna's next single. The network will use "Power of Good-bye" in promos for the new drama, which debuts in late September. The song will be featured in theatrical trailers, in TV spots and on radio after the single ships Aug. 25. The deal represents the first time that Madonna has lent her name to a TV project, The WB says. The network also is teaming with *Seventeen* magazine to present the special *Seventeen: The Faces for Fall* on Tuesday, Sept. 8, at 9 p.m. The show will be hosted by WB stars Shannen Doherty and Josh Jackson (of *Dawson's Creek*).

And now for something completely different

TV critics bemoaning the sameness in the networks' fall offerings at the summer press tour couldn't raise that complaint about UPN's *The Secret Diary of Desmond Pfeiffer*. Set in the Lincoln White House, the comedy features the president as a closet pedophile and his wife as a deranged nymphomaniac. Asked whether the show planned to continue to offer that kind of "brilliant political satire," UPN chief Dean Valentine replied, simply, "yes"—and wisely left it at that. To further differentiate themselves, Valentine

& Co. are launching their fall lineup the week of Oct. 4, after the dust has settled somewhat from the Big Four's mostly September launches.

Saving money on Private Ryan

ABC could end up saving quite a bit on the broadcast rights for "Saving Private Ryan" through a larger deal it has reached with DreamWorks SKG. Under the deal, ABC gets broadcast rights to "Private Ryan" in exchange for a fee (to be determined by the film's gross box office) and the network's agreement to carry a slate of other DreamWorks SKG films for no less than \$5 million each. Sources say that under the deal ABC may pay less than the \$17.5 million CBS reportedly is paying for "The Mask of Zorro."

Their address is now CBS

CBs Television President Leslie Moonves is quietly reshaping the network's drama department with new executives—some of them people he worked with during his years as Warner Bros. Television chief—as he seeks to bolster original production at the network. In programming, he has named former Warner Bros. executive David Zucker as vice president of drama development. Zucker will report to drama chief Nancy Tassler, another Warner Bros. veteran. In production, Moonves has brought in former Fox drama execu-

tive Jeff Eckerle as his drama vice president, reporting to CBS Productions President Nancy Tellem. Yes, she's a Warner Bros. alumnus.

'Voltron' lives

World Events Productions is bringing back the animated series *Voltron*



for fall 1999. *Voltron: The Third Dimension* has been cleared in more than 90% of the U.S. Stations include WPIX(TV) New York, WFLD(TV) Chicago and KTTV(TV) Los Angeles.

'Melrose' places

Seeing to recharge *Melrose Place*'s sagging ratings, Fox gave the show a relaunch on Monday, July 27—the first original episode for the series launched in mid-summer since the show debuted in July 1992. The series responded by winning its time slot between 8 p.m. and 9 p.m., scoring Nielsen ratings 79% higher than Fox's summer average for the time period. A repeat of *Ally*

McBeal also was lifted by *Melrose*'s improved performance, scoring its best numbers in seven weeks.

Prijatel upped at KW

Donald F. Prijatel has been named president of advertising and promotion at King World Productions. Prijatel, who formerly was senior vice president of advertising and promotion, has been with King World since 1989.

Let's make a show

Buena Vista Television executives taped a pilot last week for a new version of game show *Let's Make A Deal*. Former talk show host Gordon Elliott is taking over for Monty Hall as the show's host. Buena Vista executives are mulling a possible syndication rollout for fall 1999. The show likely will be a one-hour strip.

Lunden calling

Telepictures Productions will tape a pilot for its announced talk show with Joan Lunden later this month in New York. The longtime *Good Morning America* anchor's show is scheduled for fall 1999.

'Extra' addition

Barry Levine has been named managing editor of Warner Bros.' syndicated news magazine *Extra*'s New York City bureau. Levine formerly was managing editor at King World's recently canceled *American Journal*.

Seiffert upped at Twentieth

Alan Seiffert has been named vice president of business and legal affairs at Twentieth Television. Seiffert formerly was director of business and legal affairs at FX Networks.

Litton scores a 10

South Carolina-based syndicator celebrates 10th anniversary with most-ever shows in first run

By Joe Schlosser

With two new syndicated series coming to broadcast stations this fall, Litton Syndications will celebrate its 10th year in the industry with the most shows on the air in the company's history.

A new children's daily series with characters created by comedian Jonathan Winters and a weekly half-hour action series that is FCC-friendly will be added to Litton's four other syndicated series that are returning in 1998.

Back in 1988, Litton President Dave Morgan gave up his lucrative sales position with Katz Media in Washington to pursue a longtime dream of starting his own syndication company.

Morgan drew up a business plan; compiled all the contacts he had made in television, radio and advertising, and got in the car with his wife and newborn baby, headed for the unknown.

Today, Morgan is president of a multimillion dollar distribution company based in tiny Sullivan's Island, S.C.

"When I was 15, I didn't know much, but I knew that I wanted to work on my own and that I wanted to be in television," Morgan says. "That's why I had so many jobs. At Katz, they used to call me Alex P. Keaton."

Morgan started his first year away from Katz driving around the Southeast, talking with college athletic departments about possible broadcast deals. He quickly signed a number of colleges to TV deals—schools like Virginia Tech, The Citadel and East Carolina University. Morgan put together a broadcast package of six basketball and six football games that resulted in \$700,000 in advertising revenue that year alone.

"I was off and running," says Morgan, who christened his company after his wife's maiden name. "It was as though it was supposed to happen.

Things began to fall into place."

In 1990, Morgan teamed with former Metromedia President Bob Bennett and began syndicating a number of national projects. *Zoolife with Jack Hanna*, *The Star Kids Challenge* from Universal Studios Hollywood and the action series *Extremists* were some of Litton's first projects. Morgan proceeded to open regional sales offices in New York, Los Angeles, St. Louis and Atlanta.

"*The Rosie O'Donnell's*, the *Jerry Springer's* and *Friends* are going to happen in syndication, and everyone is going to try and copy that," he says. "We don't do that. What we are very good at is finding what will or will not work and following up on that."

This fall, Litton's syndicated fare consists of a number of new shows and a few returning programs. Morgan's longstanding friendship with animal expert Jack Hanna continues to thrive and Litton will bring *Jack Hanna's Animal Adventures* back for a fifth season. Five years ago, Morgan changed the name of Hanna's show and now Litton executives are thinking about putting Hanna on the air every day as a strip. The FCC-friendly program is cleared in more than

90% of the country for fall.

This fall Litton is rolling out *Bloopy's Buddies*, a new FCC-friendly series based on characters created by comedian Jonathan Winters. The characters teach children about safety, health and fitness. Litton also is distrib-

uting another new children's series, *Critter Gitters*, for 1998. Morgan says the half-hour weekly series is best summarized as "Saved by the Bell meets

Wild Kingdom." Coming back for a second season is *Algo's Factory*, a science adventure half-hour series that airs weekly. The show is a mixture of animation, live action and comedy.

On the comedy side, Litton is distributing two programs this fall, including *Almost Live!*, a sketch comedy series

that has been on the air for 14 years and is produced at Seattle's King-5 Studios.

And Litton continues to sell stations different versions of the game show *Know It Alls*. Morgan and the late Brandon Tartikoff designed the show together in the early '80s. There are currently five different versions of *Know It Alls* on the air, tailored to different cities: *That's Atlanta* in Atlanta, for instance, and in Indianapolis, *Hoosier Know It Alls*.

Morgan recently struck a deal with cable network Fit TV for a health and fitness series entitled *Bill Frank's Forever Young*. The series with fitness expert Frank will debut this fall.

Litton Syndications still is owned entirely by Morgan, who says he has never had to leverage any of the company to get a show on the air or produced. He also says the company is looking to expand into a number of different arenas and has a handful of projects in development for 1999.

"We can get stuff on the air," he says. "I think we have established ourselves, and we are big enough that we fill niches the major [studios] can't and won't touch. We'll continue to do that." ■



The FCC-friendly 'Bloopy's Buddies' is based on characters created by Jonathan Winters.



STATION BREAK

By Dan Trigoboff

Every car a star

After three years of effort that included threatened legal action against Connecticut State

↓ SOUTH LIVE 95 LIVE NORTH ↑



Roadside assistance for commuters.

Police, New Haven ABC affiliate WTNH-TV will get to use federally placed but state-supervised traffic cameras on Interstate 95.

Under a new partnership with the police and the Connecticut Department of Transportation, News Channel 8's Traffic Cam will offer Southern Connecticut commuters live shots, shown primarily during rush hours, on Good Morning Connecticut from 5-7 a.m. and on the news at 5 and 6 p.m. The channel eventually plans to Webcast live on www.WTNH.com.

News director Billy Otwell said his station had to battle for access to the roadside scanners—at one point contacting the governor's office.

Now, ironically, other Connecticut stations will be able to team up with the state to offer the roadside views of traffic and weather conditions. "This is a huge public resource," Otwell said.

Eureka, an LMA

Miller Broadcasting Co. has entered into a limited marketing agreement with The Ackerley Group for operation of Eureka, Calif., CBS affiliate KVIQ(TV). The Ackerley Group, which owns or operates nine TV stations, including KCBA(TV) Salinas, Calif., will provide sales, management and marketing. Jeanne Buheit, former KCBA program director and a Eureka native, was named station manager. Pattison Christensen, a part-owner of the station, will continue as general manager.

Inference of interference

In Houston, TV news directors and police sat down in late July to iron out difficulties regarding TV news helicopters in crisis situations. The meeting was sought by local police, apparently dissatisfied with local TV practices. It followed an incident in which a suspect was shot and killed following a police standoff. The Houston *Chronicle* reported that some police at the scene believed that the man—who may have killed his wife prior to the standoff but was calm during negotiations for the release of his daughters—became angry about broadcast reports of police taking strategic positions, leading to a fatal confrontation. The children were unhurt. In earlier incidents, helicopters reportedly failed to back off during a standoff following a robbery and

created wind disturbance for police.

Houston police said that the meeting had been scheduled before the fatal shooting and that all attendees were asked to agree to secrecy. A police captain would not comment on the recent incidents or the meeting, but acknowledged that unchecked live coverage can cause physical interference with police work, reveal police positions and provoke reactions from suspects. "Every scene is different," he said. "We're trying to raise these issues." Police spokesman Robert Hurst, himself a former Houston radio reporter, said "there is no problem in Houston" and that the meeting was positive and preventive. Houston news directors did not return phone calls.

An Erie location

Gannett's Cleveland NBC affiliate WKYC-TV has picked a local/national combination to design its new all-digital facility. San Francisco-based Gensler will team with Cleveland's Vocon to construct the multimillion dollar, 70,000-square-foot studio and office building. WKYC-TV, currently on East 6th Street, targets fall 2000 to move to the Davenport Bluffs area of Cleveland.

Gensler says it has renovated some TV facilities to incorporate digital technology, but the Cleveland project will be its first "digital ground-up project." The new wkyc-tv will overlook both Lake Erie and the Rock & Roll Hall of Fame, Gensler says.

Live for sale

CBS's Chicago O&O WBBM-TV is bringing back live commercials, a practice that died out in

major markets, vice president and general manager Hank Price says. "because



Bob Wallace on location.

stations have generally been content to go to the agencies and do business in a traditional manner."

Price, who runs Chicago's number-three station, says he's been given the mandate to try new—and sometimes old—ideas.

So far the Saturday morning spots have featured auto dealer Rochenbach Chevrolet and super-market chain Dominick's. Former WBBM-TV newsmen Bob Wallace is on location, and staffing for the commercial shots is not drawn from news crews. "There is a complete separation of church and state," Price says. "We would not use Bob in a news capacity again. You can't cross back." And if there were a breaking news event, and equipment were needed? "We'd have to go cover the fire," he says.

"There is an excitement about live TV," Price says, adding that his dealership sponsor reports selling a record number of cars as a result of the live commercials. During one live shot, Price says, a customer called in about a car he'd seen. "He said, 'Don't sell the Corvette!' and he came on down and bought it."

All news is local. Contact Dan Trigoboff at (202) 463-3710, fax (202) 429-0651 or e-mail to d.trig@cahners.com

JULY 20-26

Broadcast network prime-time
ratings according to Nielsen

PEOPLE'S CHOICE

Fox won two of the three hours of prime time on Saturday with its
lineup of 'Cops' and 'AMW: America Fights Back' (pictured).

Week 44	abc	CBS	NBC	FOX	U/PIN	WB
	5.9/10	5.7/10	7.3/13	4.0/7	1.5/3	2.6/5
MONDAY	8:00 38. America's Funniest Home Videos 5.8/11	30. Cosby 6.3/12	45. Suddenly Susan 5.4/10	84. Damon 3.3/6	111. In the House 1.3/2	88. 7th Heaven 2.3/5
8:30		19. Ev Loves Raymd 6.9/13	49. Caroline in City 5.2/10	85. Damon 3.2/6	107. Malcolm & Eddie 1.5/3	
9:00	28. 20/20 6.3/11	49. CBS Special Movie—Scarlett, Part 2 5.2/9	20. Dateline NBC 6.8/11	67. Ally McBeal 4.7/8	107. Good News 1.5/3	96. Buffy the Vampire Slayer 2.3/4
9:30					104. Sparks 1.6/3	
10:00	45. The Practice 5.4/9		3. Dateline NBC 9.8/17			
10:30						
TUESDAY	5.7/10	5.6/10	7.3/14	5.2/10	1.8/3	2.5/5
8:00	32. Home Imprvmt 6.2/12	26. JAG 6.5/13	62. Mad About You 4.8/10	49. Fox Tuesday Night Movie—The Beverly Hillbillies 5.2/10	98. Moesha 2.2/4	96. Buffy the Vampire Slayer 2.3/4
8:30	45. Soul Man 5.4/10		62. NewsRadio 4.8/9		103. Clueless 1.8/3	
9:00	49. Spin City 5.2/9	49. CBS Tuesday Movie—Scarlett, Part 3 5.2/9	15. Frasier 7.6/14		104. In the House 1.6/3	90. Dawson's Creek 2.7/5
9:30	35. Spin City 6.0/10		25. 3rd Rock fr/Sun 6.6/11		107. Clueless 1.5/3	
10:00	42. NYPD Blue 5.6/10		2. Dateline NBC 10.7/20			
10:30						
WEDNESDAY	6.6/12	5.5/10	5.4/10	7.1/13	1.6/3	1.1/1
8:00	22. Dharma & Greg 6.7/14	57. The Nanny 5.1/10	77. The Pretender 4.2/8	18. Fox Summer Movie Special—Speed 7.1/13	110. The Sentinel 1.4/3	98. Wayans Bros 2.2/5
8:30	36. Two Guys, a Girl 5.9/11	62. Style & Substnc 4.8/9	59. 3rd Rock fr/Sun 4.9/9		102. Star Trek: Voyager 1.9/3	93. Janie Foxx 2.5/5
9:00	28. Drew Carey 6.4/12	38. CBS Wednesday Movie—Scarlett, Part 4 5.8/10	38. Working 5.8/10			92. The Wayans Bros 2.6/5
9:30	67. Ellen 4.7/8		22. Law & Order 6.7/12			86. Steve Harvey 3.3/5
10:00	10. PrimeTime Live 8.1/14					
10:30						
THURSDAY	4.5/8	7.3/14	9.1/17	5.1/10		
8:00	62. ABC News Special—Secrets/Fashion 4.8/9	36. Promised Land 5.9/12	11. Friends 8.0/16	45. World's Wildest Police Videos 5.4/11		
8:30		13. Diagnosis Murder 7.7/14	12. Suddenly Susan 7.8/15			
9:00			6. Seinfeld 9.6/18	59. Fox Files 4.9/9		
9:30	76. World Fashion Premiere Paris 4.3/8	9. 48 Hours 8.3/15	3. Just Shoot Me 9.8/17			
10:00			3. ER 9.8/18			
10:30						
FRIDAY	5.9/13	5.9/13	5.5/12	3.6/8		
8:00	70. Sabrina/Witch 4.6/11	49. Kids/Darndest 5.2/12	59. NBC Friday Night Movies—A Secret Between Friends 4.9/11	79. Beyond Belief: Fact or Fiction? 4.1/9		
8:30	72. You Wish 4.5/10	41. Candid Camera 5.7/12		86. Millennium 3.0/6		
9:00	67. Boy Meets World 4.7/10	30. Unsolved Mysteries 6.3/13				
9:30	74. Teen Angel 4.4/9	34. Nash Bridges 6.1/12	26. Dateline NBC 6.5/13			
10:00	8. 20/20 8.4/17					
10:30						
SATURDAY	3.5/8	5.3/12	4.9/11	5.1/12		
8:00	90. Am Fun Hm Vid 2.7/7	72. Early Edition 4.5/11	62. NBC Saturday Night Movie—Ace Ventura, Pet Detective 4.8/11	77. Cops 4.2/10		
8:30		70. Magnificent Seven 4.6/10		49. Cops 5.2/12		
9:00	81. ABC Saturday Night Movie—The Last Action Hero 3.7/8	20. Walker, Texas Ranger 6.8/14	57. International Dancesport Ch 5.1/10	44. AMW: America Fights Back 5.5/12		
9:30						
10:00						
10:30						
SUNDAY	5.9/11	9.1/17	6.0/11	4.3/8		2.2/4
7:00		1. 60 Minutes 11.2/25	83. TV Censored Bloopers 3.4/8	82. World's Funniest! 3.5/8		104. The Parent 'Hood 1.6/4
7:30	74. Wonderful World of Disney—Angels in the Endzone 4.4/9	13. Touched by an Angel 7.7/15	22. Dateline NBC 6.7/13	42. The Simpsons 5.6/11		101. The Parent 'Hood 2.0/4
8:00				49. King of the Hill 5.3/10		98. Sister, Sister 2.2/4
8:30						94. The Smart Guy 2.4/5
9:00	17. ABC Sunday Night Movie—Falling Down 7.4/13	7. CBS Sunday Movie—Bachelor's Baby 8.8/15	32. Law & Order 6.2/11	79. The X-Files 4.1/7		88. Unhap Ever After 2.8/5
9:30						94. Steve Harvey 2.4/4
10:00			16. Law & Order 7.5/13			
10:30						
WEEK AVG	5.4/10	6.5/12	6.5/13	4.9/10	1.6/3	2.5/5
STD AVG	7.8/13	9.0/15	9.7/17	6.5/11	2.6/4	2.9/5

KEY: RANKING/SHOW [PROGRAM RATING/SHARE]
 • TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED
 • TELEVISION UNIVERSE EST MATED AT 98.0 MILL ON HOUSEHOLDS: ONE RATINGS POINT IS EQUAL TO 980,000 TV HOMES • YELLOW TINT IS W NNER OF TIME SLOT • (NR)=NOT RANKED: RATING/SHARE ESTIMATED FOR PERIOD SHOWN • *PREMIERE • SOURCES: NIELSEN MEDIA RESEARCH, CBS RESEARCH • GRAPHIC BY KENNETH RAY

Working women use radio heavily

By John Merli, B&C correspondent

A new profile of the nation's 137 million female consumers from Interop Research—using Simmons spring 1998 data—concludes that radio reaches 80% of women in all key buying demographics weekly.

More than half of all women now work outside the home, and 72% of women 25-54 do so. Of importance to advertisers, the report indicates, is that women still "retain primary homemaking and shopping responsibilities within the household." In other words, the gender that dominates males in population (51%-49%) is also the one that buys the products.

For stations and marketers catering to single listeners, there is this: 45% of all adult females currently are single. The average woman working full time earns a median income of about \$24,000, and 84% of women routinely buy take-out meals. Among women

who work full time, nearly 80% listen to radio during an average weekday. In fact, the report finds, "working women are 21% more likely to be heavy radio users than the average adult [and] more likely to be a heavy user of radio than any other medium." When indexed for adults 18-plus, radio (121) beats out women's magazines (115), newspapers (110), cable (95) and broadcast television (77) in capturing the attention of working women, the report says.

Radio's reach among all female demos (working and nonworking) varies widely, with the highest reach in the 18-44 age range. On a weekly basis, nearly 90% of women 18-24 listen to radio, according to Simmons data. The percentage dips only slightly for women 25-34 (86%) and 35-44 (83%). Formats with the highest concentration of female listeners 18-plus include easy listening, soft contemporary, adult contemporary, CHR and

urban contemporary.

Study author Michelle Skettino says that baby boomers were "the first generation of women to enter the work force in large numbers. The next generation of Xer women grew up expecting to participate in the work force. Now, as we enter the 21st century, almost all women in the prime working years fall into one of these two generations." Skettino says that the current statistics, especially on working women, affect everything from the "demand for adequate child care to the rise in convenience products and services, the trend toward longer store hours, and even the number of catalogs that flood our mailboxes."

And when it comes to deciding on the purchase of vehicles, household appliances and electronics, there is this stat: less than half of all women say that men influence their buying decisions. ■



SEARCH & SCAN

By John Merli

Suit delays Triathlon deal

Capstar's \$190 million purchase of Triathlon Broadcasting's 32 mid-market radio stations (B&C, July 27) may have to wait. Triathlon shareholder Herbert Behrens has filed suit against the company to block the sale. At issue is the different valuation of Class A and depository shares. Capstar is paying \$13 per share for Class A common stock and only \$10.83 per share for depository shares of preferred stock. The lawsuit alleges that the difference means Triathlon executives come out ahead of other shareholders. There is no basis

for the difference, Behrens says, particularly since depository shares generate better dividends. The suit is not expected to delay the closing too much. Shareholders have the option to convert their depository shares to Class A shares by Oct. 1. The deal still is expected to close early next year.

Love, Decker climb at Global Media

Global Media's Susan Love and Eileen Decker have been promoted to senior VP/GM and New York sales manager, respectively. Global Media is WinStar New Media's national radio advertising sales arm. In

her newly created position, Love will be responsible for Global's sales, marketing and support operations and will oversee the company's sales offices in New York, Chicago, Los Angeles and Detroit. Decker, formerly a Global Media senior account executive, will serve as sales manager, working with Love in overseeing the New York home office and sales. Global Media, a syndicated radio ad sales group, represents about 50 radio shows and networks, including SportsFan Radio Network, Metro Networks and the Global Entertainment Network.

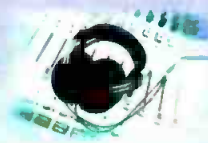
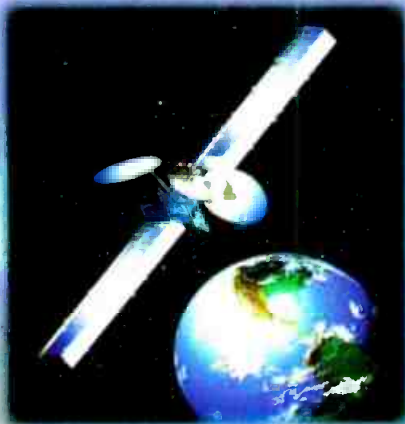
ASCAP alleges copyright violations

Eight writer and publisher members of the American Society of Composers, Authors & Publishers (ASCAP) have filed a copyright infringe-

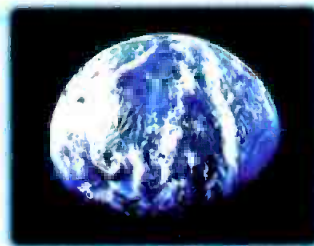
ment action against three California Spanish-language radio stations. The copyright owners' complaint, filed in federal district court in Fresno, Calif., alleges willful infringement of the copyrights of nine songs aired by KWAC(AM)-KIWI(FM) Bakersfield and KCHJ(AM) Delano. The songs include work by such high-profile songwriters as Jose Feliciano, Ana Gabriel and Enrique Iglesias.

The legal action comes as the result of a dispute over accounting procedures under the stations' prior ASCAP licenses. ASCAP acknowledges that both sides in the dispute had held settlement discussions but that they "did not produce an acceptable resolution" of the audit issues. Despite ASCAP's legal action, the society says it remains open to renewing the settlement discussions.

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CBS takes one eye off People

Partnership with Discovery Communications aimed at eliminating uncertainty

By John M. Higgins

Corporate financial pressures finally have pushed CBS Cable into cutting a deal to hand over control of Eye On People—blood shot with red ink—to Discovery Communications.

Eye On People's estimated losses of \$50 million–\$80 million in its first 18 months on the air are pretty normal for a cable network start-up. But senior CBS executives have openly acknowledged for months that the expenses could be more than the company is willing to sustain, given the problems at the core CBS broadcast network—which may only increase with the hugely expensive NFL game package kicking in this fall—and the in-progress turnaround of the company's



TV station group.

CBS President Mel Karmazin began publicly expressing doubts about the cable start-up almost immediately after he arrived at the company last year, when CBS bought his Infinity Broadcasting radio station group.

A letter of intent calls for DCI to become a 50% partner in exchange for funding Eye On People's operating losses, at least matching CBS's investment so far. DCI will handle affiliate sales, selling the network to cable operators alongside its bulging portfolio

of services that includes Discovery Channel, The Learning Channel, Animal Planet turnaround candidate Travel Channel, plus a raft of startup niche channels aimed at digital cable tiers.

The two companies will cooperate on devel-

oping and producing programming for the service, which will remain the responsibility of network president Geoffrey Darby.

While it's nice to have, Eye On People doesn't particularly need programming from DCI's library, probably doesn't need its ad sales force at all and could probably get by pretty well relying on the affiliate sales force that will continue handling sister CBS channels The Nashville Network and Country Music Television.

What the network really needs from the deal is to assuage fears that senior CBS executives might sell or shutter the network, an outcome that CBS Cable Chairman Don Mitzner concedes had operators balking at rollouts and had kept the network to just 11 million subscribers.

"This takes away doubt that did exist in the marketplace because of comments from others in the CBS organization that we are committed to the network but concerned about cash flow losses," Mitzner said.

In recent months, CBS Chairman Michael Jordan has pushed Mitzner to find a way to get the losses off the company's books. After spurning inquiries by several Wall Street investors expressing interest in buying a piece of the network, Mitzner began approaching established cable programmers about a deal. What he wanted was to keep CBS in for a piece of the upside of the operation but to absolve the broadcaster of the tens of millions of dollars that the network will continue to require.

Mitzner wouldn't discuss it, but industry executives say that the company has similar plans for Telenoticias, a

BA/GTE video plans unclear

The Bell Atlantic/GTE \$53 billion merger raises intriguing and so far unanswered questions about the new entity's plans on the video front.

After all but dropping efforts to compete in the multichannel video arena following its aborted 1993 merger with Tele-Communications Inc., Bell Atlantic earlier this year signed a distribution agreement with DirecTV. The Baby Bell has acknowledged that it intends to use DirecTV's DBS service as part of a bundled-services offering of voice, video and data.

GTE, meanwhile, has been quietly building its fledgling video operation, growing to 142,000 subscribers from only 36,000 a year ago. A founding member of the Americast consortium, GTE has wireless video operations primarily in California, Hawaii and Florida.

The combined Bell Atlantic/GTE company will be the largest local exchange carrier in the U.S., with massive firepower in telephony, data, Internet services and wireless communications, as well as a big chunk of overseas phone business. Will a substantial video play get cut out of the mix? Not likely, if recent consolidation moves in the telecommunications sector are any indication.

Bell Atlantic/GTE may be leaving the video issue in limbo for now, but Bell Atlantic CEO Ivan Seidenberg clearly left the door open when he said the combined entity, "will have the financial, operational and technological resources to compete effectively against the strategies of AT&T/TCI, SBC/Ameritech, WorldCom/MCI and others, both current and future."

—Price Colman

Spanish-language news channel, hoping to line up a Latin American broadcaster as a partner.

In the case of Eye on People, Mitzner said: "Mike Jordan made the final decision. We had the opportunities to get financial partners, but that wouldn't have done anything." He wanted a partner that already had operating resources. And CBS executives quickly resolved a critical issue that usually snarls media partnership discussions: They were ready to cede control to the incoming partner.

The move underscores the fact that despite recent gains, CBS's financial recovery remains incomplete. Karmazin has CBS's television stations roaring back, with Warburg Dillon Read media analyst Ed Hatch predicting a 48% jump in cash flow this year. But that's compared with a relatively low base and stems in large part from Olympics-driven advertising and from cost reductions, neither of which is readily repeatable. Next year's station growth is expected to be a more modest 9%.

CBS has virtually given up on trying to make the broadcast network much of a profit center, as NBC has been for parent General Electric Corp. Karmazin sees CBS Television more as a program supplier to stations than as a big source of cash flow. With the network's older-skewing demographics and mixed ratings, even bulls don't expect broadcast network profits to reach even \$100 million on \$4 billion or more in revenue in five years.

The Eye On People deal is a fairly elegant solution. CBS still gets a big slice of the network's upside if it succeeds and its broadcast news operation gets to feed it archival and new programming.

Westinghouse Corp., which bought

CBS two years ago and assumed its name, had sold cable assets under pressure before, particularly a 14% stake in Discovery. Westinghouse staked the network when it started up and provided critical satellite uplinking during a period when chairman John Hendricks couldn't pay the bills. That sale fetched just \$40 million in 1989, but would have been worth 10-14 times that today.

"I [would have] hated to give up, because I think it's going to be a giant winner," Mitzner said. "I think this kind of partnership will get us a lot further a lot faster, with less risk."

DCI President Jonathan Rodgers said that the company "will invest with the goal of reaching break even as soon as possible," hopefully in three to five years. ■

High speed, high stakes for US West's VDSL

Baby Bell tackles challenges

By Price Colman

Baby Bell US West has vowed to make its new, very-high-speed digital subscriber line (VDSL) video/Internet/telephony service available to 400,000 people in the Phoenix metro area by year end.

But three months after US West launched a trial in Gilbert, Ariz., the service, called TeleChoice, has only about 25 subscribers, all US West employees. The telephone company continues work on some technical challenges.

Nonetheless, Stephen Farquhar, general manager of US West Video Services, is encouraged by what he's seeing. "We've got great-looking pictures on multiple sets with personal computers hooked up and telephony at the same



US West's Farquhar is encouraged by TeleChoice trial.

time," he says. "It's working great."

TeleChoice is US West's entry into the bundled-services arena. Bundled services—in which a provider offers video, voice and data with a single bill—are becoming a holy grail for telecommunications companies as they seek to establish new services and keep

Jeff Noble

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customers of their core business from being lured away by competitors.

There are challenges associated with maintaining a place at the table.

For US West, the challenges are deploying fiber fast enough, obtaining key hardware, overcoming the limitations inherent in the copper lines that compose the final bit of the VDSL network and obtaining necessary regulatory approvals for TeleChoice.

US West has vowed to make the TeleChoice service available to 400,000 Phoenix-area phone customers by the end of the year. While the technical issues are substantial, regulatory concerns may be equally sticky.

"They want to push it through as fast as possible because [metro Phoenix] is the test bed," says Jamie Oman Salt-

marsh, a telecommunications regulator in Scottsdale. "But they're going through to get approvals when they haven't completed the prove-in."

She notes that US West is licensed to deliver TeleChoice to 75 subscribers in Gilbert but has connected only 25. Moreover, US West hasn't hooked up a Gilbert city employee who's supposed to monitor the service. There are various other regulatory issues, among them: Should US West be held to the same licensing standards as the incumbent cable provider? How can regulations distinguish between regulated and unregulated services on the same network? Those may temporarily take a back seat to completing the Gilbert trial successfully.

US West's TeleChoice service

works in a way that's fundamentally different from cable.

A cable headend receives television signals from a satellite, and then sends all those signals through a coax or hybrid fiber-coax network. In essence, all cable subscribers in a given system are receiving all channels all the time, selecting which ones they want to watch at the TV set. With the VDSL setup, the subscriber sends a signal upstream requesting a particular channel. That may be a more efficient use of bandwidth, but it requires a complicated and costly network.

The weakest link—for US West's VDSL service as well as for various phone company ADSL (asymmetric digital subscriber line) data services—is the copper portion of the network. Copper doesn't have the capacity of coaxial cable, much less that of fiber. However, sophisticated hardware, from switches to what's called a DSLAM box (digital subscriber line access multiplexer), helps to make more efficient use of existing copper lines.

"Copper has the perception that it's old-school and doesn't have bandwidth, but there's plenty of bandwidth in copper," says Farquhar. The VDSL platform in Gilbert can deliver speeds of up to 50 megabits per second—ample for delivering the TeleChoice package of services, he says.

But copper is prone to cross talk—essentially interference. Gilbert, a relatively new community, has a modern telecommunications infrastructure, reducing the cross talk problem. Still, copper wire in a home is subject to interference from other appliances, fluorescent lights, and dimmer switches.

In addition, copper lines require periodic amplification to maintain a robust signal. Farquhar says the VDSL service remains strong up to 4,000 feet from the DSLAM box, but technical literature from Bell Labs indicates that the maximum distance a signal can travel over copper without amplification is about 1,000 feet. US West is using the ADSL platform to deliver its high-speed MegaBit data service, launched in 40 markets in 13 of the 14 states where US West operates. People close to the central office get blazing speeds of up to 7 megabits per second. But move out more than a mile and the speed rapidly declines.

All those problems have solutions, says Jay Rolls, director of multimedia technology for Cox. "What I like to say about the entire phone industry and



CABLE'S TOP 25

PEOPLE'S CHOICE

USA's 'WWF Wrestling' had a firm hold on first place for the week of July 20-26.

Following are the top 25 basic cable programs for the week of July 20-26, ranked by rating. Cable rating is coverage area rating within each basic cable network's universe; U.S. rating is of 98 million TV households. Sources: Nielsen Media Research, Turner Entertainment.

Rank	Program	Network	Day	Time	Duration	Rating Cable	U.S.	HHs (000)	Cable Share
1	WWF Wrestling	USA	Mon	10:00P	63	5.4	4.3	3,979	8.9
2	WCW Monday Nitro	TNT	Mon	8:00P	60	4.7	3.6	3,426	8.3
2	m: "Change of Heart"	LIF	Mon	9:00P	120	4.7	3.6	3,386	7.7
4	WWF Wrestling	USA	Mon	8:57P	63	4.6	3.6	3,357	7.3
5	WCW Monday Nitro	TNT	Mon	9:00P	60	4.2	3.3	3,057	6.7
5	WCW Monday Nitro	TNT	Mon	10:00P	59	4.2	3.3	3,038	6.8
7	NASCAR/Pennsylvania 500	TBS	Sun	1:05P	254	4.1	3.3	3,072	11.5
8	South Park	CMDY	Wed	10:00P	30	3.9	2.1	1,997	6.3
9	Rugrats	NICK	Tue	7:30P	30	3.4	2.7	2,501	6.5
10	Rugrats	NICK	Wed	7:30P	30	3.2	2.5	2,347	6.4
10	Blues Clues	NICK	Wed	9:30A	30	3.2	2.5	2,333	12.7
10	M. Sendak's Little Bear	NICK	Wed	9:00A	30	3.2	2.5	2,294	12.7
10	m: "D. Steel's Heartbeat"	LIF	Tue	9:00P	120	3.2	2.4	2,254	5.3
14	Rugrats	NICK	Mon	7:30P	30	3.0	2.3	2,180	5.7
14	Diagnosis Murder	FAM	Tue	9:00P	60	3.0	2.3	2,170	5.1
14	Blues Clues	NICK	Fri	9:30P	30	3.0	2.3	2,168	11.7
14	Busy World of R. Scarry	NICK	Fri	10:00A	30	3.0	2.3	2,165	12.0
14	J. Henson's Muppet Babies	NICK	Fri	10:30A	30	3.0	2.3	2,155	11.6
19	Rugrats	NICK	Sun	10:00A	30	2.9	2.3	2,127	10.0
19	Blues Clues	NICK	Thu	9:30A	30	2.9	2.3	2,126	12.0
19	M. Sendak's Little Bear	NICK	Fri	9:00A	30	2.9	2.3	2,105	11.9
19	Busy World of R. Scarry	NICK	Thu	10:00A	30	2.9	2.3	2,102	12.0
19	Rugrats	NICK	Sat	10:00A	30	2.9	2.2	2,100	10.7
19	Rugrats	NICK	Thu	7:30P	30	2.9	2.2	2,097	5.8
25	Boxing: Tuesday Night Fights	USA	Tue	9:00P	125	2.8	2.4	2,090	4.8
25	Hey Arnold Prime Stunt	NICK	Wed	8:00P	30	2.8	2.2	2,038	5.4
25	Shooting at the Capitol	CNN	Fri	6:00P	30	2.8	2.2	2,034	6.8
25	m: "The Golden Child"	TNT	Sun	8:00P	120	2.8	2.2	2,033	4.8
25	Rugrats	NICK	Wed	8:30A	30	2.8	2.2	2,028	11.6
25	m: "His Bodyguard"	USA	Wed	8:59P	121	2.8	2.2	2,025	4.7
25	Hey Arnold	NICK	Sun	11:00A	30	2.8	2.2	2,025	8.8
25	M. Sendak's Little Bear	NICK	Thu	9:00A	30	2.8	2.2	2,021	11.6
25	The Brady Bunch	NICK	Tue	10:00P	30	2.8	2.1	2,007	4.6
25	Blues Clues	NICK	Thu	12:30P	30	2.8	2.1	1,997	8.7

DSL is what the NASA engineers used to say: With enough thrust, anything can fly. I have no doubt the RBOCS are going to get this rocket off the ground somehow. The question becomes, is it operationally supportable, and is it affordable, is it price-competitive and

feature-competitive?"

Some analysts see DSL deployments by telephone companies hurting the bottom line as the money required for infrastructure and hardware reduces earnings per share and, potentially, dividends—the latter long an

attraction of telephone company stock ownership.

Eventually, "You're going to have an exodus of stockholders," says Denver cable analyst Chuck Kersch. "Stockholders don't want to hear about capital expenditures." ■

Just call him Judge Dolittle

Wapner moves his court to the animal kingdom

By Joe Schlosser

Judge Joseph Wapner is coming out of retirement, and this time around he's looking to take a bite out of crime.

Wapner, who presided over Warner Bros.' *People's Court* for 12 years in syndication, will be back on the bench this fall on Animal Planet, handling small claims cases relating to animals. *Judge Wapner's Animal Court*, which will air five days a week on the cable network, premieres Monday, Sept. 28. The former California Superior Court judge will be reunited with his former *People's Court* bailiff, Rusty Burrell.

"The cases will be a lot like *The People's Court*, the same as *Judge Judy*; the only difference is that all of the cases involve an animal in one way or

another," Wapner says. "Most cases will probably involve a breach of contract or a negligence case."

Wapner says he was lured back into the TV court business by producer Andrew Solt, who sold him on the "idea of working with animals." Solt's company is producing the series for Animal Planet. There will be animals in the courtroom, Wapner says; the production team is still deciding how outside video of "litigant" animals will be incorporated in the show. Wapner says he does not own any pets but "enjoys pets all the same."

The original *People's Court* debuted



Judge Wapner's back, and he's not horsing around.

in 1981 and lasted in syndication until 1993. Last year, Warner Bros. brought out a new version of *People's Court* with former New York City mayor Ed Koch. And starting this fall there will be three other syndicated court shows on the air: *Judge Judy*, *Judge Joe* and *Judge Mills Lane*.

What does the former king of the TV courtroom think of the new trend in reality-based court series?

"I guess it's flattering to think that I started something and that everyone wants to follow and make some money on it," he says. "I think I could beat them all at tennis, and I have more gray hair than they do." ■

Investors consider the Source

It's hard to find a better example of the Wall Street adage "buy on the rumor, sell on the news" than Source Media Inc.

Source stock (Nasdaq: SRCM) started the month in the mid-to-high teens, steadily climbing until it hit a 52-week closing high of \$32.25 on July 14. Shares traded as high as \$39 the same day.

Why the volatility? Persistent rumors that Source, which has an interactive telephony business, the interactive Channel cable network and an Internet-related patent portfolio, was about to be acquired.

Along with Wall Street darling Yahoo!, which has been rumored to be moving on Source since April, other names that popped up in Internet chat rooms were Microsoft, Excite and America Online.

Aside from temporarily propelling Source stock through the roof, those rumors have done little more than take up a lot of space in Internet stock chat rooms.

Ironically, on the day Source announced its first digital carriage deal, with Insight Communications, the stock dropped below \$20 for the first time in two weeks. Source investors—read speculators—clearly were expecting something bigger.

During the long and often awkward investor conference call following Source's annual shareholder meeting last Tuesday, Source Chairman Tim Peters and President John Reed repeatedly deflected questions about a possible buyout, saying the company doesn't comment on rumor and speculation. The executives also blasted a New York *Post* article suggesting Source's stock price had been propped up in an effort to enable the company to exercise warrants that would generate about \$25 million in stock sales for the company. One caller questioned whether Source had paid brokerages to tout its stock, generating a heated "absolutely not" from Reed.

The executives also said that Source is in talks with major cable MSOs—TCI, Comcast and Time Warner were specifically mentioned—about digital-tier carriage agreements, but acknowledged that those talks have yet to produce a deal.

While takeover rumors are likely to persist, driving continuing volatility in the stock, the next major news from Source is likely to be its second-quarter earnings report in mid-August. For now, even Internet stock chat room chatter on Source has subsided.

—Price Colman

WNET signs HD deals with Sony, Tek

New York public station to begin digital broadcasts in June '99 from new building

By Glen Dickson

WNET(TV), the PBS station in New York City, has signed a three-year deal with Sony for 1080i HDTV production and post-production equipment and another three-year contract with Tektronix for HDTV master-control gear.

The hi-def equipment will be installed in WNET's new facility on West 33rd Street in Manhattan, which should be operational by November. The station hopes to begin HDTV production in spring 1999 and launch digital broadcasts in June 1999, says WNET President William Baker. WNET will use the proceeds from selling its condominium headquarters on West 58th Street in Manhattan to help finance the creation of a \$20 million all-digital operation in its new leased space.

"We're taking the money out of the building and putting it into equipment," Baker says. "We've traded the hard asset of a building we owned for the hard technology of the future."

While Baker isn't disclosing the particulars of the Sony deal, he says it is a multimillion-dollar contract under which "Sony will keep us state-of-the-art" in digital equipment. The contract includes both 1080i HDTV equipment based on Sony's HDCAM tape format and serial 60i equipment based on Sony's Digital Betacam format, which will become the house tape format. According to Ken Devine, WNET managing director of facilities, engineering and broadcast operations, part of Digital Betacam's appeal as a house format is its ability to play back the station's existing archive of Betacam SP tape.

The HDTV portion of the deal includes hi-def camcorders, VTRs, switchers and effects generators for field and studio production and post-production. Sony will construct an HDTV edit suite for WNET as well as four 60i rooms.

WNET anticipates getting the Sony HDTV equipment by late this year. That would allow the station to start shooting HDTV in the field later this year and begin editing in HDTV in the spring, Devine says. While the station



WNET's new state-of-the-art facility will feature a Sony-equipped HDTV cutting room and Tektronix master-control gear.

already has produced high-definition episodes of its *Nature* and *Great Performances* series, it hasn't set a date to begin full-time HDTV production of these programs.

"We're in the midst of discussions with the production teams right now," Devine says. He adds that a lot of WNET's content already is shot on 35 mm film, which can be transferred to HDTV. Devine says that WNET even is thinking about buying its own hi-def

telecine for film-to-HD tape transfer.

WNET also has signed a three-year deal with Tektronix to supply master-control, signal-routing and distribution equipment. Devine says that Tektronix will create two separate routing systems within the new plant: one 1.5 Gb/s path for 1080i HDTV and one 270 Mb/s serial 60i path.

Tektronix also will install three Lightworks nonlinear editing systems and will create a new digital editing training center at WNET, which already is a longtime user of Avid nonlinear editing systems. "We want to work the Lightworks platform into the facility," Devine says. "Most of our productions use free-lance editors, and we represent a tremendous platform of access with 26 nonlinear rooms as well as five tape-based digital linear rooms."

VDO Ltd. is handling design for the new WNET facility, and A.F. Associates is performing systems integration. Devine says that WNET's satellite antennas will be lifted to the new site's roof in August, and he hopes to begin a parallel master-control operation at the new facility in mid-October. The station plans to switch over entirely to the West 33rd Street plant on Nov. 1. ■

WJBK-TV on track with DTV

Due for Nov. launch after resolving frequency problems

By Glen Dickson

After receiving its DTV construction permit from the FCC last month (B&C, July 27), Fox O&O WJBK-TV Detroit is proceeding rapidly with its digital TV plans.

"We have a lot of things to do between now and November, but I'm confident we'll be on air Nov. 1," says Tim Redmond, the station's vice president of engineering.

Now that negotiations about frequency coordination between Canadian regulators and the FCC are complete, the result for WJBK-TV is "every-

thing, just as we hoped," Redmond says. WJBK-TV is free to broadcast DTV on ch. 58 at 1 mw over a nondirectional antenna to fully replicate its NTSC signal. The station now is moving "full steam ahead" to mount its antenna and perform electrical power upgrades at its transmitter site, Redmond says.

WJBK-TV will mount its Andrew DTV antenna on its 957-foot analog tower, sidemounting it at 900 feet. Redmond says the station is also making significant modifications to the tower to strengthen it, such as changing seven guy lines. WJBK-TV will use a Comark digital transmitter to generate

its signal and Dielectric transmission line to bring it to the antenna. The station will also use an NDS HDTV encoder to compress its signals to 19.4 Mb/s for local broadcast.

WJBK-TV is converting its master-control operation from analog NTSC to 601 digital. "We're buying a new master-control switcher, a new cache for our commercial cart machine and new [Digital Betacam] VTRs," Redmond says.

He adds that WJBK-TV is looking at 601-based routing equipment from Tektronix and Philips but will move quickly to 1.5 Gb/s. "I'm looking for something that's capable of addressing multiple chassis from the same control panel—so if you add a 1.5 Gb/s chassis, you can control both 601 and 1.5 Gb/s from the same panel."

WJBK-TV also is evaluating widescreen 480P studio cameras from Philips, Ikegami and Sony—which doesn't yet

have a 480P product but, says Redmond, is "interested in participating." Redmond wants to make a final decision on the cameras by the end of September and hopes to have them online by Nov. 1.

Redmond also is considering upconverters from Snell & Wilcox, Faroudja and Tekniche: "We will have an upconverter box of sorts that will incorporate aspect-ratio conversion. Given the needs of the program itself, we want the flexibility to do line doubling and aspect-ratio conversion—whatever the program dictates."

While Redmond has heard the concerns that multipath interference will severely impede the reception of DTV signals, he doesn't think it's a "silver bullet." He bases his opinion on a multipath demonstration by the Harris/PBS DTV Express truck, which stopped in Detroit last month, and information from a local RF consultant.

"Harris showed very severe multipath injected into the transmission system, and it was very robust and very immune to any reflections," he says of the side-by-side demo of NTSC and DTV signals. "They were able to inject quite a bit of reflected signal in there. The NTSC was very objectionable, to the point of a lot of color shifting, but the DTV signal held right in there."

Nonetheless, cable penetration is 67% in the Detroit market, and WJBK-TV has been talking with local operators about their technical capabilities for carrying its DTV signal. "We've been working with MediaOne for a direct connection," Redmond says. "It finally boils down to the politics of what they can do. But we've had numerous discussions with MediaOne and [with] Comcast as well, to tell them what we're doing and what the timeline is." ■



H-P lands DirecTV contract

DirecTV has signed a multimillion-dollar deal with Hewlett-Packard that calls for H-P to supply on-air digital storage and video server playback systems for the new DirecTV Los Angeles Broadcast Center. H-P will supply more than 30 of its MPEG-2

MediaStream Broadcast Servers to perform content receipt, storage and playback functions for the new DirecTV facility, which is scheduled for operation in second quarter 1999. The new system initially will offer more than 180 outputs (90 fully redundant pairs) and more than 1,000 hours of video storage. Each of the H-P servers will be connected via Fibre Channel networking to transfer files at rates up to four times faster than real time.



Gary Washauer, H-P sales; Dan McGee, manager of H-P's broadcast business unit, and Steve Orland, VP/GM of the DirecTV Los Angeles Broadcast Center, shake hands over their server deal.

Headline News newsroom chooses Avid

CNN News Group has selected Avid Technology's AvidNews as the new newsroom computer system for CNN Headline News. The system will replace 150 existing Avid NetStation (formerly Basys) seats. If the Headline News installation is successful, CNN plans to roll out Avid-

News throughout CNN, CNNfn, CNN International and all CNN domestic and international bureaus. Headline's transition to AvidNews

should be completed this month, says Gordon Castle, vice president of CNN research and development; the planned AvidNews transition at the other CNN networks will take place over two years. Castle says the ability to integrate AvidNews gradually into CNN's existing Avid NetStation

systems is a big selling point: "This provides us all the functionality of a new newsroom system without the pain of a total switchout. It allows us to stop waiting and make [a] move." CNN also is working with asset-management supplier Virage and video-server supplier Silicon Graphics to develop separate video-browsing and media-management systems that

it hopes to integrate with AvidNews.

Universal Studios taps Tascam

Universal Studios has installed eight Tascam MMR-8 modular multi-track audio recorders and eight Tascam MMP-16 modular players at its motion picture and TV dubbing facilities, and it has several more MMR-8s on order for use on shows that include *Law & Order*. The Tascam MMR-8 is a digital audio random-access disk recorder designed to function as a digital dubber and to replace the traditional 35mm sprocketed magnetic tape used in film sound mixing. "We've already been using MMR-8s for DVD prep and transfer work," says David "Doc" Goldstein, Universal Studios director of engineering. "We're very impressed with the MMR-8. Being that it is Pro Tools [software]-compatible, it has fit nicely into our operation here without any necessary retooling."

Dereg plan for advanced telecom gets mixed reviews

FCC to hear varying views from ISPs this week on RBOC pricing plans

By Richard Tedesco

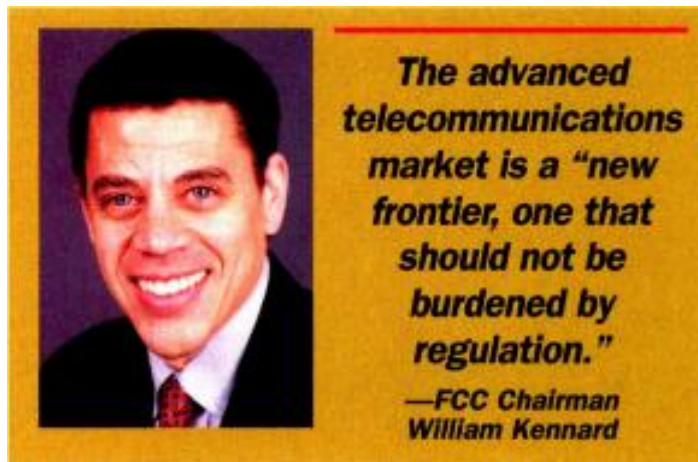
The FCC initiative to offer RBOCs a deregulated atmosphere in which to develop advanced data services drew a mixed reaction among Internet service provider (ISP) executives and analysts last week.

The commission has scheduled a Thursday (Aug. 6) hearing to air its concept of an unregulated market for advanced telecommunications services, giving carte blanche on pricing to the RBOCs that will be driving many of them. FCC Chairman William Kennard recently described the advanced telecom market as a "new frontier, one that should not be burdened by regulation." Kennard's position has three parts: identifying needed facilities, assuring equal access among competitors and guaranteeing interactivity between their respective networks.

Internet service providers are most concerned about equal access to lines in the local loops that terminate in consumers' homes. They're also concerned about regulation of services in those loops. "The most regulation is needed in the last mile," says Charles Brewer, president of MindSpring, one of the nation's leading ISPs. "The economics are just not there to construct physical networks leading to houses. It's about as close to the economists' definition of a natural monopoly that exists."

Brewer says that the equal-access principle should apply to local cable plant as well as to the local telco infrastructure.

Chris Mines, an analyst for Forrester Research, says that the idea of giving RBOCs an incentive to build the additional infrastructure required for widespread access to ADSL and other high-speed data technologies is eminently sound. "Why just build networks on behalf of their competitors? Then they're stuck in a submerged position of being an underlying service provider."



If the FCC does permit RBOCs to undercut their competitors while offering equal access to high-speed services, Mines expects they'll strike deals to give ISPs volume discounts for access, similar to what US West now offers ISPs for ADSL service in its operating regions. And it will be the

competitive pressure of cable modems—not deregulation—that will drive RBOCs to upgrade plant for DSL services, according to Mines: "That's what's ultimately going to force RBOCs to invest."

Richard Edmiston, vice president of research and development for EarthLink, another leading ISP, says Kennard's basic proposal to leave advanced telecom services unregulated

seems fair. And he expects that ISPs will succeed in negotiating price breaks for discounted volume access to DSL services. "Discounts may happen. There may be incentives provided," Edmiston says. "I don't think that the government has to get involved."

George Vradenburg, general counsel for America Online, also emphasizes even-handed access as the prime regulatory issue: "As long as everyone's playing on a level field and has equal access to the infrastructure without the telephone companies having special access to facilities, that's fine." ■

'Lazy' interactive TV a likely hit

Forrester research report predicts interactive programming will ramp up in three years

By Richard Tedesco

The killer applications driving interactive TV will be the "lazy" ones, simple electronic-commerce functions and other basic interactions with networks that will spark sharp consumer interest.

That's the basic thesis of a research report from Forrester Research that surveyed executives at 28 TV networks, production companies and ad agencies that plan to create interactive spots for various interactive formats. Based on those interviews and on conversations with executives at

Microsoft, Intel and other major players pushing PC/TV convergence, Forrester sees interactive TV production starting to take off in three years.

Platforms playing a major role likely will include already-established players. WebTV and WorldGate are potentially the most powerful, along with InterCast, WebTV for Windows, Wink and America Online (with its transmuted form of NetChannel, the former WebTV competitor). The key will be lazy, intuitive activities—such as responding to icons to make purchases online or respond to viewer polls—that will motivate consumers not easily

motivated to interact.

"Interactive TV is not driving interactive platforms," says Josh Bernoff, Forrester's principal analyst, who co-authored the "Lazy Interactive TV" report. "People are buying WebTV Plus for program guides and e-mail, not enhanced TV."

Among the ITV platforms, WebTV seems to be drawing the greatest number of adherents among TV programmers, while WorldGate is exciting interest among cable programmers for its low-cost 'Net-surfing solution. Intel's InterCast and Wink's nascent

technology elicited interest among about half of the programmers surveyed by Forrester. Two-thirds of those interviewed expect interactive components in 20%-49% of all programming produced.

Ultimately, Forrester sees the practical convergence of interactive TV services occurring inside digital cable set-tops, with cable Internet services like @Home or WorldGate functioning as frameworks for a variety of software-based services. "In the end, the consumer's experience will not be very different, whatever system is in place," Bernoff says.

Forrester predicts that some 500,000 consumers will interact with their TVs by next year, primarily via WebTV Plus—along with WorldGate, Wink, and AOL TV, the AOL/NetChannel hybrid that AOL plans to market through set-top boxes à la WebTV. But Forrester expects 6 million digital cable subscribers to tune into ITV formats by 2002. ■

Broadcast.com keeps bounding on 'Net buzz

By Richard Tedesco

The stock price of Broadcast.com remained in the stratosphere last week as investors continued to express confidence in an online audio/video business that is still very much under construction.

While Broadcast.com executives are prohibited from commenting on their strategy in the wake of the company's recent IPO, it was clear that the nuts and bolts of how Broadcast.com builds its business are less important to the market than the potential of the Dallas Webcaster. Debuting at \$18 a share, the stock hovered between \$57 and \$61 last week.

The potentially lucrative portal business is one business model that Broadcast.com could adopt, according to Abhishek Gami, analyst for William Blair & Co. He believes that Broadcast.com could prove to be a strong niche player as a sports search engine. "As you look at the Internet portal business, you see a lot of companies repurposing content," says Gami, "but very few portal sites have exclusive content."

That's true of Broadcast.com, which recently landed an exclusive multiyear deal to audiocast the full slate of Major League Baseball games, effectively retransmitting the teams' local radio coverage online. The deal was a major coup, because sports content sites continue to demonstrate potential as money-makers. "There's a huge upside," says Mark Hardy, senior analyst at Forrester Research. "What you see are a lot of people scrambling to help the

leagues deliver their content to a much larger audience."

In the case of Major League Baseball games, it is a captive, office-bound audience unable to access anything but Internet audiocasts of games—particularly day games—or an audience of displaced fans who can connect with their former home teams only online. Broadcast.com has indicated its intention to bid for rights to other sports. It also has plans to program more video of such events as live concerts.

Broadcast.com could license rights to early rounds of tennis or golf tournaments not otherwise covered, according to Hardy, or sublicense rights to lesser sports events with strong regional interest, such as minor league baseball games.

Analysts can't justify Broadcast.com's current market value—in the \$1 billion range—by the numbers. The company's own prospectus projected its current value at \$28 million. At the time of its IPO filing in mid-May, its revenue was more than \$3 million for the year, compared with \$1 million at the same point last year. But that translates to a net loss of \$2.7 million for the year thus far. "Right now, the way the stock is being priced, the market is indicating that investors are willing to accept a lot of risk," Gami says.

Broadcast.com has broadened its inventory over the last year or so, putting increasing emphasis on sports and other entertainment content rather than on the music formats of the more than 300 radio stations it presents online. It also has content from 17 TV stations. ■

SITE OF THE WEEK

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WB, ch. 9

Site features: Local and national news, weather and sports updates, including Associated Press text of national stories and accompanying RealVideo or RealAudio clips for most items; local link to CNN; links to the WB network and specific network shows

Site launched: June 1995

Site director: Rick Felty, WGN creative services director

Number of employees: 1

Design: Designed and maintained in-house

Streaming technologies: RealVideo, QuickTime

Traffic generated: 800,000 page views monthly; peaked near 1 million after sportscaster Harry Caray's death in February

Advertising: Banners introduced earlier this year

Revenue: N/A

Highlights: Constantly refreshed vistas of Chicago archived on site, are among WGN's most popular features; opening page is a live, refreshed shot from the Hancock Tower; a view from O'Hare Airport probably will be added soon

—Richard Tedesco

CHANGING HANDS

The week's tabulation of station sales

COMBOS

WGH-AM-FM Newport News, Va.

Price: \$23 million

Buyer: Petracom Media LLC, Lutz, Fla. (Henry A. Ash, president); no other broadcast interests

Seller: Norfolk Trust, Darien, Conn. (Ralph E. Becker, trustee); also owns WVLK(FM) Lexington, Ky.; Becker owns 9.9% of KMVT-TV Twin Falls, Idaho, and KHSL-TV Chico-Redding, Calif.

Facilities: AM: 1310 khz, 74 kw; FM: 97.3 mhz, 74 kw, ant. 415 ft.

Formats: AM: sports talk; FM: contemporary country

WIXN-AM-FM Dixon and WSEY(FM)

Mount Morris, Ill.; **WIAN(AM)-**

WJPD(FM) Ishpeming and **WDMJ(AM)**

Marquette, Mich., and **WFAW(AM)-**

WSJY(FM) Fort Atkinson, **WDLB(AM)-**

WLJY(FM) Marshfield, **WRDB(AM)-**

WBDL(FM) and **WNFM(FM)** Reedsburg

and **WOSQ(FM)** Spencer, all Wis.

Price: \$18.8 million

Buyer: Marathon Media, Chicago (Chris Devine, president); also owns 2 AMs and 6 FMs

Seller: Goetz Broadcasting, Marshfield, Wis. (Nathan L. Goetz, principal); no other broadcast interests

Facilities: WIXN(AM): 1460 khz, 1 kw day; WIXN-FM: 101.7 mhz, 6 kw, ant. 300 ft.; WSEY: 95.5 mhz, 3.2 kw, ant. 109 m.; WIAN: 1240 khz, 1 kw; WJPD: 92.3 mhz, 100 kw, ant. 469 ft.; WDMJ: 1320 khz, 5 kw day, 1 kw night; WFAW: 940 khz, 500 w day, 550 w night; WSJY: 107.3 mhz, 50 kw, ant. 499 ft.; WDLB: 1450 khz, 1 kw; WLJY: 106.5 mhz, 100 kw, ant. 800 ft.; WRDB: 1400 khz, 1 kw; WBDL: 102.9 mhz, 3.6 kw, ant. 423 ft.; WNFM: 104.9 mhz, 1.6 kw, ant. 449 ft.; WOSQ: 92.3 mhz, 6 kw, ant. 300 ft.

Formats: WIXN(AM): news, oldies; WIXN-FM: country; WSEY: dark; WIAN: C&W; WJPD: C&W; WDMJ: classic rock; WFAW: oldies; WSJY: lite AC; WDLB: oldies; WLJY: lite AC; WRDB: oldies; WBDL: AC; WNFM: C&W; WOSQ: country

KZYR(FM) Avon, **KSMT(FM)** Breckenridge, **KSNO-FM** Snowmass Village, **KIDN-FM** Hayden, **KVFC(AM)-KRTZ(FM)** Cortez and **KKCH(FM)** Glenwood Springs, all Colo.

Price: \$6 million

Buyer: American General Media Corp., Towson, Md. (Anthony S.

PROPOSED STATION TRADES

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

THIS WEEK

TVs ■ \$0 ■ 0

Combos ■ \$55,061,000 ■ 12

FMs ■ \$85,086,000 ■ 8

AMs ■ \$3,480,000 ■ 3

Total ■ \$143,627,000 ■ 23

SO FAR IN 1998

TVs ■ \$4,740,597,000 ■ 47

Combos ■ \$1,227,236,107 ■ 166

FMs ■ \$577,241,837 ■ 186

AMs ■ \$342,259,599 ■ 119

Total ■ \$6,887,334,543 ■ 578

SAME PERIOD IN 1997

TVs ■ \$3,785,614,084 ■ 66

Combos ■ \$5,786,872,404 ■ 193

FMs ■ \$1,580,566,940 ■ 240

AMs ■ \$248,492,011 ■ 133

Total ■ \$11,401,545,439 ■ 632

SOURCE: BROADCASTING & CABLE

Brandon, 67% owner); in various forms, the Brandon family owns/is buying 15 FMs and six AMs

Seller: Rocky Mountain Radio Co., Avon, Colo. (Clifton H. Gardiner, CEO); no other broadcast interests

Facilities: KZYR: 103.1 mhz, 12 kw, ant. 489 ft.; KSMT: 102.3 mhz, 3 kw, ant. -230 ft.; KSNO-FM: 103.9 mhz, 6 kw, ant. 325 ft.; KIDN-FM: 95.9 mhz, 1.8 kw, ant. 1,181 ft.; KVFC: 740 khz, 1 kw day, 250 w night; KRTZ: 98.7 mhz, 27 kw, ant. 2,900 ft.; KKCH: 92.7 mhz, 58 kw, ant. 2,470 ft.

Formats: KZYR: alternative rock; KSMT: adult rock, alternative; KSNO-FM: AOR, alternative; KIDN-FM: rock; KVFC: oldies, sports; KRTZ: country; KKCH: AC

WATA(AM) Boone and **WZIS(FM)** Banner Elk, both N.C.

Price: \$1.4 million

Buyer: Banner Elk Broadcasting Corp., Boone, N.C. (Thomas J. Embrescia, president); has interests in two TVs, two AMs and four FMs

Seller: WATA Inc., Boone, N.C. (Roland B. Potter, president); no other broadcast interests

Facilities: AM: 1450 khz, 1 kw; FM: 100.7 mhz, 1.1 kw, ant. 758 ft.

Formats: AM: AC, news; FM: country

WFTR-AM-FM Front Royal, Va.

Price: \$1.3 million

Buyer: CapStar Broadcasting Partners LP, Austin, Tex. (Thomas O. Hicks, owner); owns/is buying 247 FMs and 103 AMs

Seller: Straus Communication Inc., New York (R. Peter Strauss, chairman); also owns WELV(AM)-WTHN-FM Ellenville and WCKL(AM)-WCTW-FM Catskill, both N.Y.

Facilities: AM: 1450 khz, 1 kw; FM: 95.3 mhz, 4 kw, 300 ft.

Formats: AM: news, talk; FM: country

KMVI-AM-FM Wailuku-Pukalani, Hawaii

Price: \$1.25 million

Buyer: CD Broadcasting Corp. of Sturgis, Minneapolis (Christopher T. Dahl, CEO); owns/is buying 5 FMs and 11 AMs

Seller: C&C Radio Licensee Company, Minneapolis (Cartland Dahl, president); no other broadcast interests

Facilities: AM: 550 khz, 5 kw; FM: 98.3 mhz, 50 kw, 102 ft.

Formats: AM: adult pop; FM: classic rock

WQPM(AM)-KLCI-FM Princeton, Minn.

Price: \$1 million

Buyer: Home Net Inc., Las Vegas (Daniel Peters, president); also owns KVBM(TV) Minneapolis

Seller: Milestone Radio Inc., Waite Park, Minn. (Curtis O. Gundson and Patrick M. Conlin, principals); no other broadcast interests

Facilities: AM: 1300 khz, 1 kw day, 83 w night; FM: 106.1 mhz, 35 kw, ant. 620 ft.

Formats: AM: contemporary country; FM: country

WLSV(AM)-WJQZ(FM) Wellsville, N.Y.

Price: \$850,000

Buyer: DBM Communications Inc., Ellenville, N.Y. (Richard J. Mangels, president); no other broadcast interests

Seller: Erin Communications Inc., Fairport, N.Y. (John R. Murphy, principal); no other broadcast interests

Facilities: AM: 790 khz, 1 kw; FM: 103.5 mhz, 3 kw, ant. 466 ft.

Formats: AM: country; FM: adult contemporary

Broker: Kozacko Media Services

KTOW(AM)-KTFX(FM) Sand Springs, Okla.

Price: \$750,000

Buyer: K95.5 Inc., Tulsa, Okla. (William H. Payne, president); owns KRQZ-FM Wagoner and KITX(FM) Hugo, both Okla.

Seller: Music Sound Radio Inc., Sand Springs, Okla. (Joe Bowen, president); no other broadcast interests

Facilities: AM: 1340 khz, 500 w day, 1 kw night; FM: 103.3 mhz, 1.7 kw, ant. 436 ft.

Formats: AM: religion; FM: traditional country

KMRC(AM)-KFX(FM) Morgan City, La.

Price: \$460,000

Buyer: Guaranty Broadcasting Company of Houma LLC, Baton Rouge, La. (George Foster, president); owns/is buying 7 FMs and 3 AMs

Seller: Tiger Island Broadcasting, Morgan City, La. (Dennis C. Miller, president); no other broadcast interests

Facilities: AM: 1430 khz, 500 w day, 100 w night; FM: 96.7 mhz, 6 kw, ant. 390 ft.

Formats: AM: AC; FM: CHR

WBRV-AM-FM Boonville and

WLLG(FM) Lowville, both N.Y.

Price: \$250,000

Buyer: The Flack Broadcasting Group LLC, Boonville, N.Y. (William R. Flack, managing member); no other broadcast interests

Seller: The Atwood Broadcasting Corp., Lowville, N.Y. (David R. Atwood, president); no other broadcast interests

Facilities: WBRV(AM): 900 khz, 1 kw; WBRV(FM): 101.3 mhz, 5.5 kw, ant. 348 ft.; WLLG: 99.3 mhz, 1 kw, ant. 561 ft.

Formats: WBRV(AM): C&W; WBRV(FM): C&W, news; WLLG: country, news

50% of WBIP-AM-FM

Price: \$1000 for stock

Buyer: Kevin Furr and Larry Hill, Booneville, Miss.; no other broadcast interests

Seller: Stanley Medlin and James Ron Lane, Camden, Tenn.; also own WFWL(AM)-WRJB(FM) Camden, Tenn.

Facilities: AM: 1400 khz, 1 kw; FM: 99.3 mhz, 6 kw, 300 ft.

Formats: AM: country; FM: Southern gospel

FMS

WZNT(FM) and WIOA(FM) San Juan,

WCTA-FM San German, WOYE-FM and WIOB(FM) Maraguez, WCOM(FM) Bayamon and WOQI(FM) and WIOC(FM) Ponce, all P.R.

Price: \$75 million

Buyer: Chancellor Media Corp., Dallas (Thomas O. Hicks, chairman); owns/is buying 77 FMs and 26 AMs

Seller: Primedia Broadcast Group Inc., San Juan (Jose J. Accosta, president); no other broadcast interests

Facilities: WZNT: 93.7 mhz, 50 kw, ant. 280 ft.; WIOA: 99.9 mhz, 30 kw, ant. 977 ft.; WCTA-FM: 95.1 mhz, 25 kw, ant. 1,970 ft.; WOYE-FM: 94.1 mhz, 25 kw, ant. 2,967 ft.; WIOB: 97.5 mhz, 25 kw, ant. 990 ft.; WCOM: 94.7 mhz, 32 kw, ant. 1,778 ft.; WOQI: 93.3 mhz, 14.5 kw, ant. -225 ft.; WIOC: 105.1 mhz, 9 kw, ant. -150 ft.

Formats: WZNT: tropical, salsa and merengue; WIOA: AC; WCTA-FM: oldies; WOYE-FM: CHR, latin hits; WIOB: ballads; WCOM: CHR; WOQI: modern, tropical; WIOC: ballads.

Broker: Jeffery Group

KFMK(FM) Round Rock, Tex.

Price: \$8.5 million

Buyer: CapStar Broadcasting Partners LP, Austin, Tex. (Thomas O. Hicks, owner); owns/is buying 247

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
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
GRAPHIC BY BROADCASTING & CABLE

JOURNAL BROADCAST GROUP

has acquired

KQXR-FM

KGEM-AM/KJOT-FM

KCID-AM/FM KSRV-AM/FM

Boise, Idaho

from

AMERICAN GENERAL MEDIA

The undersigned acted as exclusive broker
in this transaction and assisted in the negotiations.



Kalil & Co., Inc.

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

FMs and 103 AMs

Seller: R. Stephen Hicks, Austin; Hicks is president of buyer

Facilities: 105.9 mhz, 4.5 kw, 397 m.

Format: Dark

WAVX-FM Thomaston, Me.

Price: \$1.15 million

Buyer: Mariner Broadcasting LP, Kennebunk, Me. (Louis Vitali, president); owns WBQQ(FM) and WQEZ(FM) Kennebunkport and WBQW(FM) Scarborough, Me.

Seller: Northern Lights Broadcasting Co., Rockland, Me. (Jonathan L. LeVeen, president)

Facilities: 106.9 mhz, 29.5 kw, ant. 633 ft.

Format: Classical

KUPH(FM) Mountain View, Mo.

Price: \$196,500

Buyer: Central Ozark Radio Network Inc., West Plains, Mo. (Tom Marhefka, president); owns/is buying five FMs and four AMs

Seller: Karen L. Hunt, Mountain View, Mo.

Facilities: 96.9 mhz, 50 kw, ant. 420 ft.

Format: Classic rock, CHR

KDAM(FM) Monroe City, Mo.

Price: \$138,500

Buyer: Big Signal Broadcasting Inc., St. Louis (Gary Brown, president); Brown owns WBBA-AM-FM Pittsfield, Ill.

Seller: Phoenix I Broadcasting Inc., Keokuk, Iowa (John D. Rothgeb, president); no other broadcast interests

Facilities: 107.5 mhz, 3 kw, ant. 302 ft.

Format: Oldies

KPLO-FM Reliance, S.D.

Price: \$98,000

Buyer: James River Broadcasting Company, Valley City, N.D. (Robert Ingstad, president); owns KGFX(AM) Pierre, KOKD(AM)-KGIM-FM Redfield, KOLY-AM-FM Mobridge and KMLO(FM) Lowry, all S.D.

Seller: MAS Communications Inc., Pierre, S.D. (Mark A. Swendsen, principal); is building a new FM in Ingalls, Kan. and maintains an interest in buyer

Facilities: 94.5 mhz, 95 kw, ant. 1,000 ft.

Format: Country

KRVK(FM) Midwest, Wyo.

Price: \$3,000

Buyer: New West Broadcasting Co., Pittston, Pa. (Robin B. Thomas, sole proprietor)

Seller: Michael Radio Group, Cheyenne, Wyo. (Victor A. and Lori L. Michael, 45% owners; Van A. and Kimberly J. Michael, 45% owners); owns KRKI(AM)-KEZZ-FM Estes Park, Colo.

Facilities: 107.7 mhz, 100 kw, ant. 594 ft.

Format: Dark

WYBR(FM) Big Rapids, Mich.

Price: \$1,000 for stock

Buyer: Media Partners Inc., Grand Rapids, Mich. (Jeffrey Scarpelli, president); no other broadcast interests

Seller: Thomas R. Dilley, Grand Rapids, Mich.; maintains an interest in buyer

Facilities: 102.3 mhz, 10.5 kw, ant. 436 ft.

Format: Hot AC, CHR

AMS

WRRO(AM) Warren, Ohio

Price: \$1.7 million

Buyer: ESQ Communications Inc., Columbus, Ohio (Percy Squire, president/owner); owns WGFT(AM) Youngstown and WSMZ(FM) Johnstown, Ohio

Seller: Star Communications Inc., Warren, Ohio (Philip Levine and Arthur Greenberg, co-presidents); no other broadcast interests

Facilities: 1440 khz, 5kw

Format: News, talk, sports

Broker: William R. Rice Co.

WJHR(AM) Flemington, N.J.

Price: \$1.4 million

Buyer: Multicultural Radio Broadcasting Inc., New York (Arthur S. Liu, owner); owns/is buying 12 AMs; Liu and wife Yvonne own KALI-AM-FM San Gabriel, Calif.; WKDM(AM) New York, and KCHN(AM) Liberty, Tex.

Seller: Kingwood Broadcasting Inc., Flemington, N.J. (Carl Liu, owner); no other broadcast interests

Facilities: 1040 khz, 4.7 kw day, 1 kw night

Format: News, talk

WXLL(AM) Decatur, Ga.

Price: \$380,000

Buyer: Pacific Star Broadcasting Inc., Atlanta, Ga. (Charlie S. Kim, president/secretary/treasurer); no other broadcast interests

Seller: W. & M. Watson Audio, Decatur, Ga. (Margery J. Watson, president); no other broadcast interests

Facilities: 1310 khz, 500 w

Format: Religion

—Compiled by Alisa Holmes

MATTER OF RECORD

On July 20th, 1998

Granite Broadcasting Corp.

completed its acquisition of

KOFY-TV, Channel 20

the WB affiliate in San Francisco, from

Pacific FM, Inc.

Ben LaRue of H.B. La Rue Media Brokers,

Beverly Hills, was the exclusive broker in this privately negotiated transaction, representing Granite.

The price was \$174-million.

*H.B. La Rue Media Brokers,
Serving the Broadcast Industry for over Thirty Years*

RADIO - TV - CATV

RADIO

HELP WANTED MANAGEMENT

GM wanted for new FM Classical station on Florida Coast. Excellent living and working environment in an upscale market. Must be able to manage and motivate small staff, and be hands-on in sales and promotions. Successful experience in marketing classical format preferred. Send resume to Box 01400 EOE.

HELP WANTED TECHNICAL

Radio Show Producer/Engineer. Nationally syndicated daily Christian radio broadcast based in California seeking an individual with experience in the producing and directing of a live call-in talk show. Candidate must handle technical aspects of show and equipment, coordinate live remote broadcasts from convention sites when applicable, work with our vendor for satellite distribution, and produce openings, closings, special features and bumper music. We offer competitive salary and an excellent benefits package. Reply to Box 01406 EOE.

HELP WANTED PROGRAMMING

Operations Manager and Morning Drive Host. Regional classic rock FM in Southeastern Ohio looking for an operations manager to supervise AM/FM, programming and production for top station in the region plus new Class A in Huntington-Ashland market. Must be capable of delivering morning drive with an adult approach. Number two person in the stations. Need take-charge, hands-on manager looking for stability and long-term growth in a small market with expanding radio group. Send resume, tape, references and salary requirements to Legend Communications, Box 275, Gleneig, Maryland 21737. Replies confidential. An Equal Opportunity Employer.

SITUATIONS WANTED MANAGEMENT

Seeking General Manager position, in small to mid-size market. Good all around broadcaster with 45 years experience. Good sales background. Prefer FM/AM combo. Call or write: Levy 209-635-7400, 4125 W. Mineral King #309, Visalia, CA 93277.

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.

Attention owners in East-Central Illinois/West Central Indiana. Sixteen years in Radio - eight as GM. I'll treat your station as if it were my own. Reply to Box 01401.

Aggressive sales oriented General Manager over 15 years in radio including WNBC (NY), KFRC (San Fran.) went into own business, but now wants back in broadcast. This former West Pointer unequalled sales performance, goal orientation. Larry Leibowitz 305-531-8116.

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.

SITUATIONS WANTED PROGRAMMING

Veteran broadcaster retired too early. Looking for position anywhere to continue utilizing my abilities. Talk, Travel Talk & Sales, classical and good music, news, commentary, or tutoring, coaching and consulting. Your salary level. 248-682-7798.

TELEVISION

HELP WANTED MANAGEMENT

RAYCOM Media **TV Group VP**

Raycom Media, one of America's largest broadcasting groups, has an exciting opportunity for an experienced manager of television stations to oversee a group of its growing number of stations. Raycom will soon have 32 television stations in 17 states. The person we are looking for should have prior general management experience of at least two television stations. The executive must also have the ability of moving from a local television environment to a global view of television, while at the same time being close to the specific television stations for which he/she will oversee. This exciting opportunity will be based in Montgomery, AL and require extensive travel. If you are interested in joining America's largest employee owned media company, send your resume and salary requirements to:

Raycom Media, Inc.
Dept. CB, 201 Monroe Street, 20th Floor
Montgomery, AL 36104
An EOE M/F/D

birschbach media sales & recruiting. Over 125 Media Sales positions nationwide. 20 Sales Management. Over 60 Sales positions. 55 Traffic-Production-Technical. Ph: 303-368-5900, fax: 303-368-9675. E-mail: jbirsch@birschbachmedia.com.

Executive Director, Community Access Television. The primary duties of the Executive Director are to plan, organize, direct and monitor the total operation of the public, educational and governmental access channels, facility and related programming deemed necessary by the Board of Directors. This includes the preparation of budget recommendations, goals, policies, grants, overall funding development, negotiation of contracts, preparation of reports and correspondence, and the fulfillment of all PEGASYS financial and legal obligations. The position requires independent judgement, discretion, and ability to work with the Board of Directors, local officials, employees, contracts, public and civic groups, nonprofit, private and public corporations on a regular basis. Familiarity and experience with community cable systems, technology, programming and equipment are required. A degree in Broadcasting, Communication, (video production) or related field is preferred. A minimum of five years of related experience required. Experience should include all aspects of television production from script writing to final edit. Ability to trouble shoot equipment problems, train others in television production techniques and to maintain high standards for on air quality. Starting salary range: \$32,000-\$36,000. Application Deadline: Monday, August 17, 1998. Applicants should submit resume to: PEGASYS, Inc., 123 W. Maine Street, Enid, Oklahoma 73701. Attn: Search Committee. EOE.

HELP WANTED OPERATIONS

Seeking seasoned broadcast operations professional with entrepreneurial spirit. Duties might include, but not be limited to, hiring and management of freelance broadcast crews, equipment maintenance directing, audio engineering, lighting, satellite booking, floor directing, auditorium camera operations and non-broadcast support. Applicant should have at least five years' experience in technical support for television with particular emphasis on news and public affairs programming. Additional experience in radio, audio-visual event support, and theater production considered a plus. Duties will include handling all technical facilities within the Media Studies Center and Newseum/NY. Fax cover letter/resume to MSC Broadcast Department 212-317-7553.

DC Post-Production facility seeks an experienced Operations Manager. Successful applicant will have at least three years experience supervising others in a Post Production environment. Applicants must have thorough understanding of technical issues, scheduling and supervising employees. Exemplary customer service skills required. Interested applicants should send resumes to P.O. Box 51142 Washington, DC 20091.

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

HELP WANTED SALES

LOCAL SALES MANAGER

WTSP, the Gannett owned CBS affiliate in Tampa Bay, is seeking a high energy, aggressive leader to join our team. Position requires solid leadership, team building, communication and presentation skills. Individual must possess the ability to motivate, train and to think "outside the box" with a creative approach to generating new revenue. The successful candidate will have a proven track record of success. We are an Equal Opportunity Employer and encourage women and minorities to apply.

Send resume to:



Noreen Parker
Vice President of Sales
PO Box 10,000
St. Petersburg, Florida 33733

Broadcasting & Cable

We Need Your Passion for Sales and Talent for Success!

Broadcasting & Cable has an exciting opportunity for a dynamic, energetic individual. Seeking a seasoned sales professional to drive cable industry ad sales. Knowledge of TV, cable and related industries preferred. Ideal candidate should have 5+ years in ad sales for publishing, cable television or affiliate sales.

For immediate consideration, send your resume with salary requirements to:

**Human Resources Department - BC
Cahners Business Information
245 W. 17th Street
New York, NY 10011
or fax to 212-727-2425. EOE M/F/D/V.**

General Sales Manager. WEYI, NBC affiliate in Flint-Saginaw-Bay City, mid-Michigan's growth station seeking an aggressive leader whose goal is to out perform the competition. We need an outside the box thinker with ability to train and motivate, build team spirit, control inventory, forecast revenue and establish budgets. Excellent compensation package and growth opportunities, with expanding television group. Send resume to: Ron Pulera, President and General Manager, WEYI-TV NBC25, 2225 W. Willard Rd., Clio, MI 48420. An Equal Opportunity Employer. Call 810-687-1000.

General Sales Manager. The opportunity to become GSM of KFVS-TV, a top notch Raycom Media station in the Heartland doesn't come along very often. Candidate's resume should demonstrate detailed experience, management, organization, and leadership skills necessary to continue the double-digit successes of your predecessor. No beginners. Prefer prior GSM experience, but will consider larger market LSMs with proven track record. Must pass drug screen and possess clean driving record. Equal Opportunity Employer. Resume to Kathy Cowan, KFVS12, Box 100, Cape Girardeau, MO 63702-0100.

LOCAL SALES MANAGER

WKMG-TV, Orlando, Florida, a Post-Newsweek Station, is seeking an aggressive individual that can demonstrate success in TV sales.

Send resume to:

**John McKay
General Sales Manager
WKMG-TV
4466 John Young Parkway
Orlando, FL 32804
EOE**

WTWV FOX 7 Evansville seeks proven AE looking to advance career. Strong VHF in explosive growth market. Excellent comp and support tools. Strong direct track record in TV/Radio preferred. Join Quorum Broadcasting's winning team! Cover letter and resume to: GSM, WTVM, PO Box 7, Evansville, Indiana 47701. EOE.

WBTV, Charlotte is seeking an experienced broadcast sales Account Executive. Prefer a minimum of five to seven years of broadcast sales experience. Must be proficient at agency negotiations with a full working knowledge of the ratings. Looking for AE with excellent sales and service skills for clients of all levels. Require computer skills with Windows 95 and/or Microsoft. Experience with TvScan, Scarborough, Stowell or related products a plus. Need a strong background with coop/vendor related sales and/or promotional sales. New business development skills are also required. Sports marketing knowledge is extremely helpful. Jefferson-Pilot Communications Company is an Equal Opportunity Employer. Qualified women and minorities encouraged. Reply to: Cathy Lockhart Cloud, Recruiting Manager, WBTV, One Julian Price Place, Charlotte, NC 28208. Email: ccloud@JPC.COM Visit our website JPC.COM

WBTV, Charlotte is seeking an experienced Traffic Manager. Prefer a minimum of 7 years experience in a television traffic department and 2 years experience as television traffic manager. Must be highly motivated, well organized with strong communication skills. Will be responsible for the daily supervision of the traffic department including cross training of staff. Must have the ability to assume hands-on role with assembling and finalizing of daily FCC logs, program formats, continuity, order input and clearing, and assisting sales and management with inventory control. Jefferson-Pilot Communications Company is an Equal Opportunity Employer. Qualified women and minorities encouraged. Reply to: Cathy Lockhart Cloud, Recruiting Manager, WBTV, One Julian Price Place, Charlotte, NC 28208. Email: ccloud@JPC.COM Visit our website JPC.COM

Account Executive. TV sales exp. and strong retail development skills preferred. Computer exp. desirable. Resumes only by 8-10-98 to HR Coord., KYTV, 999 W. Sunshine, Springfield, MO 65807. EOE.

Account Executive: WKCF-TV, Orlando, top rated WB affiliate is seeking a highly motivated AE that has agency experience as well as new business development skills. Candidates must have the ability to handle continuous changes in market conditions. A minimum of 3 years experience in television sales and knowledge of TvScan/Scarborough is preferred. Submit resumes to Human Resources, WKCF/AE, 31 Skyline Drive, Lake Mary, FL 32746. EOE. No phone calls please.

Challenging opportunity- extraordinary future. The Ohio News Network seeks an experienced manager who can build our sales department and grow revenues for our statewide cable news channel. We need a builder and a leader, a doer and a manager who has a strong desire to recruit and train a new staff to achieve our sales goals. This individual should exhibit a high level of creativity, drive and competitiveness. This is not just another sales manager position, this is an opportunity to "break loose" and excel professionally, personally, and financially. Our Sales Manager must be inventive and determined to succeed. This individual will strive to maintain the highest possible standards of personal and professional integrity, will be cooperative and contributing member of the ONN management team will be self-motivated and willing to travel. A college degree and proven record of sales and management experience are required. Please forward resume and references and compensation requirements along with references to ONN, Human Resources, Job#58-400, 700 Twin Rivers Drive, Columbus, Ohio, 43215. Qualified minorities and women are encouraged to apply. EEO. We are a smoke and drug free workplace.

Traffic Manager - TV Sales. Must have minimum three years broadcast background in television traffic department. Prior management experience a definite plus. Ability to perform under pressure and adhere to deadlines. Effective oral and written communication skills and mathematical proficiency a must. Please send resume to Traffic Mgr., WMC-TV, 1960 Union, Memphis, TN 38104. No faxed resume please.

HELP WANTED MARKETING

WBTV, Charlotte is seeking an experienced individual in broadcast promotion to assume the role of Marketing Director at one of the Southeast's premiere CBS affiliates. Managerial experience is a pre-requisite as well as the ability to assume a hands-on role for staff mentoring and completion of projects whenever necessary. WBTV is a technically advanced broadcast facility therefore the individual should have a working knowledge of today's and future broadcast production. Because the Marketing Director at WBTV works very closely with News and Sales, candidates should be able to demonstrate their level of experience with these departments. Jefferson-Pilot Communications Company is an Equal Opportunity Employer. Qualified women and minorities encouraged. Resume to: Cathy Lockhart Cloud, Recruiting Manager, WBTV, One Julian Price Place, Charlotte, NC 28208. Email: ccloud@JPC.COM Visit our website JPC.COM

FOR DAILY CLASSIFIED UPDATES...

VISIT BROADCASTING & CABLE ONLINE
www.broadcastingcable.com

Coordinator of Outside Communications to plan, coordinate, and produce publicity activities, financial campaigns, newsletters, program guide, press releases, outreach efforts and advertising. KVCR is a PBS station in the 27th largest market and is close to the nation's 2nd largest market. Must have a four-year degree and five years experience or a combination as outlined in the application. Salary Range \$28,062 to \$33,228, with excellent fringe benefits. Applications must be received no later than August 21, 1998. Contact Human Resources, KVCR-TV/San Bernadino community College District, 441 West Eighth Street, San Bernadino, CA 92401-1007. Or call the Jobline at 909-384-0853. EEO.

Producer/Project Manager. Are you both a PR and Broadcast Pro? We are a full-service tv and radio news production and placement company working with Public Relations firms and major corporations offering a unique opportunity for an experienced Producer/Project Manager to join us in a key role. The right candidate will be an expert in managing clients, publicity, story development, TV markets and Nielsen ratings. As a Producer/Project manager you will be in charge of Satellite Media Tours and Radio Tours and will work with the team on VNR's, B-Roll Packages and Corp video production. Bachelor's degree in communications, public relations or broadcasting preferred, must be able to think and act quickly on your feet. Computer literate required. For consideration, fax resume to (212)302-8576.

Director of Marketing and Promotional. Aggressive Northeast ABC affiliate seeks standout promotion star to lead us to victory. We offer a creative, award winning staff, great equipment, a strong product and an excellent compensation package. We prefer no less than five years experience promoting local news and station involvement, event marketing expertise, management experience (ideally in a team environment), a great resume with solid references, and a reel that will knock our socks off. Experience in programming issues and commercial production is strongly preferred. Rush material plus salary requirements to Jeff Scheidecker, Director of Station Operations, WGGW News 40, 1300 Liberty Street, Springfield, MA 01102-0040. No calls! EOE. Check us out at wggw.com

HELP WANTED TECHNICAL

**WE PLACE ENGINEERS
TV, POST, SATELLITE, VIDEO**

KEYSTONE INT'L., INC.
Dime Bank Bldg., 49 S. Main St.
Pittston, PA 18640, USA

Phone (717) 655-7143
Fax/Resume (717) 654-5765

Junior Television Maintenance Engineer. Broadcast grade equipment bench repair skills required. High quality level of digital and analog video and audio equipment alignment and set-up abilities. Full understanding of electronic theory mandatory. Technical school or college degree in an electronics related discipline preferred. A minimum of 7 years experience in engineering maintenance at the broadcast grade level is a must. Send resume and salary requirements to: Nichols Technical Services, Attn: JR/3/98, 2945 Flowers Road South, Suite 107, Atlanta, GA 30341.

Broadcast Maintenance Engineer/MIS. WPGH-TV is looking for a Television Broadcast Maintenance Engineer with computer savvy. Strong bkgnd in maintenance of studio equip, video tape, and ENG gear plus networking exp. Novell and/or NT network adm a must. College degree with FCC General Class License and/or SBE certification and CAN or CNE pref. No calls. Resume and salary reqmnts to: Karl W. Hansen, Dir Eng/Opr. WPGH-TV, 750 Ivory Ave., Pgh, PA 15214. EOE/M/F

WE'RE STORMING THE BEACH IN MIAMI

We're looking for innovative, passionate, hard driving pioneers to be part of the station that's the talk of the industry. If you always wanted to be at an MTV, FOX or CNN right from the beginning and you've got the right stuff, here's your shot at a once in a career ground floor opportunity.

CHIEF ENGINEER

Ability to manage all aspects of the engineering and broadcast operations department. Supervises master control, operations engineers, and maintenance engineers. Maintain compliance with FCC requirements. FCC General Class License or SBE Certification. Plan and manage yearly operating and capital budgets.

MASTER CONTROL OPERATOR

Responsible for switching programming on the air. Editing and dubbing of tapes, maintain program logs, operate video servers, monitor transmitter parameters, operate and log emergency activation system.

WAMI
USA Broadcasting
605 Lincoln Road
2nd Floor
Miami Beach, FL 33139
Fax: 305-604-0406

Tv Engineers Wanted for satellite television stations in Charlotte NC, Houston TX, Las Vegas NV, St. Louis MO, and Seattle WA. Provide maintenance and monitoring services and report to national group. Low-power tv rf experience required. Microwave and satellite knowledge very helpful. These positions require approximately 6 hours per month. Monthly retainer plus hourly rate. Local residency required for quick response and monitoring. EOE. For further information, contact tvjob@hotmail.com or call (440)546-0967.

WREX-TV is seeking a Broadcast Maintenance Engineer. Candidate should have an Associates Degree in Electronics Technology and SBE Certification is a plus. Applicant must be able to trouble shoot to component level and have a solid working knowledge of computers and digital equipment. In addition must be able to work irregular hours including nights, weekends, and holidays. Send resumes, and salary requirements to 13 WREX, Attn: Gerry Meinders, PO Box 530, Rockford, IL 61105. EEO, M/F.

Studio Engineer (Temporary): Position requires experience as an audio operator in a live production and news environment. A thorough knowledge of television studio operations and standards required. Completion of accredited college or technical school desirable. Professional experience required. Send resumes only to: Bill Kirkpatrick, WABC-TV, 7 Lincoln Square, New York, NY 10023-0217. No telephone calls or faxes please. We are an Equal Opportunity Employer.

TV Maintenance/Operations Engineer. Brooklyn College TV Center. Maintain & repair Ampex, Sony, Ikegami and other professional video and audio equipment to component level. Read technical plans/schematics. Broadcast level operations experience/computer experience required. Work flexible shifts including evenings/weekends as needed. Lifting heavy equipment/climbing ladders is essential. H.S. and at least 8 years experience. Salary \$28,679-\$39,722 commensurate with qualifications and experience. Resume to Dr. Joan Rome/BC Personnel Dept. 2900 Bedford Ave., Brooklyn, NY 11210. Brooklyn College is an EEO/AA/IRCA/ADA employer.

Audio Engineer. Major NYC video production studios looking for A-1 with 3-5 years experience in mixing, knowledge of RF mics, processing equipment, satellite transmission 2 way audio, patch bays. Any design/maintenance a plus. Send resume to: Ken: 847A Second Ave.: Suite 125; New York, NY 10017.

Senior Television Maintenance Engineer. Fully skilled in repairing both digital and analog video and audio broadcast grade equipment. Troubleshooting to both the board and component level preferred. Facilities and light circuit design skills a plus. Electrical Engineering degree preferred, but not required. An extremely high quality sense is mandatory. Extensive experience in broadcast grade teleproduction, network or Television station engineering required. Send resume and salary requirements to: Nichols Technical Services, Attn: SR/3/98, 2945 Flowers Road South, Suite 107, Atlanta, GA 30341.

Senior Maintenance Engineer, Nebraska Educational Telecommunications. Troubleshoot and repair a wide variety of electronic equipment used in television systems. Provide leadership to other electronic maintenance staff. Bachelor's with major in a technical discipline or related field plus three years experience in troubleshooting complex analog and digital electronic systems required; equivalency considered. Extensive experience in troubleshooting a wide variety of tape machines (VCRs & VTRs) necessary. Knowledge of 1" helical scan format, Beta Cam formats, and supervisory experience desired. Excellent benefits. Review of application will begin August 24. Position will remain open until a suitable candidate is found. Submit cover letter and resume to Personnel Coordinator, NET, P.O. 33111, Lincoln NE 68501. UNL is committed to EEO/AA and ADA/504. If you require accommodation, please call (402)472-9333 ext. 214.

Maintenance Engineer: Univision 41, seeks a candidate with 3-5 years experience in Television Engineering, UHF Transmitters, ENG Microwave trucks, Satellite and microwave equipment, Betacam Format VTR's, Digital and Analog systems. Strong computer skills are required. An FCC Commercial license and/or SBE Certification is preferred. Ability to work evenings and weekends a must. No calls please. Please apply in person. Univision 41, 500 Frank W. Burr Blvd., 6th floor, Teaneck, New Jersey 07666. EOE.

TV Remote Unit Engineer. Comtel, Inc., seeks engineer to maintain and supervise operation of 48' remote unit. Minimum 3 years experience in television equipment maintenance required. Experience in multi-camera live sporting event remotes preferred. Must be flexible regarding days and hours worked. Send resume with salary requirements to: Comtel, Inc., PO Box 2, Miami, FL 33261-0002. An Equal Opportunity Employer. M/F/D/V.

Broadcast Engineer, Television Production and Post Production facility seeks an experienced broadcast engineer to serve as a Senior Engineer. Applicant should have extensive experience as video and bench engineer. Interested applicants should forward resumes to Ed Wilde, Human Resources, 650 Massachusetts Avenue, NW Washington, DC 20001 or fax to (201) 408-9050. EOE.

Corporate Chief Engineer. Growing station group is seeking a Corporate Chief Engineer. The highly experienced candidate will have Chief Engineer responsibilities at one property, while having technical oversight of all stations. Responsibilities to include: equipment negotiation, purchase and installation; trouble-shooting; due diligence on future acquisitions, research and effecting change to digital; all UHF and VHF RF oversight. Experience with Larcen, Harris and GE transmitters a plus. Please send resume, salary requirements, and references to: Lambert Television, 1999 Avenue of the Stars, Suite 500, Los Angeles, CA 90067, Attn: Senior VP, Broadcast Group. Fax to: 310-551-4068. No phone calls please. EOE/M/F.

ENG and Broadcast Personnel. ENG Field Operations with Camera and Microwave Experience. Videotape Editors. Studio Operations and Maintenance Including: 1) Technical Directors (GVG-300 switcher with Kaleidoscope) 2) Audio (mixing for live studio and news broadcasts) 3) Studio Camerapersons (studio productions and news broadcasts) 4) Chyron Operators (iNFiNiT!) 5) Still Store Operations 6) Tape Operators (Beta) 7) Maintenance (plant systems with experience in distribution and patching) 8) Lighting Director Engineer 9) Robotic Camera Operations 10) Master Control. *For the East Coast, Midwest and West Coast.* Would commence spring/summer 1998. Out-of-town applicants accepted for the positions will be reimbursed for airfare, hotel, and per diem expenses. Send resumes to: MMS, Suite 345, 847A Second Avenue, New York, NY 10017, Or Fax 212-338-0360. This employment would occur in the event of a work stoppage and would be of a temporary nature to replace striking personnel. This is not an ad for permanent employment. An Equal Opportunity Employer.

Assistant Chief Engineer. WPHL-TV, a Tribune Broadcasting Station, has an immediate opening for a highly motivated individual with strong technical skills and thorough knowledge of broadcast equipment including RF transmission systems. Assist Engineering Manager in special projects, budgets, scheduling, and the day-to-day operations of the station. Candidate should have at least 5 to 10 years experience in television broadcast electronics, TV transmitters, ENG and Microwave equipment, thorough knowledge of News operations, and 3 years of supervisory experience. Must have a strong knowledge of computers and FCC rules. *Maintenance Technician.* WPHL-TV has an immediate opening for a Television Maintenance Technician. Applicant must have 3-5 years experience in television broadcast equipment. SBE certification or a Technical School degree is preferred. UHF transmitter and microwave experience a plus. Resumes/fax to: Michael P. Hort, Engineering Manager, WPHL-TV, 5001 Wynnefield Avenue, Philadelphia, PA 19131. EOE. No phone calls please. Fax: 215-878-3737.

HELP WANTED NEWS

Weekend News Producer. We are looking for a self-starter who loves hard news and knows how to tell it. This is a great growth position for that up and comer...2-3 years previous experience preferred. Send tape and resume to: Michael Goldrick, Executive Producer, Dept. 95, WSOC-TV, 1901 N. Tryon Street, Charlotte, NC 28206. No phone calls please. EOE M/F.

HELP WANTED NEWS

Broadcasting & Cable MANAGING EDITOR

BROADCASTING & CABLE is seeking a Managing Editor. NYC based position will oversee the day to day operations and development of the magazine including editorial content and overall "look." Works closely with Editor to drive news coverage. Ideal candidate should be a seasoned professional, daily newspaper experience preferred. Strong leadership and management skills necessary.

Send resume w/sal. reqmts. to:

Cahners Business Information
HR Dept. - BCME
245 W. 17th Street
New York, NY 10011
Fax: 212-727-2425

We appreciate your responses but will only be responding to qualified applicants.

Sports Anchor - Gulf Coast. 2 1/2 hour morning program; top-rated FOX station. Complete the anchor team. Highlights: develop sport segments; go live; local packages. Tapes/resumes to Chuck Bark, News Director, WALA-TV, 210 Government Street, Mobile, Alabama 36602. EOE, M/F.

News Producer. Richmond's No. 1 award winning news team has an immediate opening for a supervising producer to produce and manage a prime-time broadcast. Heavy emphasis on writing, content development and people skills are all a must. Experience a must. Qualified applicants only send resume and non-returnable VHS tape to Frank Jones, WWBT, PO Box 12, Richmond, VA 23218. No calls. EOE MFD.

Top north Texas NBC affiliate is seeking an Anchor/Reporter. Candidate should be able to report, shoot and edit. We are looking for a serious journalist with leadership skills. Job requirements include a college degree and two years experience. Send cover letter, resume and non-returnable VHS tape to: Scott Coppenbarger, News Director, KFDX-TV, 4500 Seymour Highway, Wichita Falls, TX 76309. No phone calls. KFDX-TV is an Equal Opportunity Employer.

Top north Texas NBC affiliate is seeking a General Assignments Reporter. Job requirements include a degree and one year's experience. Send cover letter, resume and non-returnable VHS tape to: Scott Coppenbarger, News Director, KFDX-TV, 4500 Seymour Highway, Wichita Falls, TX 76309. No phone calls. KFDX-TV is an Equal Opportunity Employer.

Reporter. (3-avail) General Assignments Reporter for the 10 O'clock News. Must know how to tell a story. Journalism degree pref. At least 4 years reporting exp. req. Live shot exp. is essential. Posses superior writing and comm. skills. No calls. To: John Poister, Exec. Producer, WPGH-TV, 750 Ivory Avenue, Pittsburgh, PA 15214. EOE/M/F.

Promotion Producers. Kansas City station closing in on #1 news is looking for aggressive writer/producers to make some big waves on-air! Candidates must have strong writing skills and promotion experience. AVID editing is preferred but not necessary. Send demo reel and resume (including salary requirements) to: WDAF-TV, Human Resources Dept., 3030 Summit, Kansas City, MO 64108. EOE M/F/V/D.

WTVR-TV, a Raycom Media station, has an immediate opening for a News Producer. A minimum of one year line producing experience required. Must be deadline oriented, clear communicator, excellent writer, and able to handle multiple live shots in a breaking news situation. We are an EOE and qualified minorities and females are encouraged to apply. Pre-employment drug screening required. Submit resume and application to (no phone calls): Mike Bergin, Assistant News Director, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230.

News Reporter. If you're an experienced reporter with strong enterprise and live skills, we're looking for you. WPXI is an aggressive Cox-owned station in a competitive market. You must be willing to dig and stick with a story no matter what it takes. Strong writing and live skills are required. 3-5 years experience and a college degree required. Send tape and resume to Jennifer Rigby, News Director, WPXI-TV, 11 Television Hill, Pittsburgh, PA 15214. No phone calls! WPXI-TV is an Equal Opportunity Employer.

Regional Manager. Conus Communications, a satellite news gathering cooperative and satellite transmission service is seeking someone to manage a multi-station Conus News Gathering region. Looking for someone with strong background in SNG, assignment desk and news producing experience. Applicants should show progressive employment history and experience dealing with station management. Position will travel throughout the region area. Must be a proven leader and self starter. Send references and salary requirements to: Conus Communications, Human Resources Job #167-98, 3415 University Avenue, St. Paul, MN 55114. No telephone calls please. An Equal Opportunity Employer.

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, experienced 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 Dept., KNTV-11, 645 Park Avenue, San Jose, CA 95110. EOE.

News Photographer: Join area's top news team. Requires solid news judgement plus videography and editing skills. Must have at least one year TV news experience. Send resume and tape to Chief Photographer, WTVG, PO Box 1150, Chattanooga, TN 37401. Equal Opportunity Employer.

News Photographer: WIFR-TV, a CBS affiliate in Rockford, IL, is looking for a photo-journalist to shoot and edit video. Live truck skills are preferred. Send non-returnable VHS tape and resume to Mr. Stu Wahlin, Chief Photographer, WIFR-TV, PO Box 123, Rockford, IL 61105. EOE.

Anchor (Job #23-400): Ohio's own 24 hour news cable channel, the Ohio News Network, is looking for the best to anchor its early evening and primetime newscasts. Are you a superior writer and storyteller? Do you deliver the news in a credible fashion? Are you a newsroom leader, a team player and a motivator? Are you great at anchoring extended coverage of breaking news events? Do you love to report quality in-depth issue oriented stories not found on local television news? If you qualify, show us your stuff! You must have at least three years anchor experience and a strong reporting background! Hurry, Hurry! Rush your tape and resume The Ohio News Network, Human Resources, Job #23-400, 770 Twin Rivers Drive, Columbus, Ohio 43215. Qualified Minorities and Women are encouraged to apply, EEO. We are a smoke and drug free workplace.

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

Morning Anchor/Reporter. KDLT-TV, the NBC affiliate in Sioux Falls, seeks full-time Reporter to anchor the news portion or a new one hour morning show. Applications should have at least two years of reporting experience with anchoring experience. Writing clearly and concisely is a must. Should be a well-organized, self starter who can communicate well with others and has good news judgement. Send resume, air check tape and writing samples to: KDLT-TV, Madeline Shields, News Director, 3600 S. Westport Avenue, Sioux Falls, SD 57106. F/M EOE.

KOKI FOX 23 is looking for a Chief Meteorologist for First Weather on FOX 23, Tulsa's only 10 PM weathercast! The position requires a degree in meteorology, at least one year as a broadcast meteorologist and a zest for promotion. This is a job for someone who can stand on their own and provide accurate forecasting for an area that has very challenging weather. If you feel you can take on the tornadoes of Tulsa, send your resume, cover letter and non-returnable tape to: Human Resources Director, 5416 South Yale, Suite 500, Tulsa, Oklahoma. KOKI FOX 23 is an Equal Employment Opportunity Employer.

Bureau Reporter/Photographer. WSOC-TV is looking for a multi-talented storyteller to run one of our bureaus. This person is responsible for making contacts and generating story ideas from this area of our market. This person should be able to shoot and edit as well as deliver on-camera. If you can do the job please contact: Robin Whitmeyer, Executive Editor, WSOC-TV, Dept. 95, 1901 North Tryon Street, Charlotte, NC 28206. EOE M/F.

Anchor, reporters, meteorologists, sports anchors, producers, photographers join our team! Nexstar Broadcasting of Northeastern Pennsylvania is now accepting tapes and resumes for present and potential future openings and expansion. We have a unique set-up, producing news for both the NBC and CBS affiliates in the market. If you're looking for a creative challenge, send materials to: Personnel, Nexstar Broadcasting of Northeastern PA, 62 S. Franklin Street, Wilkes-Barre, PA 18701. EOE. No phone calls!

Anchor/Reporter (WSFA). We are looking for a co-anchor to add to our team of veterans at 6pm. You will also be a general assignment reporter, responsible for generating stories from a specific beat. We are looking for someone who is a great storyteller both on the set and in the field. You should have 3-5 years experience. Send your resume, tape (VHS OK) and cover letter by August 14 to: Lucy Himstedt Riley, News Director, WSFA, 12 E. Delano Avenue, Montgomery, AL 36105. EOE.

News Director. WAFB in Baton Rouge, LA, a Raycom Media station, has an immediate opening for News Director. CBS affiliate and the #1 news in very competitive top 100 market seeks leader with proven track record. Candidate will have 4+ years news management experience. This individual will be responsible for all daily news gathering operations, long term management and budgeting. Must be computer literate. We are an EOE and qualified minorities and females are encouraged to apply. Submit resume and pay requirements to (no phone calls) Ronald E. Winders, General Manager, 844 Government Street, Baton Rouge, LA 70802-6090.

11pm Producer (Job #291-200): Do you know you are the best producer in your market? Prove you can be the best in ours. We are a dominant number one with all the toys you could ever want. We have five live trucks, two satellite trucks, a helicopter and much more. We are committed to covering the big story wherever it is. We need someone who has a vision to create compelling television, tell visual stories, capture emotion and help design highly motivated animated graphics. We want someone who knows how to turn a phrase, craft riveting teases and write clear, crisp, concise copy. If you think you can do it and have three to five years producing experience, send last night's air check and resume to WBNS-TV, Human Resources, Job#291-200, 770 Twin Rivers Drive, Columbus, Ohio 43215. Qualified minorities and women are encouraged to apply. EEO. We are a smoke and drug free workplace.

HELP WANTED PROMOTION

Senior Promotion Writer/Producer/Editor. Top 50 ABC affiliate seeking creative hands on promotion guru with two years experience who can do it all! Excellent writing skills plus AVID experience. Shooting skills a plus. Rush a resume and tape to: Betty Bryan, WHTM-TV, 3235 Hoffman St., Harrisburg, PA 17110. EOE.

Promotions Manager. WROC-TV, the CBS affiliate in Rochester, New York, is looking for a hands-on Promotions Manager. The position requires 3 to 5 years experience as a manager. Must have demonstrated ability in writing and producing news and image promotion. Marketing experience a plus. Send resume and demo tape to Human Resources, WROC-TV, 201 Humboldt Street, Rochester, NY 14610. EOE.

Promotion Manager: Aggressive NBC affiliate serving Flint/Saginaw/Bay City seeks creative leader to take a growing station even higher. Must have extensive experience writing and producing on-air promos (particularly topical news promos) and understanding efficient targeting of on-air inventory. Also involves managing all station events, publicity, public service, sales promotion and external advertising. Great opportunity to grow with fast growing major television group. Send resume to: Ron Pulera, President and General Manager, WEYI-TV NBC25, 2225 W. Willard Road, Clio, MI 48420. Call 810-687-1000. An Equal Opportunity Employer.

Promotion Manager: Growing midwest medium market FOX affiliate. Coordinate station promotional activities. Supervise on-air look, events/contests, special projects, Kids Club and public service. Immediate opening. Tape and resume: General Manager, KFXA TV, 605 Boyson Road, NE, Cedar Rapids, IA 52402.

If you have a proven track record in producing creative news promotions and are looking for your big break into management this could be the opportunity you've been waiting for. Our station is dominant and getting even better. We're enjoying the fun and exhilaration that comes with being champions and are looking for the right person to join our dynamic team. We need a promotion manager that can help us market our award winning product. Interested and qualified candidates should send a resume and VHS tape with samples of your writing, editing and producing skills plus anything else you feel best demonstrates your qualifications. Reply to Box 01407 EOE.

HELP WANTED CREATIVE SERVICES

Graphic Artist. Las Vegas, Nevada NBC affiliate is accepting applications for a motivated and creative Graphic Artist. Macintosh and PC experience required. Quantel Paintbox/HAL experience preferred. Heavy news emphasis. Excellent health plan and benefits. Send tape/resume to: Barbara Beresford, Art Director, KVBC-TV, 1500 Foremaster Lane, Las Vegas, NV 89101. EOE.

Director of Creative Services

WLS-TV, the #1 ABC-owned station in Chicago is looking for a seasoned, creative pro to run its Creative Services Department. Qualified candidates must have a proven track record of consistently delivering break-through on-air, radio and print promotion that really cuts through the clutter and brings viewers to the station. Applicants should be the best at leading and motivating a team of talented writer/producers and graphic designers and must be able to clearly demonstrate their marketing and communication skills.

Candidates should have a minimum of 5 years successfully managing a creative department and should be well-versed in media planning and audience research. A strong background in news promotion is essential. Please send your resume, reel and references to:

Emily L. Barr
President & GM
WLS-TV

190 North State Street
Chicago, IL 60601



No phone calls please.

Women and minorities are encouraged to apply. EOE

Director of Creative Services Opening

Hearst-Argyle Television Station has an excellent management opportunity at the #1 NBC affiliate in Monterey-Salinas. You'll oversee all aspects of on-air promotion, packaging and branding. Responsibilities include: strategic planning, staff supervision, budgeting and promotion production. Must have strong leadership, communication and teaching skills in a team-oriented environment.

Send Resume and tape to:
Bob Rice/General Manager
KSBW TV 8 • P.O. Box 81651
Salinas, CA 93912



Hearst-Argyle
TELEVISION, INC.

Broadcasting & Cable

CREATIVE DESIGNER

BROADCASTING & CABLE is seeking Creative Designer with 4-6 years of experience. Must be able to handle multiple projects on tight deadlines and budgets, manage small staff and supervise freelance photographers and designers. Must know Quark Xpress, Adobe Illustrator and Adobe Photoshop. New York based position.

Send resume w/sal. rqmts. to:

Cahners Business Information
HR Dept. - BCART
245 W. 17th Street
New York, NY 10011
Fax: 212-727-2425

We appreciate your responses but will only be responding to qualified applicants.

HELP WANTED PRODUCTION

We're looking for an experienced editor to come to work at an all Avid production company/post house. Great working environment in the heart of Washington, DC. Fax resumes only to: (202)293-3293 or E-mail to mariew@gvimail.com.

Closed Captioning, Television Production and Post Production facility seeks an experienced closed captioning professional. Must have at least one year FT experience with closed captioning. Interested applicants should forward resumes to Ed Wilde, Human Resources, 650 Massachusetts Avenue, NW Washington, DC 20001 or fax to (201) 408-9050. EOE.

Producer: Philadelphia company seeks freelancer for national process TV. Minimum 5 yrs experience producing & editing. Must coordinate fluctuating schedule within inflexible deadlines. Knowledge of homeconstruction a+. Resume to D. Cramsey, Banyan Productions, 225 Arch St., Philadelphia, PA 19106.

Producer/Videographer (Posting #98-043-331). Texas Parks and Wildlife Department, Austin, TX. Shooter/Producer sought for Emmy Award winning outdoor recreation series seen weekly on PBS affiliates. Looking for multi-talented individual with a great eye, excellent storytelling abilities and a proven track record in meeting deadlines. Series experience and familiarity with outdoor recreation/conservation topics a plus. Extensive travel throughout Texas is required. Requires a BA from an accredited college or University with major course work in Radio-TV-Film or related field, and four years experience in video production. Texas residents can pick up applications at any State agency, TWC (TEC), or TPWD field office or State Park office. Out of state residents may request applications and job descriptions by calling 512-389-4545 or 512-389-4906 or visit us on the net at www.tpwd.state.tx.us Monthly salary \$2,489 - \$2,825. Position closes Aug. 24, 1998.

Production Manager. WUNI-TV Univision Boston. Looking for an aggressive team leader eager to run their own department. Must be able to shoot, edit and manage team of five. Responsible for all production, including three local shows, remote shoots and commercial spots. Open environment to create and design on state of the art equipment. 5 years experience necessary; bilingual a plus. Please send resume with cover letter to M. Godin, Attn: Prod. Mgr., WUNI-TV, 33 Fourth Avenue, Needham, MA 02494 or fax to 781-433-2750. No phone calls please. EOE.

WGBH Boston is seeking a Supervising Producer for Greater Boston, its week-nightly current affairs program for local audiences, hosted by Emily Rooney. Position will oversee the production of 5 half-hour programs per week in the studio and the production of field segments. Supervising Producer will work with producers and host to generate story ideas, programming development and long-term goals, oversee budget and supervise staff. Position requires at least 5 years television and broadcast journalism experience, preferably as a senior producer and/or line producer for news, documentary and current affairs TV. Management experience essential. Needs excellent ability to direct crew and talent as well as imagination, creativity and leadership under pressure to make interesting and compelling programs. Knowledge of Massachusetts and Boston current affairs helpful. Please send cover letter and resume to: WGBH Educational Foundation, HR Dept. (98-48), 125 Western Avenue, Boston, MA 02134. WGBH is an Equal Opportunity Employer.

HELP WANTED PROGRAMMING

FOX29 WFTC, Clear Channel Television's flagship station in Minneapolis/St. Paul, is looking for a Director of Local Programming Development.

This unique opportunity will require an experienced professional with a total understanding of how to turn concepts into effective programming. Must have exceptional journalistic judgment and strong leadership skills. This position will require a well organized communicator with exceptional team building capabilities. WFTC TV is an equal opportunity employer. Minorities and women are encouraged to apply.

Forward resume
with cover letter to:

FOX29 WFTC
1701 Broadway Street NE
Minneapolis, MN 55413
Attn: General Manager

FOX29
WFTC FOX TWIN CITIES

CHEMICAL TV LAB SUPERVISOR

NBC-5 (aka: KXAS-TV), the NBC O&O Broadcast Laboratory in Dallas-Fort Worth, has an immediate opening for a Level 5 Chemical TV Lab Supervisor (Design Director) to direct our efforts in preventing bad TV design in the country's 8th largest market. We believe there IS a cure! Paintbox, Hal, and lots of high-powered desktop lab equipment, including After Effects and Electric Image. We need a Design Director who can THINK and LEAD on both molecular and systemic levels.

If interested, please contact:

Michelle Fink, Director of Marketing
NBC-5 / KXAS-TV
Phone: 817.654.6424



(Actually, this ISNT science. It's art. So relax. If you want a great design director job with lots of opportunity... THIS IS IT!)



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

Editor/Director: Growing network of three fullpower Christian TV stations in Arkansas seeks Editor/Director to edit/post-produce breakthrough network promos, spots, programs. 2 years in TV post-production, strong technical-editing-directing skills, knowledge of linear/non-linear edit systems, strong visual sense and a passion for propelling the Gospel via TV needed. Send T&R to Carlos Rodriguez, The Victory Television Network, 701 Napa Valley Drive, Little Rock, AR 72211. EOE.

DC Production facility seeks an experienced Director of Production Services. Position requires someone who can aggressively grow our existing client base, and build a strong technical unit handling remote, studio production, and content origination. This person will be responsible for marketing, budgeting, and operational management of the department. Successful applicant will have hands on operational, marketing, and management experience. Interested applicants should send resumes to PO Box 51142, Washington, DC 20091.

HELP WANTED FINANCIAL & ACCOUNTING

Director of Accounting. WJBK-TV is seeking a motivated person to oversee the accounting department. Individual will be responsible for the day to day operation including general ledger, payroll, credit and collection, accounts payable, fixed assets, etc. Responsible for ensuring that station adheres to Fox policies and procedures as well as accounting principles and practices. Oversees the monthly close including month-end reports and analysis. Prepares weekly and monthly forecasts and variance analysis. Assists in VP Finance in budgets, special projects and analysis. Candidates must have BA in Accounting with 5 years Broadcast accounting experience. Must be computer literate, especially in Excel. Familiarity with integrated accounting (JDE) and traffic (Enterprise) systems. Excellent communication skills required. EOE. Send resumes to: FOX2-WJBK-TV, Box 2000, Southfield, MI 48037-2000. Attn: Bernadette Prudente, Vice President Finance.

TV Controller. WETM-TV/Elmira is looking for controller to direct business department and accounting functions for WETM/Elmira and WKTV/Utica. Working, hands-on knowledge of accounting principles and procedures, must be proficient in spreadsheets. Four year college degree in business or accounting required. Supervisory experience preferred. Television or radio experience a plus. Send resume to VP and General Manager, WETM-TV, Box 1207, Elmira, NY 14902. Smith TV of NY is an Equal Opportunity Employer.

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**Asheville - WL0S/WFBC-TV-ABC/IND
Local Sales Manager**

WL0S and WFBC Television is looking for an energetic leader to take our sales staff to the next level. Candidate must have a minimum of 3 years successful sales experience and be proficient in developing new business and a winning sales team. Strong organizational and computer skills a big plus. Send resume. BC#139

**Charleston, SC - WTAT-TV/FOX
Maintenance Technician**

Service oriented, self starter with 3-5 years electronic experience, military or college equivalent, computer literacy a plus, on-call status on occasion. BC#140

**Charleston, WV - WCHS-TV/ABC
National Sales Manager**

Seeking an experienced leader and manager to become part of a dynamic sales management team. Must be able to establish strong relationships and have the ability to grow national shares. Minimum of 3 years television sales experience, Columbine and Tapscan. Previous management desirable. Send resume. BC#141

**Charleston, WV - WCHS-TV/ABC
Newscast Producer**

Seeking a newscast producer who will bring judgement, intelligence, energy and leadership. If you can achieve these qualities along with production and writing skills, send a resume and non-returnable recent VHS newscast tape. BC#142

**Hurricane, WV - WVAH-TV/FOX
Local Sales Manager**

Candidate should have 5 years experience with excellent communication, motivation, presentation and organizational skills. Send resume. BC#143

**Lexington - WDKY-TV/FOX
Local Sales Manager**

Ideal candidate must possess previous management experience and have a proven sales record. Must be detail oriented, hard working and willing to travel as needed. Please send cover letter, resume and salary requirements. BC#144

**Minneapolis - KLG-TV/WB
National Sales Manager**

WB affiliate (14th DMA) is looking for a NSM. If you have previous NSM or rep experience, can sell, and are looking for a "career opportunity," I want to hear from you. Send resume and cover letter. BC#145

**Nashville - WZTV/WUXP-TV/FOX-UPN
Account Executive**

Come jump on the FOX and UPN bandwagon in Music City, USA. We need the next superstar AE who wants to make serious money. Someone who knows that relationships, knowledge, service, street savvy and just making face to face calls is the way to win! If this describes you, hop a plane, call a cab or just rush your resume. BC#146

**Nashville - WZTV/WUXP-TV/FOX-UPN
General Sales Manager**

Candidate must be able to lead and motivate two sales staffs. Must be experienced in inventory control and pricing, TvScan, Scarborough, vendor, sales promotions and sales training. Must work with agencies but be very client oriented. Send resume. BC#147

**Nashville - WZTV/WUXP-TV/FOX-UPN
Research Director**

Must have experience in sales marketing, including collecting and analyzing data, preparing written and graphic presentations and coordinating special marketing projects. Position requires extensive knowledge of computer techniques and methodology. Bachelors degree in Marketing or Public Relations preferred, or equivalent experience. Send resume. BC#148

**Norfolk - WTVZ-TV/FOX
Local Sales Manager**

Seeking an aggressive Sales Manager to supervise all local sales personnel, which includes the hiring, training, and directing of personnel to maximize local sales revenues. Applicants must have a minimum of 3 years local and/or national television sales experience. PC experience, including TvScan and Qualitap, also a must. Send resume. BC#149

**Norfolk - WTVZ-TV/FOX
Account Executive**

Seeking an aggressive Account Executive to develop new business and increase present account billing. Applicant should have a college degree and minimum of two years sales experience. Knowledge of Word and Excel preferred. Send resume. BC#150

**Raleigh - WLFL/WRDC-TV-FOX/UPN
Local Sales Manager**

Candidate must be able to maximize local sales revenue through the Local Account Executives. Will administer and coordinate local accounts within the station and achieve local sales budgets. Send resume. BC#151

**Raleigh - WLFL/WRDC-TV-FOX/UPN
Assistant Chief Engineer**

Assistant Chief Engineer to supervise engineering technicians and assist the Chief Engineer in the technical maintenance of the station. Must have transmitter experience. Send resume. BC#152

**St. Louis - KDNI-TV/ABC
Editor/Technical Director**

Candidate should be familiar with GVG 300 switcher, GVG editors, GVG DPM 700, ADO, Chyron and have 3 years experience. Studio camera experience beneficial. Send resume. BC#154

**Various Locations
Account Executives**

Must be able to handle agency business and develop new business. Strong negotiation and communication skills, thorough knowledge of ratings/research tools and working knowledge of computers a must. Send resume. BC#153

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We have an opening for a Director, Finance. This person will be the independent financial representative for the venture.

Responsibilities include: preparing budgets, plans, and estimates; monitoring results versus budget and current forecasts; identifying risks and opportunities for cash and P&L, and resulting recommendations; overseeing channel-related invoice processing; enforcing accounting policies and procedures; monitoring capital expenditures and headcount.

Qualifications:

- 5+ years of relevant financial experience
- CPA or MBA a plus
- Proven finance analysis and accounting skills
- Strong PC literacy (Excel, TM1, JDE)
- Financial modeling experience
- Ability to understand and interpret legal information
- Strong communication skills
- Strong presentation skills
- Ability to work independently

Do you want to work on the creative edge? We offer a competitive salary with benefits. For prompt consideration, send your resume and salary history to: MTV Networks, Staffing Resources, Dept. GK/Noggin, 1515 Broadway, 16th Floor, NY, NY 10036. We can respond only to those candidates who meet the above qualifications. We are an equal opportunity employer.

HELP WANTED PRODUCTION**FORMAT PRODUCER**

A&E Television Networks has an immediate opportunity for a producer to support our production team in creating and editing programming for A&E Network. The individual will be responsible for coordinating program/series packaging, renarrating & post producing programs.

Requirements include 3-5 yrs. broadcast or cable TV production experience, including a minimum of 2 yrs. post production experience, and extensive experience with state-of-the-art audio & video post-production techniques & facilities.

Please forward resume with **SALARY REQUIREMENTS** to:

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Human Resources/PRD

235 East 45th Street

New York, NY 10017

Fax: (212)907-9402



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

Commercial Producer/Director. Cox Communication's Gainesville/Ocala seek a motivated individual with good communication skills and commercial video production background. Script writing, linear editing and production field experience required. AVID experience a plus. Apply with resume and non-returnable reel to CableRep Advertising, Production Dept., 6020 N.W. 43rd St., Gainesville 32614-7012. E.O.E.

HELP WANTED SALES



GEMS Television an international cable network is accepting applications for an Account Executive position for the US Market. Responsibilities will include the development and management of advertising accounts, sales presentations and working with marketing support point-person. Qualified candidates must have a Bachelor's Degree preferably in Advertising/Marketing with a minimum 2-3 years sales experience. Spanish a plus. Travel in the US required.

Candidates please fax resumes:

Attn: Personnel Dept.
(954) 430-8400 or mail to:
10360 USA Today Way,
Miramar, FL 33025.

We will respond only when scheduling an interview.

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For immediate consideration, send your resume with salary requirements to:

Human Resources Department - BC
Cahners Business Information
245 W. 17th Street
New York, NY 10011
or fax to 212-727-2425. EOE M/F/D/V.

HELP WANTED TECHNICAL

C-SPAN has the following positions available. If interested send resume, cover letter and salary requirements to: C-SPAN/BC, Human Resources, 400 N. Capitol Street, NW, Suite 650, Washington, DC 20001. EOE.

Seeking experienced Field Technicians to perform and oversee technical operations: camera, audio, lighting, directing, and microwave. Troubleshooting skills required. Bachelor's degree in related discipline with three years related work experience required. Proven ability to lead a team with consistent performance in all technical areas. Seeking team player able to work a flexible schedule.

Seeking a Field Technician to perform production operations including set-up, operations and breakdown of camera and gear. Assists with all technical aspects and equipment of shoot including some troubleshooting and maintenance. Bachelor's degree in related discipline with one year related work experience or equivalent required. Seeking team player able to work a flexible schedule.

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HELP WANTED TECHNICAL

Director of Engineering, Nebraska Educational Telecommunications. Senior management position oversees all engineering functions for nationally renown statewide public broadcasting/educational teleplex. Challenging opportunity to work with vast array of telecommunications technologies. Competitive salary and benefits. Bachelor's in related technical field. BSEE preferred. Ten years television broadcast experience required, five years of which must be in technical management and supervision. Equivalency considered. Radio broadcast experience and familiarity with satellite transmissions systems, network operations, and digital transmission technologies desired. Position open until filled. Must complete State application. Contact NET Personnel Coordinator, P.O. Box 83111, Lincoln, NE 68501 (402)472-3611. AA/EOE.

RF Technician. 5+ years experience measuring RF systems and interpreting the results, to include RF sweep (VSWR), return loss and Smith chart plots of TVB and FM transmission line and antenna systems. Must be knowledgeable with Network Analyzer, Spectrum Analyzer, TDR's etc. Extensive travel with favorable travel allowance. Relocation to Tucson, AZ or Tampa, FL area possible. Salary: DOE. Resume to: tleschak@iti-online.com. Fax: (813)843-0944.

HELP WANTED MANAGEMENT

SENIOR V.P., (Latin America) responsible for managing the sales & distribution of network programming services, which company distributes in Brazil, Mexico, Central America, the Caribbean & the Andean countries, and the sales excerpting of company's networks; manage personnel carrying out such activities in Mexico, Central America, the Caribbean and the Andean countries; ensure compliance with all applicable regulations in connection with such distribution & sales activities; manage operating budget for sales & distribution activities and for personnel. Sal: \$210,000/Yr. Req. MBA in Fin, Mktg or Int'l Business plus 5 years exp in job duties or 5 yrs exp in Financial Management/Controller. Exp must include a min. of 5 yrs in multinational companies with annual sales in excess of \$25M in Latin America, a min of 2 yrs exp managing annual revenue budget of \$5M-10M and a min. of 2 yrs exp in business planning & forecasting. Must be fluent Spanish (written & verbal). Submit 2 resumes to Georgia Dept. of Labor, Job Order #GA 6261433; 2636-14 M.L. King Jr. Dr., Atlanta, GA 30311 or the nearest Department of Labor Field Service Office.

HELP WANTED FACULTY

The School of Film and Video, North Campus, Miami-Dade Community College, seeks highly qualified candidates for a Radio-TV faculty position. This position requires a Master's degree in radio/television, communication science, or appropriate field. The ideal candidate will possess three years of teaching experience science, or appropriate field. The ideal candidate will possess three years of teaching experience in higher education. Commercial level radio-TV experience is required. Absolutely must have operational level, hands-on abilities commonly found in professional TV studio control rooms, media production companies, cable and broadcast stations. Call for specific job qualifications and description: (305)237-1696 or write to Associate Dean, School of Film and Video, MDCC, 11380 N.W. 27 Ave., Miami, FL 33167. Liberal Employee Benefit Program. Formal application required. Call: (305)237-0595 or 1-800-552-MDCC for an application form. Copies of transcript(s) MUST accompany the application. Human Resources Web page: <http://www/mdcc.edu>. Please send application package to: MDCC Human Resources and Employee Relations, Kendall Campus, 11011 S.W. 104 Street, Miami, FL 33176-3393. For special accommodations, call the FL Relay Service TDD 1-800-955-8771. Only completed application packages will be considered. EA/EO Employer.

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**The School of Journalism
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DEAN**

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

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

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

The successful candidate will have the following qualifications:

Academic experience in a college setting;

Substantial professional experience in print or broadcast news;

The ability and commitment to raise funds; and advanced degree or professional accomplishments commensurate with appointment at the rank of professor with tenure.

Administrative experience in an academic institution is strongly preferred.

The position is tenurable. The appointment will be effective July 1, 1999.

Applications received by January 15, 1999, will be given full consideration and should include a statement of interest addressing the qualifications, a professional resume and three current professional references. Nominations are encouraged and should be received by December 15, 1998. The position will be open until filled. Applications and nominations should be sent to:

Journalism Dean Search Committee

c/o Robert Kindrick, Provost

The University of Montana

Missoula, MT 59812

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



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HELP WANTED VIDEO

Manager of Video Services The Ohio State University Columbus, Ohio

The Ohio State University is seeking a highly motivated individual as the Manager for our Video Services program. This position is a twelve month, continuing appointment reporting to the Associate Athletic Director for Marketing and Communications.

Responsibilities:

Develops and directs a comprehensive program providing all video services for a 35 sport, eight facility, Division 1A Athletic program. Coordinates and provides video coverage and production for athletic contests, practices, press conferences, banquets, and special events. Administers all staffing, scheduling, equipment and supply purchase and maintenance. Prepares and monitors budgets, develops and reviews lease and contract options, purchase proposals and bids. Oversees and supervises video and matrix scoreboard operations and in-house TV studio/ internal TV systems for athletic facilities. Oversees and administers tape library, game tape trades, and acts as video liaison with NCAA and conference officials for video needs. Hires, trains, supervises, and schedules a large student staff for video production and game/ practice filming needs.

Qualifications:

Considerable management and administrative experience in video production services, preferably in a sports environment. 5+ years experience and considerable knowledge of field and studio production techniques, shooting with professional formats such as Betacam SP, Digital Betacam, & DVC Pro. Working knowledge of current post production techniques including interformat, non-linear, and high-end digital editing as well as digital compositing. Knowledge and experience with current video graphics software including Adobe Photo Shop, Premiere, & After Effects. Excellent written and verbal communications skills. A genuine commitment to continuously updating skills and information with changing technology is essential. Must be able to lead and still distribute responsibility and mentor a widely diverse staff that includes a large number of college students.

Send Resumes and References to:

The Ohio State University
Attn: Susan Henderson
226 St. John Arena
410 Woody Hayes Drive
Columbus, OH 43210

Application Deadline August 20, 1998

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DATEBOOK

MAJOR MEETINGS

Sept. 17—**BROADCASTING & CABLE** Interface XII conference. New York Grand Hyatt, New York City. Contact: Cahners Business Information, (212) 337-7158.

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.

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. 27-29—**Society of Broadcast Engineers** national meeting and electronic media expo. Meydenbauer Center, Bellevue (Seattle), Washington. Contact: John Poray, (317) 253-1640.

Oct. 28-31—**Society of Motion Picture and Television Engineers** 140th technical conference and exhibition. Pasadena Convention Center, Pasadena, Calif. Contact: (914) 761-1100.

Nov. 9—**BROADCASTING & CABLE** 1998 Hall of Fame Dinner. Marriott Marquis Hotel, New York City. Contact: Cahners Business Information, (212) 337-7158.

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.

Jan. 25-28, 1999—35th annual **National Association of Television Programming Executives** program conference and exhibition. Ernest Morial Convention Center, New Orleans. Contact: (310) 453-4440.

April 19-22, 1999—**National Association of Broadcasters** annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5300.

THIS WEEK

Aug. 3—**The 1998 New York Festivals** International Television Programming and Promotion deadline for entries. Contact: (914) 238-4481.

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

Aug. 3-7—"Harris/PBS DTV Express," DTV dual seminar series featuring technical and business operations seminars presented by **Harris Corp.** and **PBS**. New York City. Contact: (888) 733-3883.

Aug. 5-8—**Association for Education in Journalism & Mass Communication/Association of Schools of Journalism & Mass Communication** 81st annual convention. Hyatt Regency Baltimore. Baltimore. Contact: (803) 777-2005.

Aug. 7-8—"Sportscaster Institute," seminar sponsored by the **Texas Association of Broadcasters**. Arlington Hilton Hotel. Arlington, Tex. Contact: Michael Schneider, (512) 322-9944.

AUGUST

Aug. 10-14—"Harris/PBS DTV Express," DTV dual seminar series featuring technical and business operations seminars presented by **Harris Corp.** and **PBS**. Princeton, N.J. Contact: (888) 733-3883.

Aug. 11-13—**Kagan Seminars Inc.** Digital Household Summit. The Park Lane Hotel, New York City. Contact: Tim Akin, (408) 624-1536.

Aug. 13-15—**Nebraska Broadcasters Association** 65th annual convention. Holiday Inn, York, Neb. Contact: Dick Palmquist, (402) 778-5178.

Aug. 13-15—**Tennessee Association of Broadcasters** annual convention. Clubhouse Inn and Conference Center, Nashville. Contact: Jill Green, (615) 399-3791.

Aug. 19—**Hollywood Radio & TV Society** "kids' day" newsmaker luncheon. Regent Beverly Wilshire Hotel, Los Angeles. Contact: (818) 789-1182.

Aug. 20-22—**West Virginia Broadcasters Association** 52nd annual meeting. The Greenbriar, White Sulphur Springs, W.Va. Contact: Amy Hendershot, (304) 744-2143.

SEPTEMBER

Sept. 2-4—**Texas Association of Broadcasters and Society of Broadcast Engineers** 45th annual convention and trade show. Hotel InterContinental, Dallas. Contact: (512) 322-9944.

Sept. 3-4—World Summit on Financing for Satellite Communications and Broadcasting, presented by **Euroconsult** and **Donaldson, Lukin & Jenrette**. Le Grand Hotel Inter-Continental, Paris. Contact: (212) 892-3000.

Sept. 9-11—**Women in Cable & Telecommunications** executive development seminar. Sylvan Dale Ranch, Loveland, Colo. Contact: Christine Bollettino, (312) 634-2335.

Sept. 9-12—**American Women in Radio and Television** annual convention. Wyndham Washington Hotel, Washington. Contact: (703) 506-3290.

Sept. 11—1998 **MIBTP—Broadcasting Training Program** Striving for Excellence Awards. Museum of Television and Radio, Beverly Hills, Calif. Contact: Patrice Williams, (818) 240-3362.

Sept. 11-15—1998 **International Broadcasting Convention**. Amsterdam, Holland. Contact: 011 44 171 240 3839.

Sept. 12-14—**National Association of Broadcasters** Hundred Plus Exchange. Wigwam Resort, Phoenix. Contact: (202) 429-5366.

Sept. 12-15—**NIMA International** annual meeting and exposition. MGM Grand Hotel, Las Vegas. Contact: (202) 289-6462.

Sept. 13-15—"Internet Services Over Cable Systems," technical workshop presented by the **Society of Cable Telecommunications Engineers**. Don CeSar Beach Resort, St. Pete Beach, Fla. Contact: Anna Riker, (610) 363-6888.

Sept. 14—SkyFORUM X, direct-to-home satellite TV business symposium presented by the **Satellite Broadcasting and Communications Association**. Marriott Marquis Hotel, New York City. Contact: Carrie Cole, (703) 549-6990.

Sept. 14-15—**National Association of Minorities in Communications** Urban Markets Conference. New York Hilton and Towers, New York City. Contact: (202) 965-0046.

Sept. 15—**International Radio & Television Society** Foundation newsmaker luncheon featuring FCC Chairman William Kennard. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

Sept. 15-16—**Kagan Seminars Inc.** Cable TV Values and Finance Conference. The Park Lane Hotel, New York City. Contact: Tim Akin, (408) 624-1536.

Sept. 17—"The Challenge of Change in the New Millennium," seminar presented by **Women in Cable & Telecommunications**. TCI Site, San Jose, Calif. Contact: Laurie Empen, (312) 634-2353.

Sept. 22—**Hollywood Radio & TV Society** newsmaker luncheon featuring the presidents of the six broadcast networks. Century Plaza Hotel, Los Angeles. Contact: (818) 789-1182.

Sept. 22-23—"High-Speed Data to the TV and PC: The Ultimate Medium," seminar presented by **Kagan Seminars Inc.** The Park Lane Hotel, New York City. Contact: Tim Akin, (408) 624-1536.

Sept. 22-24—**Great Lakes Cable Expo** annual convention and trade show. Navy Pier, Chicago. Contact: 317-845-8100.

Sept. 23—"Effective New Business Presentations," lunch seminar presented by the **Broadcast Advertising Club of Chicago**. Loyola University Business School, Chicago. Contact: (312) 440-0540.

Sept. 23-25—SCEC '98, 29th annual satellite communications expo and conference, presented by **Intertec Trade Shows & Conferences**. Washington Convention Center, Washington. Contact: (303) 741-8719.

Sept. 24-25—48th annual **IEEE Broadcast Technology Society** broadcast symposium. Capital Hilton Hotel, Washington. Contact: (703) 739-5172.

Sept. 24-27—**Call for Action** 35th anniversary

conference. Royal Sonesta Hotel, Boston. Contact: (301) 657-8260.

Sept. 25—26th annual regional convention of the Central New York chapter of the **Society of Broadcast Engineers**. Four Points Hotel, Livepool, N.Y. Contact: Tom McNicholl, (315) 768-1023.

Sept. 26-28—**Radio-Television News Directors Foundation** news management training seminar for women and minorities. Hilton Palacio Del Rio, San Antonio, Tex. Contact: Michelle Thibodeau, (202) 467-5206.

Sept. 27-29—**National Religious Broadcasters** eastern regional convention. Sandy Cove Conference Center, North East, Md. Contact: Ward Childerston, (301) 582-0285.

Sept. 28—"Convergence: The Five Burning Questions," conference presented by **The Carmel Group**. Westin Los Angeles Airport Hotel, Los Angeles. Contact: (408) 626-6222.

Sept. 29—Regional convention of the Pittsburgh chapter of the **Society of Broadcast Engineers**. Sheraton Inn, North Pittsburgh, Pa. Contact: Mary Pam Sprague, (412) 381-9131.

Sept. 30-Oct. 1—Iowa DTV Symposium, hosted by **Iowa Public Television**. Four Points Hotel, Des Moines, Iowa. Contact: Marcia Wych, (515) 242-4139.

OCTOBER

Oct. 1-4—**National Lesbian and Gay Journalists Association** annual convention. Alexis Park Resort, Las Vegas. Contact: (202) 588-9888.

Oct. 1-4—Second annual **International Teleproduction Society** financial institute. Westin Mission Hills Resort Rancho Mirage, Palm Springs, Calif. Contact: (703) 319-0800.

Oct. 5-8—**National Association of Broadcasters** tenth satellite uplink operators training seminar. NAB Headquarters, Washington. Contact: (202) 429-5346.

Oct. 7—"Building Value in the Tower Business: The Birth of a New Cash-Flow Business," seminar presented by **Kagan Seminars Inc.** The Park Lane Hotel, New York City. Contact: Tim Akin, (408) 624-1536.

Oct. 8-12—**Association of National Advertisers** 89th annual meeting and business conference. Naples, Fla. Contact: Gail Roberts, (212) 697-5950.

Oct. 13—**Washington State Association of Broadcasters** conference. Cavanaugh's Inn, Seattle. Contact: Mark Allen, (360) 705-0774.

Oct. 13-14—"Wireless Telecom Values and Finance," seminar presented by **Kagan Seminars Inc.** The Park Lane Hotel, New York City. Contact: Tim Akin, (408) 624-1536.

Oct. 13-16—Second annual **Digital Video** conference and exhibition. Pasadena Center, Pasadena, Calif. Contact: Joan Good, (415) 278-5200.

Major Meeting dates in red

—Compiled by Kenneth Ray
(ken.ray@cahners.com)

Covering the journalism waterfront

If a job as a librarian or college professor sounds dull, why not try what Barbara Cochran did: come to Washington fresh from Columbia University, get a job with the *Washington Star* and then move on to some of the highest-profile news jobs in the country?

Cochran, now president of the Radio-Television News Directors Association, has served as managing editor of the *Washington Star*, vice president of NPR news, executive producer of NBC's *Meet the Press* and Washington bureau chief of CBS News.

Now that she has left journalism's daily grind, she says that although her year-old post is about as hectic as running a news organization, it's "been one of the most fulfilling and satisfying things that I have ever done."

Cochran arrived in Washington in 1968—"the best news year there ever was"—and struggled to find work as a journalist.

"It was a time when careers for women were rather limited, and if you were a woman who wanted to work in journalism—especially if you wanted to go to a big city like New York or Washington—you were probably going to get a job as a secretary or an editorial assistant, not reporting or writing or editing."

But Cochran parlayed her first job as a copy desk trainee at the now-defunct *Star* into national editor and then managing editor.

Legendary political columnist Jack Germond helped Cochran jump from desk editor to national editor when she was in her late 20s.

"When Jack gave me the job he said 'you probably don't have enough experience for this, but I'm going to give you the job anyway,'" Cochran says.

At 33, Cochran was named managing editor of the *Star*. But the paper was losing the Washington newspaper war and going out of business. So, after two years at the *Star*'s helm, she decided to try her hand at radio. Frank Mankiewicz, who served as press secretary for Bobby Kennedy and then was president of National Public Radio, hired her as NPR's vice president of news.

Cochran was charged with creating a 24-hours news operation for NPR, which was launching *Morning Edition*, a companion program for its popular afternoon



"1968 was the best news year there ever was."

Barbara Stubbs Cochran

President, Radio-Television News Directors Association, Washington; b. June 16, 1945, Akron, Ohio; BA, English literature, Swarthmore College, Swarthmore, Pa., 1967; MA, journalism, Columbia University, Manhattan, 1968; various positions, Washington Star, Washington, 1968-79 (left as managing editor); VP of News, National Public Radio, Washington, 1979-83; political editor, NBC, Washington, 1983-85; executive producer, NBC's *Meet the Press*, Washington, 1985-89; VP of news/Washington bureau chief, CBS News, 1989-95; CBS executive producer for political coverage, 1996 presidential campaign; current position since 1997; m: John Cochran, 1992; child: Alexander Cohen, 26

show, *All Things Considered*.

When Cochran arrived at NPR in 1979, there were 35 people producing an hour and a half of news a day. When she left in 1983, there were 140 people around the globe producing three and a half hours of news daily. NPR had opened a London bureau and more domestic bureaus and had hired a network of foreign stringers.

Once Cochran had conquered radio, she decided to go into the remaining news medium: television. Once again, her Washington connections came together, and she was offered a new job as political editor at NBC News.

After Cochran spent two years as political editor at NBC, Tim Russert—then Cochran's boss in New York City, now the Washington-based anchor of *Meet the Press*—brought her on as executive producer of the Sunday morning talk show.

In 1989 David Burke became president of CBS News. Burke brought CBS's Washington bureau chief to New York to be one of his top aides and decided to bring someone in from outside to run the Washington office.

Again, Frank Mankiewicz gave Cochran the good word she needed to get the job. After talking to Mankiewicz, Burke called five more of his Washington cronies, all of whom spoke highly of Cochran. He offered her the job and she promptly accepted.

"The Washington bureau chief's job was one I had always aspired to," Cochran says. "I was the first woman to become a Washington bureau chief."

Cochran stayed in that position until 1995, when she became executive producer for political coverage for the 1996 presidential campaign.

But after the crunch of elections, Cochran was ready to leave broadcast news. She had worked in the past with organizations concerned with journalistic ethics, so she knew what to expect when the RTNDA invited her to apply for the position of president.

Cochran soon found herself lobbying on such issues as free time for political candidates and bills that would place restrictions on paparazzi. "The mistakes of the few can have really serious consequences. If RTNDA doesn't fight against it, nobody does. We are the only people who can speak out as broadcast and cable news providers."

—Paige Albiniak

BROADCAST TV



Eigner

Appointments at Tribune Broadcasting: **Michael Eigner**, VP, Tribune Television East Coast, named executive VP, Tribune Television: **Kevin Murphy**, VP/GM, Tribune Television Network Sales,

Chicago, joins WGN Cable in same capacity: **Patrick Mullen**, VP/GM, WXMI(TV) Grand Rapids, Mich., named group VP, Tribune Television: **Eduardo Fernandez**, director, sales, WXMI(TV), named station manager: **Rick Marker**, Central region account executive, Tribune Entertainment Co., Chicago, named manager, Midwest regional sales.

Summer Sanders, WNBA correspondent, Lifetime Television, and host, Nickelodeon's *Figure it Out*, joins *NBA Inside Stuff*, NBC Television Network, Secaucus, N.J., as co-host.



Sanders

Deborah Morris, producer, creative services, WNYT(TV) Albany, N.Y., named director, public affairs and special promotions.

Teresa Lopez, controller and principal accounting officer, Hearst-Argyle Television Inc., New York, named VP.



Landgraf



Pernworth

Appointments at NBC Entertainment, New York: **John Landgraf**, VP, prime time series, has signed a new multi-year contract: **Julie Pernworth**, director, casting, named director, prime time series.

Good-bye, kids

Robert E. "Buffalo Bob" Smith, 80, the pioneering host of network TV's first hit kids show, *Howdy Doody*, died of cancer July 30 at a Henderson, N.C., hospital near his home in Flat Rock, N.C. Smith was born Nov. 27, 1917, in Buffalo, N.Y.

The former musician and host of a New York children's radio show made history when his weekly hour show, *Puppet Playhouse*, debuted on NBC Dec. 27, 1947, featuring his freckle-faced puppet sidekick, *Howdy Doody* (voiced by Smith). Rechristened *Howdy Doody*, the show was shortened to a five-day-a-week half-hour in 1948. It continued until 1960, moving to Saturdays and back to once-a-week status in 1956. A syndicated revival failed to catch on in 1976.

The Peabody Award-winning show was a mix of skits, chat, shorts—including *Gumby*—and the goings-on in Doodyville, whose population included *Howdy's* puppet siblings Heidi and Double Doody and human players Princess Summerfall Winterspring and Clarabell the Clown. The show made "What time is it?" and "The Peanut Gallery" (Smith's young studio audience, some of whom are now in their sixties) into popular expressions. It also helped to launch the career of kids show pioneer Bob Keeshan, who moved from Clarabell to *Captain Kangaroo* fame.

Smith's impact on the under-12 set arguably rivaled that of Milton Berle on adults in TV's earliest days. In the show's first season, Smith's on-air mention that he would send a fan club membership button to any child who sent for it generated 60,000 requests in a week. A *Howdy Doody* doll placed in Macy's window generated 10,000 sales in three weeks. "Sometimes it frightens me," said Smith at the time (BROADCASTING, Dec. 13, 1948).

Smith is survived by Mildred, his wife of 57 years; three children; three grandchildren, and one great-grandchild.

—John Eggerton



Getting ready to celebrate 'Howdy Doody's' first anniversary on Dec. 27, 1948, are Bob Smith, flanked by Howdy and his toy store alter ego.

Sandie Newton, co-host, *The Hollywood Reporter*, American Movie Classics, joins KTVT(TV) Dallas/Fort Worth as entertainment reporter.

Gary Sotir, president/GM, WICU-TV Erie, Pa., joins KAUZ-TV Wichita Falls, Tex., as VP/GM.

PROGRAMMING

Appointments at Fox Broadcasting Co.: **Pat Crakes**, manager, sports research and marketing: **Michael Mulvihill**, manager, sports research and marketing, and **Quan Perea**, manager, affiliate research and marketing, named directors: **Didi Patel**, senior analyst, affiliate research and marketing, named manager.

Bob Lemchen, independent producer, joins Fox Television Studios, Los Angeles, as VP, production.

Jonathan Liebman, partner, Parcher, Hayes & Liebman, New York, joins Brillstein-Grey Entertainment, Los Angeles, as executive VP, Brillstein-Grey Entertainment, and vice chairman, Samax



Liebman

Inc. (a company that manages BGE's entertainment and media interests).

James Scalem, project executive, fundraising programming, Public Broadcasting Service, joins MPI Media Productions International, New York, as executive VP, broadcast programming.

Leslie Gatch, director, marketing, FBS Home Video, named director, licensing and distribution, Public Broadcasting

Service, Alexandria, Va.

Kevin Morrison, CEO, Hamdon Entertainment, Los Angeles, joins Bon-neville Worldwide Entertainment, Encino, Calif., as executive VP/GM, film and television division.

William Allmendinger named senior VP, programming and distribution, Raycom Sports, Charlotte, N.C.

Pamela Murphy, director, development, Douglas/Reuther Productions, joins Hallmark Entertainment, New York, as VP, development.

RADIO

Appointments at AMFM Radio Networks: **John Pepe** joins as manager, affiliate marketing, Dal-las; **Ken Walker**, director, Midwest sales, named VP, advertising sales, Chicago.



Walker

Appointments at WBGQ(FM) Newark, N.J.: **Doug Doyle**, reporter, WOBM-FM Toms River, N.J., joins as news director; **Andrew Meyer**, free-lance reporter, joins as anchor/reporter; **Steve Brown**, production engineer, National Public Radio, Wash-ington, joins as production manager; **Arujua Backman**, marketing director, WXPB(FM) Philadelphia, joins as under-writing sales manager.

John Carney, talk show host, KTRS(AM) St. Louis, joins KMOX(AM) St. Louis in same capacity.

Broker killed in bankruptcy dispute

Media broker William R. Rice, 58, died Friday, July 24, from a gunshot wound in the office of a Martinsville, Ind., vending firm.

Rice was working as the court-appointed federal bankruptcy trustee for the firm, Crown Vending, when company owner William Drury shot and killed Rice and Crown employee Denise Arthur, 41, according to Morgan County Sheriff Terry Waddle.

Rice and a local deputy had served Drury with a second set of court papers that afternoon, ordering him to relinquish control of the business to Rice as trustee and to leave the property. Similar papers had been served three days earlier and were ignored by Drury, officials say.

According to the sheriff's department, Drury initially complied the second time, leaving the property only to come back and begin shooting after the deputy accompanying Rice had left.

Afterwards, Drury led local law enforcement on a chase that ended when he killed himself.

Rice owned William R. Rice Co. media brokerage and management consulting firm for seven years. He had worked in media brokerage since 1983 at Jamar-Rice Co. in Austin, Tex., and at Thoben-VanHuss & Associates Inc. in Indianapolis before starting his own firm.

Before becoming a broker, Rice owned KVOP(AM)-KATX(FM) (now KVOP-FM) Plainview, Tex., from 1975 through 1983.

In the late '60s and early '70s, Rice worked at WLS-AM-FM Chicago. He was general manager of the stations when he left.

Rice had a bachelor's degree from Ohio State University and a master's from the Medill School of Journalism at Northwestern University. He served in Vietnam as a Marine and retired from the Marine Corps Reserves in 1992 with the rank of colonel.

Rice is survived by his wife, Mary Jane Middleton Rice; three children, and four grandchildren.

—Sara Brown

JOURNALISM

Betsy West, executive producer, *Turning Point*, joins CBS News, New York, as VP, prime time.

David Ensor, diplomatic correspondent, ABC News, joins CNN, Washington, as correspondent.

Appointments at KGO-TV San Francisco:

Jessica Aguirre, anchor/reporter, KABC-TV Los Angeles, joins as weekend anchor; **Kristen Sze**, correspondent, *Extra*, joins as weekend morning anchor.

Kathleen Mascarenas, reporter, KAKE-TV Wichita, Kan., joins KPXX(TV) Phoenix/Mesa, Ariz., in same capacity.

CABLE

Stanley Greene, president, The Box-USA, joins Tri-State Media Inc., Oaks, Pa., as president/COO.

Scott Seviour, man-ager, talent rela-tions, Nick-elodeon and Nick at Nite, joins Dis-ney Channel, Bur-



Greene

bank, Calif., as director, talent develop-ment.

Betsy Rella, director, prime time audi-ence analysis, ABC, New York, joins MTV: Music Television, as director, research and planning.

Appointments at TCI Communica-tions, Englewood, Colo.: **Tom Barberi-ni**, senior VP, Southeast; **Sharon Beck-**

Appointments at MTV



Eberhardt



Holzman



Herz

At MTV Interactive: **Allie Eberhardt** named VP/creative director; **Rick Holzman** named VP, programming and promotion; **Justin Herz** named VP, production. **Stephen Friedman** joins as VP, public affairs, MTV Networks; **Paul DeBenedittis** named VP, schedul-ing, MTV: Music Television. At the MTV/VH1 Interactive/Digital Operations group: **Terri Kennedy** named VP; **Eric Sherman** named director; **Nusrat Durrani** named manager; **Ethan Beard** named manager (Sherman, Durrani and Beard not pictured).



Friedman



DeBenedittis



Kennedy

OPEN MIKE

er, senior VP, Northwest: **Steve Bryan**, senior VP, Great Lakes; **Scott Hiigel**, senior VP, Central; **John Kopchik**, senior VP, West, all named presidents of their respective divisions; **Mary Willis** named senior VP/associate general counsel. TCI has formed a new cable operations administration unit. Appointments: **Colleen Abdoulah** named executive VP, cable operations; **Ann Montgomery**, VP, customer billing systems, named senior VP, fulfillment services; **Madie Gustafson**, VP, franchising and local government affairs, named senior VP, franchising.

Connie Imler and **Christine Carrier**, area GMs, Southeast, Showtime Networks Inc., Atlanta, named account VPs.

Bill Baggitt, news editor, CNN Financial News, New York, named managing director, CNN Financial News Europe, London; **Albie Bozzo**, managing director/executive producer, CNN Financial News Europe, London, named VP, weekend programming, CNNfn, New York.

Sheila D'Arcy McGee, executive editor, Court TV, New York, named VP, programming.

DEATHS

Noel Behn, 70, screenwriter and producer, died after having a heart attack July 20 at Beth Israel Hospital in New York. He was also battling cancer. Behn was an author and a theatrical producer with extensive television credits. For seven seasons he served as a creative consultant on NBC's *Homicide: Life on the Street*. He also wrote or co-wrote at least six episodes of the series. Behn is survived by his mother.

Tres Hood, 31, co-anchor and executive producer, KAUZ-TV Wichita Falls, Tex., died of cancer July 23. Before working at KAUZ-TV, Hood was a sports anchor at KLST(TV) San Angelo and KFDX-TV Wichita Falls, both Tex. KAUZ-TV and Benedek Broadcasting Corp. have established the Tres Hood Memorial Journalism Scholarship at Midwestern State University. Donations can be made to: Tres Hood Memorial Journalism Scholarship, MSU, Development Office, 3410 Taft, Wichita Falls, Tex., 76308.

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

Murdoch and minorities

EDITOR: With dismay I read your July 6 report that Rupert Murdoch was hanging a carrot in front of minorities interested in investing in broadcasting and anchoring the other end in his wallet. Most certainly the disparity in telecommunications ownership by race and gender in this country is horrible—not just significant or alarming, but horrible. While the question of how to rectify the problem without using preferences or affirmative action-like policies is complex and difficult, most certainly giving Rupert Murdoch more spectrum control is *not* the answer.

I like his suggestion to create a fund for minorities. If he is willing to give \$150 million for 45% of U.S. homes, let's see the \$135 million for the 35% of U.S. homes he already has.

As public trustees, Murdoch and every other broadcaster in this country already have a responsibility to find a solution to this dilemma regarding minority ownership. I do believe the answer rests within the formidable people who created and continue to build the world's most successful broadcasting industry. If only they would make it a priority—*Connie Book, Ph.D., assistant professor, Meredith College, Raleigh, N.C.*

Higher calling

EDITOR: Kudos to BROADCASTING & CABLE for acting as a moral compass for the broadcasting industry. Your editorial page has been the industry's beacon on First Amendment issues. Despite the attractiveness to some broadcasters of making a deal with Congress and the FCC to obtain economic concessions, you have opposed all forms of government intrusion into programming, ranging from the fairness doctrine (an oxymoron devised by the FCC) to the so-called voluntary ratings system for the V-chip.

Your editorial page has also steadfastly supported increasing the number of minorities in the broadcast ownership ranks. BROADCASTING & CABLE has been a supporter of FCC Chairman Kennard's campaign to give an electronic voice to minorities. As your Nov. 17, 1997, editorial makes clear, such action is called for not to curry favor with the government but because it is the right thing to do.

The lesson to be learned from your

editorials on both topics is that giving up broadcasters' freedom in exchange for concessions from the government is at least fool's gold and at worst an undermining of the American system of free over-the-air broadcasting and First Amendment principles. In a speech before the NAB convention, then-presidential candidate Ronald Reagan expressed this theme more colorfully: When you get in bed with the federal government, you can expect to have more than a good night's sleep.—*Anthony R. Chase, managing partner, Faith Broadcasting Limited Partnership, and Chairman and CEO, Chase Telecommunications Inc., Houston.*

Skeptical of Paxson

EDITOR: Regarding your June 20 story headlined "Paxson pitches minority diversity," there are two obvious problems with the Paxson plan:

1. The purpose of diversity in ownership is to ensure the diversity of programs. Paxson's soon-to-be Pax Net will be a 24-hour centrally controlled national feed with no options for local production. These stations could be owned by minorities, robots, space aliens or sex offenders; it would make no difference in the programs that Paxson will require them to air. Substituting Paxson's evangelical vision for local program decisions does not bring any measure of diversity to the TV marketplace.

In three years of ownership of his TV station in Los Angeles, he has provided exactly zero production equipment. The only camera in the station is an SVHS camcorder left over from a previous management. During the entire Paxson tenure of ownership not one program, of community interest or otherwise, was produced at the station.

2. Paxson already has a track record with respect to nonattributable ownership. He owned, attributable or not, 30 stations—when 12 was the limit. With the relaxation of rules, these have quietly become Paxson Communication stations, except in overlap markets where they have become the property of Devon. While he may be willing to support new minority start-up stations with his financial backing, iron-fisted control and eventual ownership is his game plan. He does not want to limit himself to a 35% coverage cap.—*Larry Dean (via BROADCASTING & CABLE Online: www.broadcastingcable.com)*

Late Friday the NAB was urging House Judiciary Committee members to support an expected push this week by Rep. Howard Coble (R-N.C.) to create a DBS must-carry rule. Sources say

Coble plans to make the effort when committee members consider legislation to delay an increase in the royalty payments that satellite broadcasters pay on imported broadcast signals. Planned amendments to the legislation would allow DBS companies to provide "local-into-local" service but also would require DBS firms to carry all stations in a market.

"These amendments will allow DBS companies to begin providing local service to as many or as few local communities as they choose," NAB President Eddie Fritts wrote in a letter to committee members.

The FCC on Friday said it has struck deals with Mexican and Canadian officials that will allow U.S. stations along the two borders to meet their targets for launching digital TV services in

UPN, Sinclair make up

UPN and Sinclair settled their breach-of-contract law suits out of court last week and agreed to a new affiliation deal covering four markets: WCGV-TV Milwaukee; WABM(TV) Birmingham, Ala.; WRDC(TV) Raleigh, N.C., and WMMP(TV) Charleston, S.C. The Milwaukee and Birmingham stations dropped their UPN affiliations and went independent after last summer's Sinclair/WB alliance, which sparked the UPN law suit and countersuit by Sinclair. Raleigh and Charleston were set to drop UPN programs but now will remain in the network's fold, although Sinclair has another station in Raleigh, WLFL(TV), that switches from Fox to The WB in the fall. (WRDC and WABM are Sinclair LMAs owned by Glencairn.)

UPN says it has addressed all 11 markets affected by the WB/Sinclair alliance, either reinstating or renewing Sinclair stations in those markets or replacing them with other stations. With this deal, the network has 84% coverage of the country, with 105 primary affiliates and 80 secondary affiliates, says Kevin Tannehill, UPN executive vice president of distribution. When Sinclair shifted five affiliates from UPN to The WB earlier this year, part of the incentive was compensation that The WB agreed to pay. Tannehill declined to comment on whether UPN is paying Sinclair compensation in this new deal. Pat Talamantes, Sinclair director of corporate finance, said: "We are being compensated fairly for all of our [station] distribution," but declined to elaborate, citing confidentiality agreements. —Steve McClellan

November. The FCC has produced a "memorandum of understanding" with Mexico and also has negotiated agreements with Canadian officials for each U.S. station slated to launch a DTV service this fall. "We've now cleared the way for all U.S. stations in the top 10 markets," FCC Chairman William Kennard said. Kennard last week also voiced doubts that DTV set penetration will proceed fast

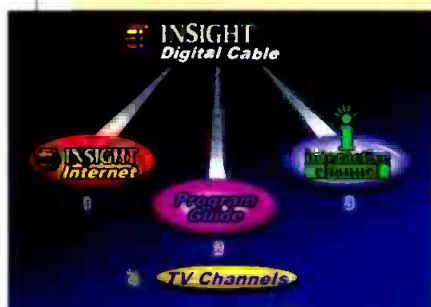
enough to meet benchmarks set by Congress. "We should monitor the rollout closely," he said.

WAMI(TV) Miami reporter Ben Mankiewicz was attacked by the subject of a news story last week. He was limping days later after being struck on the leg by a blunt metal object. The Miami CityVision newsman was reporting on a lawsuit by Miami/Broward County offi-

cials based on complaints against a moving company that included damaging furniture, holding personal belongings for ransom and threatening complaining customers with violence. Mankiewicz found the company's owner, identified as Meir Yaknin, at his home. Yaknin at first denied his identity but later invited Mankiewicz into his house—and came at him. The attack was caught on tape by a WAMI cameraman and aired. "I'm not a confrontational reporter," Mankiewicz says. "I'm not Sam Donaldson. I try to schmooze with subjects." Mankiewicz says he plans to press charges.

FCC Commissioner Michael Powell says the government's justifications for content regulation are "completely flawed," at best, or manufactured in order to justify content intrusion, at worst. Speaking last week to the California Broadcasters Association, Powell said he's troubled by the FCC's imposition of content obligations on broadcasters. He also took a deregulatory

Interactive Channel gets Insight



The Interactive Channel struck its first MSO-wide carriage deal last week. Insight Communications will be the first major MSO to introduce IC's locally enhanced interactive content service to subscribers. IC's subs will get the first round of General Instrument digital set-tops to be deployed by year's end. IC's service will be marketed as part of a digital programming package—a strategy IC has adopted to seek distribution deals. "We're very high on bundling," says Tom Oliver, IC's chairman.

IC is reviewing potential distribution systems with Cablevision Systems Corp., according to Oliver, who claims that IC is close to closing several other MSO deals. The IC service is likely to be introduced at Cablevision's Brookline, Mass., system as part of a larger distribution deal with that MSO.

IC has recast its marketing approach since testing the service for \$6.95 per month among 1,000 subscribers in Century Cable's Colorado Springs system. It also is seeking to emphasize its local orientation and has deals to co-develop enhanced Websites for the service with Court TV, Bravo and the Independent Film Channel.

—Richard Tedesco

New protocols to push enhanced TV content

A broad alliance of broadcast and cable networks plus major technology players has agreed to a basic specification for the creation of enhanced data for TV programming.

NBC, CNN, PBS, Discovery Communications, The Walt Disney Co., Intel Corp., Microsoft Corp., Sony Corp., Tribune Co. and Warner Bros. are among the companies that agreed last week on protocols that will make it possible to translate data from one enhanced TV format to another. The Advanced Television Enhancement Forum hopes that participating programmers will start creating content for demos this year, with the first fruits of the effort to reach consumers in the first half of 1999.

NBC, which has taken a lead role in the enhanced-data space, has been working with different sets of production tools to create content for its InterCast initiative with Intel and for individual program projects with Wink Communications. "It's not the best use of production," says Peg Murphy, director of business

development for NBC Interactive.

Murphy expects the enhanced TV data spec to accelerate creation of content next year and to increase the number of programmers willing to participate in InterCast and similar projects. "It becomes a lot more economical for them," she says.

Intel started discussions last summer about a common specification that would enable consumer receiving devices to recognize various enhanced analog and digital TV formats. The spec will allow PCs with different capabilities to receive adapted versions of the formats. "The goal is to expand the market opportunity as well as creating more and more high-quality data content," says C.J. Fredericksen, strategic marketing manager for Intel broadcast products.

In theory, the proliferation of higher-quality content will spark consumer interest in purchasing high-end PCs that can receive such formats as InterCast or Microsoft's WebTV for Windows.

—Richard Tedesco

tack in discussing ownership restrictions, voicing doubts that "bright-line ownership rules enhance competition."

Actor **Hank Azaria**, a regular on NBC's *Mad About You*, will voice the title character on the network's **Stressed Eric** animated series that debuts Aug. 12 at 9:30 p.m.

FCC officials last week signed off on Spanish-language broadcaster Telemundo's merger with a group of companies including Sony Pictures Entertainment, Liberty Media Holdings and Bascom Capital Fund. The Justice Department previously approved the deal.

CBS has named Michael Wright VP of movies for television and miniseries at its CBS Productions in-house production unit. Wright has overseen production on highly

rated CBS made-for-TV movies, such as *The Long Way Home* with Jack Lemmon. Previously he was director of movies for television at CBS Entertainment, which oversees CBS Productions. Wright will report to Santa Izzicupo, VP, movies for television and miniseries, at CBS Entertainment.

Former *Hard Copy* and *Extra* anchor/correspondent **Diane Dimond** will join forces with **Geraldo Rivera** on his new CNBC show next month, sources say. Dimond was recently let out of her overall development deal with Warner Bros.' syndication unit, Telepictures Productions. That deal, sources say, was to develop a talk show that she would host. Dimond likely will co-host *CNBC Upfront Tonight* when it launches on Aug. 24. CNBC and Telepictures

sources had no comment. Dimond, who has been a senior correspondent and weekend anchor at *Extra* for more than a year, was unavailable for comment. Rivera will continue to host his one-hour *Rivera Live* on CNBC in addition to his duties on *CNBC Upfront Tonight*.

The American Bar Association has awarded its

annual Silver Gavel Awards for media excellence in fostering public understanding of the law and the legal system. Winners are awarded in several categories, including: **television** (WCAX-TV Burlington, Vt., and ABC's *The Practice*); **radio** (NPR's *Morning Edition*), and **new media** (Northwestern University's oyez.nwu.edu).



Drawn for BROADCASTING & CABLE by Jack Schmidt

"They warned you not to interview guys who are getting cut."

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Too long

When regulators talk, the regulated must listen. That's why, whenever government officials make "requests," we usually reach for an overcoat in anticipation of declining temperatures. With content-chilling moves like the "voluntary" ratings code as precedent, it is hard not to see a big stick behind every soft-spoken request. With that caveat, we support FCC Chairman Bill Kennard's challenge to preserve the spirit of the EEO rules and the responding commitment by a host of broadcast and cable companies to ensure fairness and equality of opportunity in all areas of their business life. The level playing field should be level for all colors and both genders, which brings us to our special report this week.

There is reason for both hope and frustration in this issue's look at women's place on television's corporate ladder, specifically in station/cable system management and atop the TV networks. The frustration comes in the report that shows no women in the top spots in B&C's list of the top 25 media groups (July 7, 1997); no women atop the top 25 TV groups (April 6); no women atop any of the seven broadcast networks (until last Friday, when Patricia Fili-Krushel got the nod at ABC TV) or a major cable programming company, and just one woman among the top 25 cable operators (April 20).

That's the bad news. The good news is that the ranks of women in positions of importance—management's second and third tiers—have grown, with several women at the head of cable channels and literally hundreds as vice presidents and station managers.

Guaranteeing opportunity doesn't mean striving for an artificial equality. Some women are just smarter, savvier and better businesspeople than some men, if given the chance to prove it. And there is the key. Equality of opportunity is, and should be, the goal of everyone who wants

the best possible people overseeing their billion-dollar investments.

Don't go out of your way to select women, suggested one woman executive last week. "Select the best person, and about half of them are women in any kind of pool you have." And many on both sides will also be black and Hispanic and Asian and ... everybody into the pool.

Billy, don't be a hero

For a Republican congressman who professes to be no fan of government regulation, Congressman Billy Tauzin produced a bill last week that would put extraordinary power over cable in the hands of local governments. The measure, co-authored by Ed Markey, a Democratic congressman who loves regulation, would give local politicians a say in how cable operators package networks and possibly about what is in those packages. Here's how: To win relief from federal rate regulation, cable operators must first win local approval of the tiers. The idea is to produce more choices for consumers. That's the idea. The reality is that local politicians would be involved in marketing and, in the worst case, programming carriage decisions. It's not much of a stretch to envision city council members using their power over tiering to banish MTV, Comedy Central or any network that tests the limits.

The bill has two other intrusive and heavy-handed provisions, but the tiering provision appears the worst of the lot. It also would impose enormous bureaucratic burdens on operators, municipalities and the FCC. In 1984, Congress sharply limited local cable regulation. The result was a 14-year explosion of cable construction and programming that's put scores of high-quality networks in 70 million homes today. We can't believe anyone really wants to see the municipalities back in the business. Not even Billy.

Washington 1705 DeSales Street, N.W. Washington, DC 20036
Phone: 202-659-2340 Editorial Fax: 202-429-0651

Harry A. Jessell, editor

Mark K. Miller, managing editor

Kira Greene, assistant managing editor (special projects)

John S. Eggerton, assistant managing editor (editorials)

Dan Trigoboff, senior editor

David R. Borucki, art director

Kim McAvoy, contributing editor

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assistant editors

Palge Albinak, staff writer

Denise P. Smith, Kenneth R. Ray, graphic artists

Alisa Holmes, Web production manager

Kristine Lamm, intern

New York 245 West 17th Street, 10011: 212-645-0067; Fax 212-337-7026

Stephen McClellan, bureau chief

John M. Higgins, assistant managing editor (cable)

Glen Dickson (technology), Donna Petrozzello (cable),
assistant editors

Richard Tedesco, associate editor (Internet)

Christopher Jones, Web editor

Los Angeles 5700 Wilshire Blvd., Suite 120, 90036:

213-549-4100; Fax 213-937-4240

Michael Stroud, bureau chief

Joe Schlosser, staff writer

Denver 28310 Pine Dr., Evergreen, CO 80439:

303-670-4124; Fax 303-670-1082

Price Colman, bureau chief

Broadcasting & Cable

**If you have a comment or news
call 202-463-3700 or
e-mail to www.broadcastingcable.com**

Peggy Conlon, vice president/group publisher

Donald V. West, editor at large

Cahners Business Information

Bruce Barnett, president and chief executive officer

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202-463-3718; Fax 202-728-0695

Circulation Inquiries

Broadcasting & Cable: 800-554-5729

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Sol Taleshoff, Founder and Editor (1904-1982)

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New York 212-337-6940; Fax 212-337-6947

Gary Rubin, associate publisher

Robert Foody, director of technical advertising

Yvonne Pettus, Robert Payne, account executives

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Georgina Sculco, creative services

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Craig Hitchcock, Leandra Steman, account executives

Chuck Bolcom, account executive, (technology/cable),

San Francisco, CA 317-815-0882; Fax 317-815-0883

Nivle Samaan, sales assistant

International Group

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Randi T. Schatz, associate publisher

212-337-6944; Fax 212-337-6948

Julie DesRochers, US sales manager

Lisa M. Murphy, international advertising coordinator

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"I had a rather traumatic childhood. I was adopted when I was six months old. My adoptive parents contracted tuberculosis and I went to an orphanage from age five to eight. None of that affected my outlook. I had a great stepmother who instilled in me that I was as good as anybody and I could do anything that I set out to do."

"I worked my way through Bellarmine College in Louisville: as a copy boy for the Associated Press, at the post office, and as an inspector at a chicken factory. I was a history major. I think history makes you understand where you fit in the universe and what transcended before getting the chance to make your mark."

"I joined the Air National Guard when I was 16—they finessed my age. I wanted to be an naval aviator, but I flunked the eye test. I joined the Marine Corps after college. I was going in for three years to see the world, serve and use the GI Bill for law school. I ended up spending 20 years as a Marine officer and retired in 1977. I did get a law degree—from the University of Texas in 1972."

"After the Marine Corps, Bob Hughes sold me on his visionary future of what the cable television industry was going to be. As a result, I joined CPI. Times Mirror acquired CPI in 1979 and I was with them until 1983 when I again teamed up with Bob at Prime."

"I was a company commander at Camp Pendleton in June of '65 when we were sent to Vietnam. On my last day there, I was shot through the arm and my company sustained many casualties. That war affected me and helped me at tense times in my business. I always used to say, 'Well, I don't care what happens here, they're not shooting real bullets at me.' I'm going to wake up tomorrow; life is going to go on. I still have my kids and wife. If this deal craters, it craters. Nothing can be as bad as combat when someone is trying to kill you."

"C-SPAN does a lot that revolves around education—the Bus, the Alexis de Tocqueville tour, the Lincoln-Douglas debates. These programs help people realize more about their country, what it has been and why it has some of the foibles it has. C-SPAN is a part of the American landscape and it has a definite following."

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