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David Byrne in 'Angel'



Clay Aiken



Clay Aiken



David Byrne in 'Angel'



Clay Aiken



Here Comes MR. PAXSON

And The 7th Network

SPECIAL REPORT

Latin America Fuels Global Satellite Boom

TV News and Clinton: Talking Heads and Warheads

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TOP OF THE WEEK / 6
 BROADCASTING / 40
 CABLE / 47
 TECHNOLOGY / 52
 INTERNET / 55



Young Hercules

Earthquake In New York

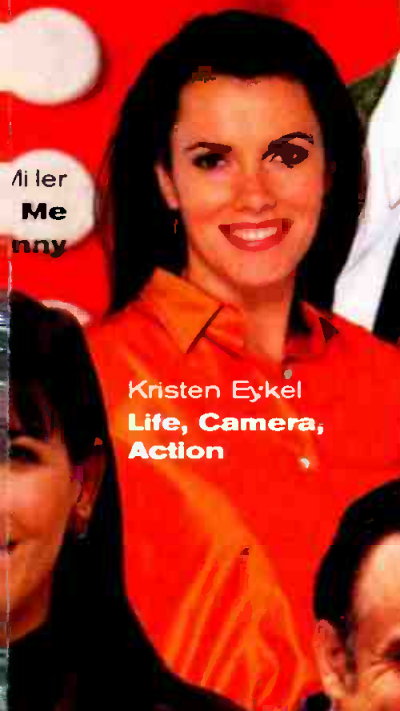
Home Alone 2

National Lampoon's Golf Funks

MOVIES
Sat/Sun **8PM** E/P Weeknights **9PM** E/P



Ohh Noooo!!!
Mr. Bill Presents
With Mr. Bean



Kristen Eykel
Life, Camera, Action

Miller Me nny

Fox Family channel's original series, movies and award-winning hits make our network the TV home base for American families!



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Outrageous!

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It's A Re-energized Family Channel!

DAYTIME

Starts **7AM** E/P



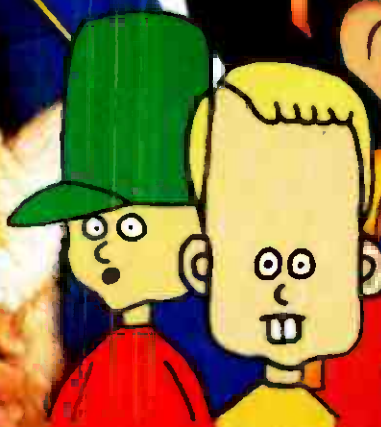
Bad Dog



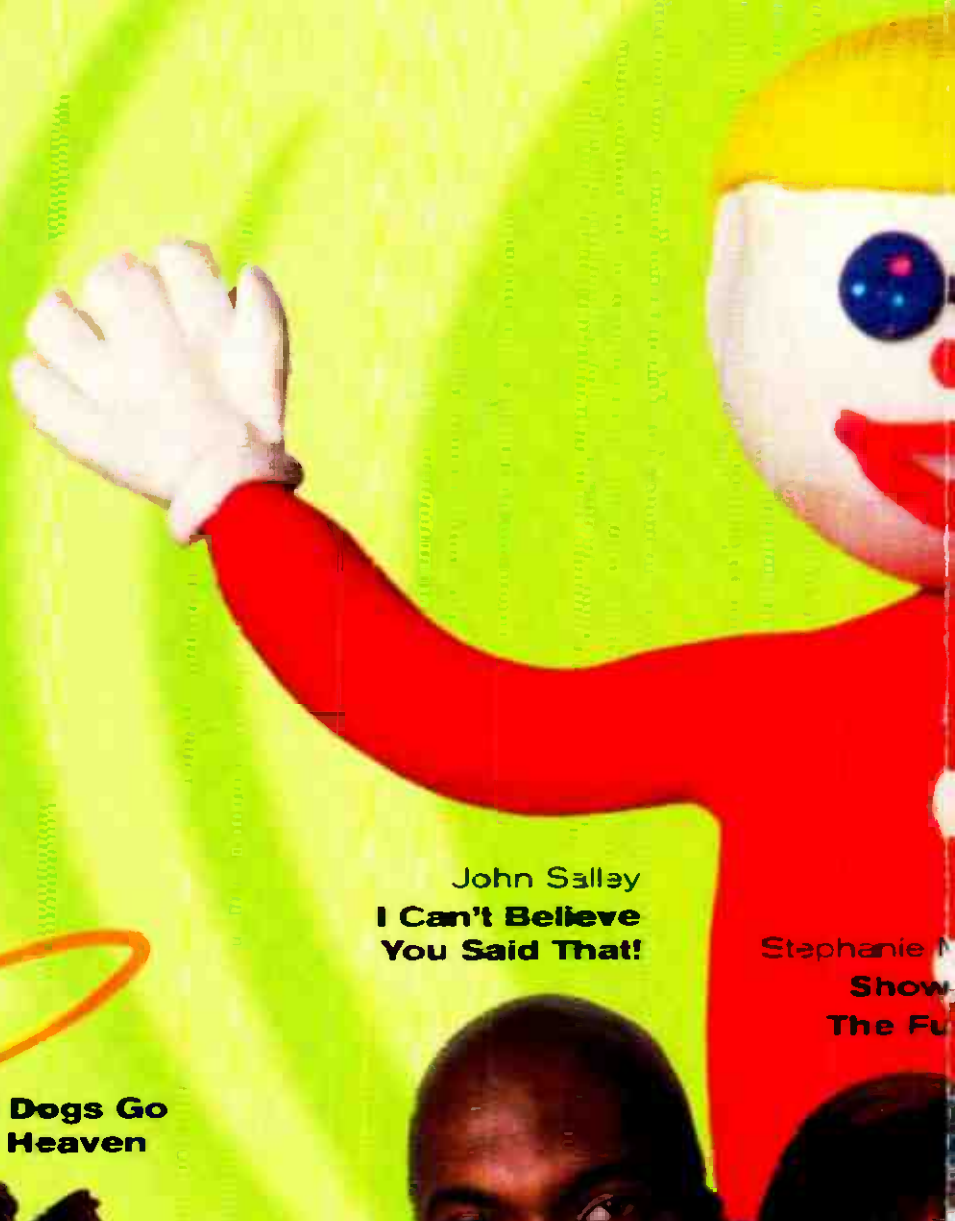
**The All New
Captain
Kangaroo**



**All Dogs Go
To Heaven**

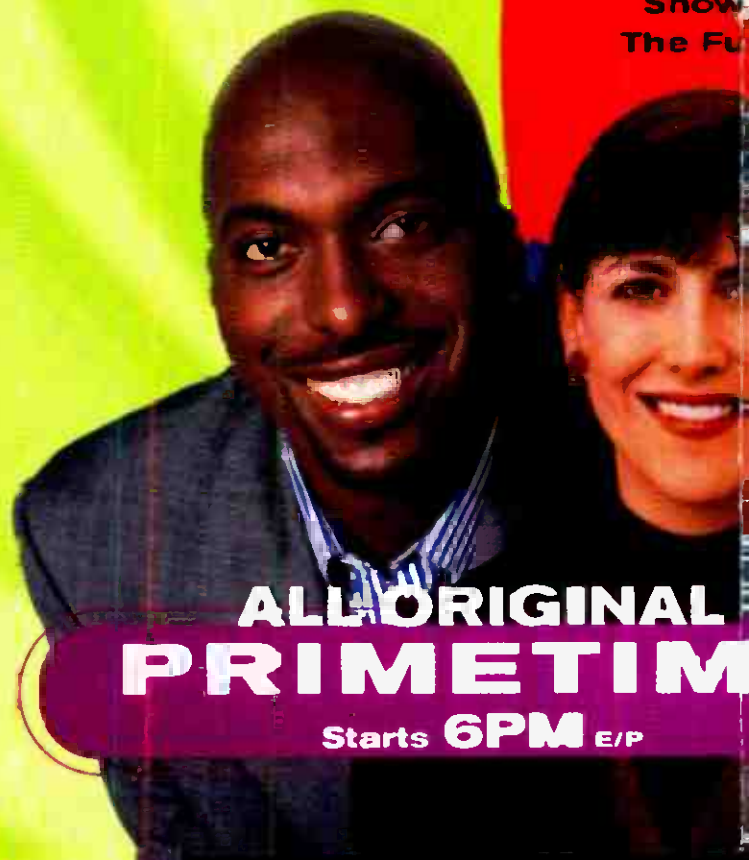


**The Three Friends
and Jerry Show**



**John Salley
I Can't Believe
You Said That!**

**Stephanie M
Show
The Fu**



**ALL ORIGINAL
PRIMETIME**

Starts **6PM** E/P

The Reviews Are In!

"Fox changes the channel but keeps it a family affair!"

Boston Herald

"Fox Family's new formula finds right mix."

"Brilliant and spunky, Shirley (Holmes) shows time and again that puzzles have solutions, and people, even kids, have the power to find them."

The Hollywood Reporter

"Fox Family Channel's pre-school block is solid, with its time-tested hits, such as "Shining Time Station" and "The All New Captain Kangaroo."

Seattle Times

"For some of us, it (Pee Wee's Playhouse) is the best TV series in the last quarter century, and it's returning to Fox Family Channel!"

*Times-Picayune
New Orleans Edition*



**"Ohh, Yesss!
Mr. Bill's Back!"**

Miami Herald

"Ohh Nooo!!! Mr. Bill Presents features the luckless and malleable clay figure from Saturday Night Live's early years in this warm and cuddly family update."

New York Newsday



CHANNEL

More Family Than Ever!

TOP OF THE WEEK / 6

Disney takes the puck After Fox passes, Disney scores a \$600 million deal for NHL rights—more than twice the price of the last TV packages that divided NHL games between ESPN and Fox. / 6

Talking heads and warheads TV news is tested in a week that features a presidential crisis at home and a violent confrontation abroad. / 10

Same name, new show Paramount Domestic Television executives have opted to keep the syndicated news magazine's name *Hard Copy*, as it enters its 10th season, but the focus and on-air talent will be different. / 12

Hearst-Argyle pays \$520M for KCRA In one of the priciest single-station deals ever, Hearst-Argyle Television agreed to pay \$520 million for Kelly Broadcasting Co.'s KCRA-TV in Sacramento, Calif. / 14

FCC eyes radio ad domination FCC officials have begun inviting public comments on the competitive impacts of radio deals that propose giving one or two companies a dominant share of a local radio market. / 18

Gore commission seeks new delay Following an earlier delay, the Gore commission has asked for more time to determine what the public interest obligations of digital broadcasters should be. / 20

For more late-breaking news, see "In Brief" on pages 72-73

COVER STORY



Here Comes Mr. Paxson and His Seventh Network

No one expects a lot of water-cooler talk about Pax Net's reruns of *Touched by an Angel* and *Diagnosis Murder*. But the industry consensus is that Bud Paxson's new network will be a success, if only by his own modest standards. / 22

Cover photo by Rick Falco/Black Star

SPECIAL REPORT

Satellites: The International Skies



With overall global economics improving and increased deregulation of the telecommunications industry, satellite providers are vying to win fledgling markets with mighty new birds. / 30

BROADCASTING / 40

Tellem tops CBS Entertainment CBS Productions President Nancy Tellem was named to replace Les Moonves as the head of the network's entertainment division. / 40

Stern takes his act to television Radio shock jock Howard Stern tells reporters that his new late-night effort will take down NBC's *Saturday Night Live* and make it "Saturday Night Dead." / 40

Religious broadcasters band together In an unusual cooperative venture, several major religious broadcasters are teaming to form a Christian radio consortium. / 46



Robert Townsend is slated to host PolyGram's 'Motown Live.' / 42

Changing Hands.....57	Datebook.....68	Fifth Estater.....69
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Closed Circuit.....16	Fates & Fortunes.....70	Washington Watch...20

CABLE / 47

Sweeney to succeed Laybourne Anne Sweeney has been named president of Disney/ABC Cable Networks, filling the vacancy left when Geraldine Laybourne departed last May. / 47

EchoStar ramps up data delivery EchoStar's Charlie Ergen is quietly preparing to launch a consumer-oriented data service in the fourth quarter. / 47

Dark times for Source's Brite idea Source Media's acquisition of a talking yellow pages company was supposed to boost revenue and provide capital for the Dallas company's cable-related ventures, but the deal has turned sour. / 49



Fox Family Channel is looking for young viewers. / 48

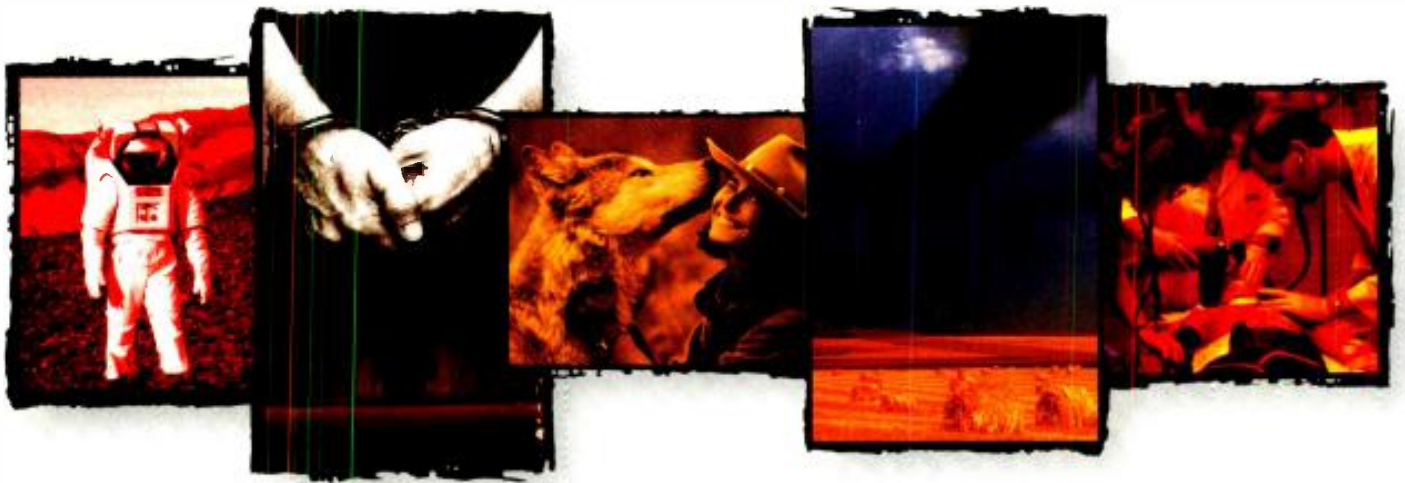
TECHNOLOGY / 52

New York tower picture still fuzzy The quest to find a site for a permanent community digital TV tower for New York City broadcasters remains at a standstill, and spring launches for DTV appear to be slipping by for several stations. / 52

INTERNET / 55

Broadcast.com rides high on IPO, earnings Broadcast.com broke its IPO silence last week with bright earnings and a strategy that targets TV stations as partners for its Web network. / 55

9 Primetime
Emmy[®] Nominations.
16 News & Documentary
Emmy Nominations.



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NETWORKS OF DISCOVERY COMMUNICATION INC.

Disney grabs the puck

Owner of ABC, ESPN pays \$600 million for rights; Fox opts not to renew current deal

By Joe Schlosser

With Nielsen ratings as ugly and rights fees as brutal as the action on the ice, ABC and ESPN have stepped up to pay about \$600 million for exclusive national broadcast TV and cable rights to the National Hockey League.

Keeping pace with the tremendous escalation in the cost of sports rights in recent months, The Walt Disney co-owned networks are paying more than twice the price of the last TV packages that divided NHL games between ESPN and Fox. ABC and ESPN stepped up even though already-lean NHL ratings have sunk to all-time lows, declining for a second straight season—and even though Fox didn't formally bid for the package.

After waiting nearly two weeks and failing to receive a counteroffer from Fox, the NHL board of governors approved the unprecedented five-year deal late last week.

The \$600 million contract comes just six months after Disney agreed to pay \$9.2 billion for its new eight-year contract for NFL football on both ESPN and ABC.

ESPN's last NHL deal was for seven seasons and \$100 million, while Fox ponied up \$155 million for five years. Both of those contracts end with the conclusion of the 1998-99 NHL season.

For the 1997-98 regular season, Fox's NHL coverage scored a 1.4 national rating, according to Nielsen Media Research, down from a 2.0 rating the year before. ESPN dropped from a .8 regular-season rating to a .7 rating during the 1997-98 campaign. ESPN2 remained flat at a .4 rating during the 1997-98 regular season.

Add in NBC and Turner's recent multibillion dollar contracts for the NBA (NBC paid \$1.75 billion and Turner \$900 million for four years) and Madison Avenue/Wall Street executives are wondering, who's next?

"I would love to be the next sport up



ABC and ESPN are paying more than twice the price of the last TV packages for broadcast and cable rights.

because it's just not doing as well."

The deal is sparking another wave of aggravation among MSO executives who see ESPN bidding up prices, largely on the same old product, and expecting operators to foot the bill. "I love hockey," says Charter Communications' CEO Jerry Kent. "I don't love it that much."

"This is more craziness," says a programming executive for another large operator. "They lay it on and expect us to pay." But operators don't have much negotiating leverage. Dropping ESPN would spark outcry from sports fans. Although ESPN would have problems with advertisers if holes opened in their distribution, few systems could withstand the heat that would no doubt be whipped up by sports columnists and talk show hosts. Still, "I might try it in a couple of markets to see what happens," says the president of one MSO.

ESPN executives say cable operators will not have to pay higher rates for hockey under the new contract, but acknowledge that increases are coming from their multibillion dollar NFL deal.

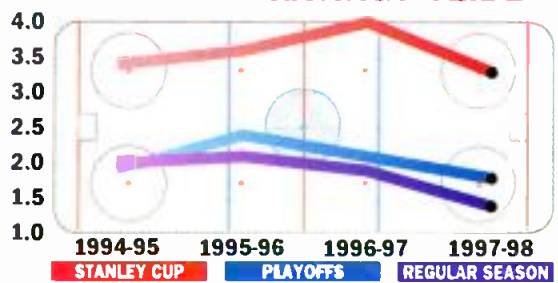
An ESPN spokesperson would not comment on the length of the new contract or its financial terms but said details will be disclosed early this week.

NHL executives also refused to comment on the record late last week about the deal. League executives would only say that a "more formal announcement is expected shortly." But top-ranking sources within the NHL confirmed that the league's 27 owners had "unanimously" voted in favor of the ABC/ESPN proposal and that it was only a matter of getting the paperwork together.

It was late last month that Disney executives made their surprising bid for the rights, catching Fox executives off guard and wondering whether they should match the ABC part of the deal.

ESPN and ESPN2's portion of the new contract is reportedly worth \$350 million—\$400 million, while the ABC half is said to be worth \$200 million—\$250 million over the five years. Fox executives were given a two-week period to counter Disney's offer; that window closed early last week without a Fox bid, sources say.

BROADCAST RATINGS SLIDE

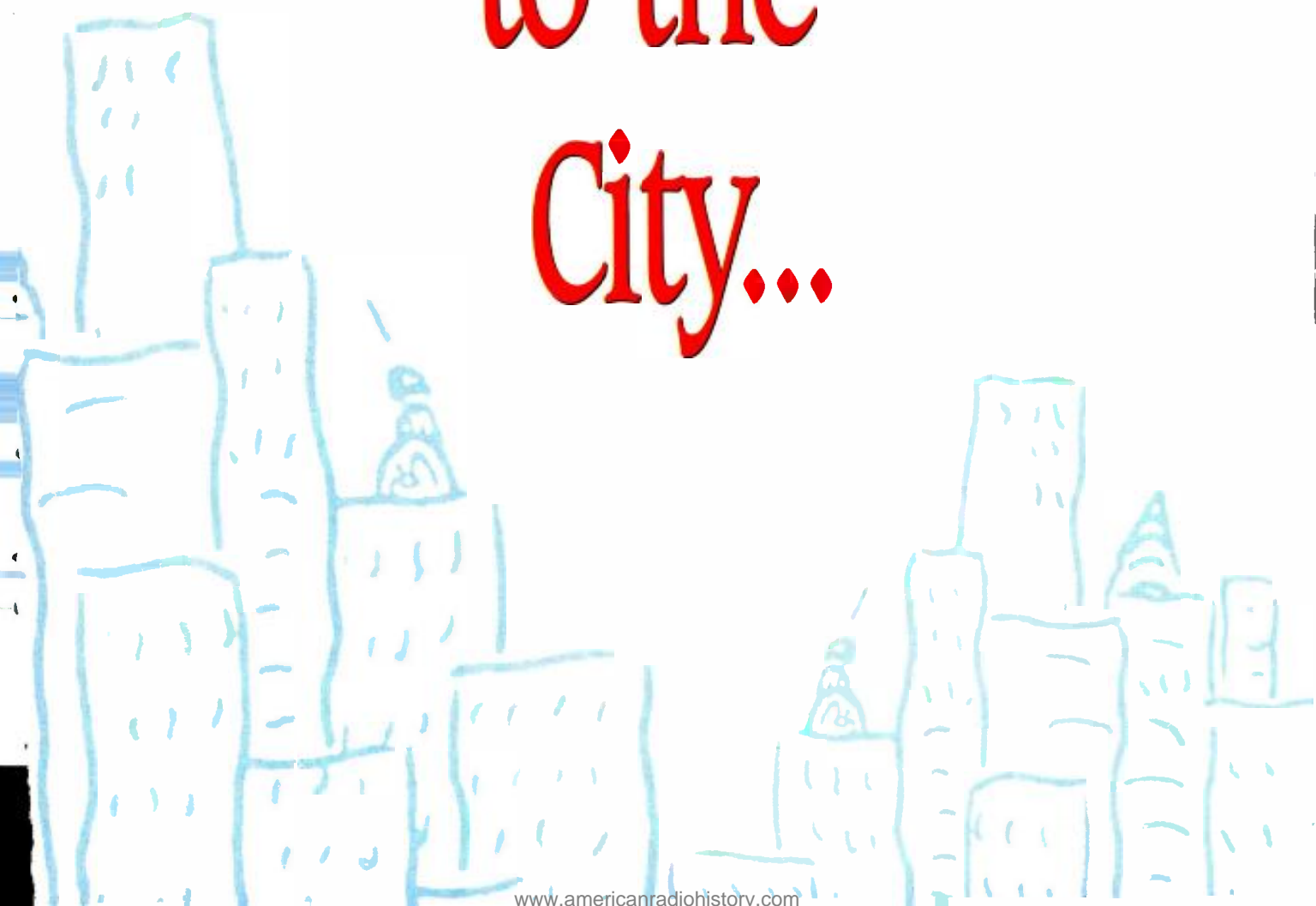


Source: Nielsen Sports Marketing and TN Media

before the music stops, because I can't believe the money that is being thrown around for events that don't pay off," says Paul Schulman's Tom DeCabia. "It's a great day for the NHL; their ratings are down, their numbers never grew and they got more money—we should all be so lucky."

"You would think there is a limit, that reality would set in at some point, that people would start saying holy shit, that's a lot of money," says TN Media's Steve Sternberg. "That's especially true with something like hockey, where they're not going to get anywhere near the types of rate increases that they are going to get for football,

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to the
City...



...before it's all locked



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Chicago	WGN	Nashville	WZTV	Rochester	WUHF	Fargo	KXJB
Philadelphia	WPSG	Columbus	WBNS	Springfield	KDEB	Santa Barbara	KKFX
San Francisco	KOFY	Greenville	WFBC	Tucson	KWBA	Charleston, SC	WMMP
Boston	WABU	Salt Lake City	KUWB	Paducah	KBSI	Reno	KRNV
Washington	WBDC	San Antonio	KABB	Ft. Myers	WTVK	Traverse City	WWTV
Dallas	KTXA	Norfolk	WTVZ	Madison	WMSN	Monterey	KNTV
Detroit	WWJ	Buffalo	WUTV	Chattanooga	WFLI	Macon	WPGA
Atlanta	WUPA	W. Palm Beach	WFLX	Cedar Rapids	KFXA	Boise	KNIN
Houston	KTXH	Oklahoma City	KOCB	Tri Cities	WEMT	Duluth	KNLD
Seattle	KTZZ	Harrisburg	WPMT	Evansville	WTVW	Anchorage	KTUU
Cleveland	WUAB	Greensboro	WUPN	Youngstown	WKBN	Panama City	WMBB
Minneapolis	KLGT	Albuquerque	KWBQ	Lansing	WILX	Missoula	KTMF
Tampa	WTTA	Providence	WLWC	Tyler	KETK	Great Falls	KTGF
Phoenix	KTVK	Louisville	WDRB	Sioux Falls	KSFY	Butte	KYWB
Denver	KWGN	Birmingham	WTTO				
Pittsburgh	WNPA	Albany	WMHT				
Sacramento	KMAX	Dayton	WRGT				
St. Louis	KPLR	Jacksonville	WJWB				
Orlando	WKCF	Charleston, WV	WVAH				
Baltimore	WBFF	Richmond	WRLH				
Portland	KPWB	Las Vegas	KUPN				
Indianapolis	WTTV	Mobile	WFGX				
San Diego	KSWB	Flint	WSMH				
Hartford	WTIC	Knoxville	WBXX				
Charlotte	WCCB	Toledo	WTVV				
Raleigh	WLFL	Lexington	WDKY				
Cincinnati	WSTR	Des Moines	KDSM				

Caroline in the City



The Stuff Hits Are Made Of



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TV's big stretch

News organizations scramble to cover White House sex scandal in Washington, missile strikes against terrorists in Africa, Asia

By Dan Trigoboff

TV turned its attention from talking points and talking heads to war-heads in a week that tested the ability of broadcast news to cover both a presidential crisis at home and a violent confrontation half a world away.

After a weekend of anticipation, President Clinton took to the airwaves from the same White House map room in which his testimony that afternoon was beamed to a federal grand jury. He offered an unprecedented explanation of his marital infidelity and altered the public's plans for watching football and a beauty pageant.

The president's four-minute address was followed, predictably, by hours of analysis on virtually all the networks. They offered scores of pundits and politicians, who sometimes appeared on different networks within moments. "I'm like a utility infielder," quipped *Newsweek* writer and NBC contributor Jonathan Alter. "I carry a beeper in case I get called by NBC or CNBC." Washington politico Mark Shields, a regular on CNN and PBS, was contacted by PBS while vacationing on Cape Cod and offered Monday night commentary from a Boston studio.

And as the president was excoriated through the week for his less-than-humble, somewhat defiant response to an apparently irrefutable assemblage of evidence, so was the media analysis. "If his speech does more to keep the story alive than to bury it," said the *Washington Post's* Tom Shales, lamenting the "pundocrat consensus" that the president had prolonged the story, rather than ending it. "Clinton will owe the country another apology still, since he will have given the innumerable cable channels and their talk shows yet more grist to mull over."

Robin Sproul, chief of the ABC News Washington bureau, agrees that "talking heads" was a cable issue. While her own network offered insights from former Clinton aide George Stephanopoulos and polit-



Estimated 67.7 million people tuned into one of 10 networks on Monday night to hear Clinton admit to affair.

ical commentator George Will in addition to correspondents Sam Donaldson and Cokie Roberts, she says, all are employees of the network, not outside experts tapped for a particular story.

CNN Washington Bureau Chief Frank Sesno defends the use of expert analysis. "If you think of any story as a diamond, you want to look at all the facets," he says. "The Lewinsky story has so many facets ... cultural, criminal law, public opinion, human interest, the stature of the presidency ... I don't look at it as just throwing a bunch of people on television. You want to find smart people who can look at each facet. This is the domestic political equivalent of the Gulf War. It's the first political scandal in real time."

Before week's end, Clinton again was on the air explaining U.S. military strikes in Afghanistan and the Sudan. And the poor reception for the first address may have diminished enthusiasm for the second, as journalists as well as the president's political foes quickly raised the "Wag the Dog" issue—whether the timing of the air strike was, at least in part, a calculated diversion from Clinton's increasing problems at home.

Sesno compares the week's dual climaxes to "a straightaway with a sudden curve. This is clearly the most intensive time we've seen since the Gulf War." Citing numerous major stories of past weeks—including the GM strike and the

Media critics bash coverage of Clinton's Monica speech

Howard Rosenberg

Los Angeles Times

Who would have predicted the full impact of the 24-hour news cycle that has resulted from the growth of CNN and the more recent arrivals of MSNBC and Fox News Channel? All-news seemed like a grand concept, and it is, except it has created competitive pressures to be constantly gabbing about high-profile stories even when there is nothing to gab about. Each of these networks has many programs whose needs must be filled. Thus, MSNBC and CNN, in particular, have drained the Clinton-Lewinsky story like vampires, keeping at its neck even on those many occasions when there was no blood left to suck.

Tom Shales

The Washington Post

If his speech does more to keep the story alive than to bury it, Clinton will owe the country another apology still, since he will have given the innumerable cable channels and their talk shows yet more grist to mull over. The speech was preceded by what's become a nightly chorus of rantings, ravings and wild speculation that have helped boost the ratings of nutty networks like the Fox News Channel and MSNBC.

Frank Rich

The New York Times

If the biggest lie of 1998 has been "I did not have sexual relations with that woman," the second-biggest lie is a pious talking head on TV saying some version of "Oh how we hate covering this story about the president's sexual relations with that woman." The tone of the coverage has been orgasmic from the moment the Pope was dumped in Cuba; for

every factual development there have been days of prurient speculation and open longing for what in the porno biz is called "the money shot" (the still-elusive dress).

Tom Dorsey

The Courier-Journal
(Louisville, Ky.)

Whatever you think of the Bill Clinton-Monica Lewinsky scandal, it was massively overreported by television, which has kept the story front and center every day since January. Cable was the worst offender. In a greedy grab for ratings, CNN, MSNBC and the Fox News Channel drown the audience in coverage day in and day out.

But we were only reporting the facts, spokesmen for these networks say. Talk about misleading the public. There were precious few facts in all the hours of coverage. Most of what the cable news networks aired over the past seven months was nothing more than "experts" talking off the tops of their heads.

Hal Boedeker

The Orlando Sentinel

Some reporters comported themselves in a low-key, diligent manner, but too much coverage was marked by theatrics, bickering, blather, conjecture, psychoanalysis and self-promotion. It was a wrenching day for the country and a terrible one for television, especially the cable news operations. But did anyone there notice?

Dusty Saunders

Rocky Mountain News
(Denver, Colo.)

For seven months, the screen has been filled with a variety of these bobbing, talking heads—talk show hosts, journalists, pseudo-journalists, lawyers, pseudo-lawyers, politicians and of course, spin doctors. Video? How many times has that famous stock footage—Clinton hugging Lewinsky in a crowd—been aired? Does

Capitol shootings, along with last week's presidential disclosure and the bombings, he says: "It's one of those few moments in time when [stories reach] critical mass—when you know the whole world is watching."

"Day turned into night" throughout the week. MSNBC and NBC anchor Brian Williams said last Friday. "Someone jokingly asked me if I slept with that earpiece on. When the news [of the U.S. strikes] hit yesterday, it was greeted with a sense of disbelief."

"This was about as hectic a week in August as I can remember," says Sproul. Typically, she says, on a late-summer week when Congress is out of town and the president has a vacation planned, the network tries to give time off to as many people as possible. "Virtually everybody we had working on scandal coverage had planned to be on vacation this week. All of those vacation plans had to be canceled, and many of those vacations were much-needed." By the end of the week, Sam Donaldson had made it out to his New Mexico ranch, and Jackie Judd had left Washington for a beach vacation. Fox News Channel had to carry on without some of its news leadership because Washington-based managing editor Brit Hume and bureau chief Kim Hume (husband and wife) were on a cruise ship together.

Eight networks aired the president's Monday night speech—recalling the interest in the O.J. Simpson criminal verdict, albeit with significantly lower numbers. The speech drew an audience of 45.9 million households and 67.6 million viewers on 10 networks (ABC, CBS, Fox, NBC, CNN, Fox News Channel, MSNBC, C-SPAN, CNBC and Headline News).

NBC was the highest-ranked broadcast network, with a 14.3 rating/21, attracting 13.97 million households and 21.07 million viewers, according to Nielsen Media Research. CBS was second, at 13.1/19, with 12.82 million households and 18.82 million viewers for the speech, which was broadcast from 10 p.m. to 10:06 p.m. ET. ABC was third, with a 9.6/14; CNN was fourth, with a 5.5/8, and Fox was fifth, with a 2.6/4.

Monday night surged on cable news networks for coverage of the president's comments and reaction. According to Nielsen Media Research data, CNN earned a 7.3 rating/5.4 million homes between 10:02 and 10:06 p.m., when Clinton's four-minute address took place. CNN's continuing coverage, which extended through 11 p.m., earned a 5.2/3.8 million homes. MSNBC earned a 2.2/942,000 homes from



ABC catches prosecutor Ken Starr arriving at White House to question the President.



Tom Brokaw (l) and Tim Russert discuss meaning of Clinton's Monday night speech on NBC and MSNBC.



CNN delivers pictures of damage from Thursday's missile strike in Khartoum.

10:02 p.m.—10:06 p.m. and a 1.6/666,000 homes through 11 p.m. Fox News Channel earned a 1.4/462,000 homes from 10:02 p.m.—10:06 p.m. and a 1.8/598,000 from 10:06 p.m.—11 p.m. (Fox News Channel said that its post-Clinton speech reaction coverage delivered the network its largest audience since its launch in October 1996.)

CNN Headline News earned a .5/340,000 during Clinton's speech, a .2/162,000 homes for its follow-up coverage from 10:06 p.m.—10:30 p.m. and a .4/268,000 homes for its 10:30 p.m.—11 p.m. news coverage.

The military strike was the kind of story on which CNN built its reputation—a reputation which took a big hit when the network apologized last month for charges made in its *NewsStand* series that the U.S. military used nerve gas on Amer-



Geraldo Rivera leads pundit parade on CNBC.



Congressional ally defends Clinton on CNN.

ican defectors and Laotian civilians during a Vietnam War campaign called Operation Tailwind. "We made our reputation getting it right, and we got it wrong [on Tailwind] big time," Sesno says. "The experience made us more cautious institutionally, but that has to be balanced so that it doesn't spill over into being gunshy. I think that after the big hit we took, [this military story] allows us back into the sunshine; it puts us back on the kind of ground where we're most comfortable."

Rival programmer Erik Sorenson, vice president and general manager of MSNBC, says that he felt his network got a boost from the unusual news week, although he saw no indication the public was punishing CNN for Tailwind. "CNN

has a big lead on us, but we've gained a few yards on them. We are certainly a competitive factor for them, and we're getting to a point where they can see us in their rearview mirror."

Following a White House notification Thursday afternoon, the networks broke into programming with news of the military strikes, including the president's statement from the Edgartown School on Martha's Vineyard. The story dominated the evening news and received continuous coverage on cable channels CNN, MSNBC, CNBC and Fox News Channel.

On Thursday night, ABC devoted a special hour-long *Nightline* to the story, as CBS did with *48 Hours*. ■

Donna Petrozzello and Allison Frey contributed to this report.

10,000 sound right?

Such ongoing coverage is about more than providing viewers with information and perhaps truth. It's a continual race to get viewers—and advertisers.

John Carman

The San Francisco Chronicle
If Clinton had only been watching TV yesterday, instead of dueling with a grand jury, he could have taken in all the advice [on TV] and thought: Hey, I wonder how I can get a date with one o' them foxy blonde political analysts over there on MSNBC.

No! He'd have thought that he had to come clean, tell the whole truth, be contrite, throw himself at the mercy of the public, maybe even resign. All those sentiments were heard, over and over, during a long day in which the cable news networks had a huge story and practically nothing new to report.

Same name, new show

Paramount will keep 'Hard Copy' brand, add Kraska, scrap New York bureau

By Joe Schlosser

Hard Copy is going to remain *Hard Copy*, but that's about all.

Paramount Domestic Television executives have opted to keep the syndicated news magazine's name the same as it enters its 10th season, but the focus and on-air talent will be different starting this fall. As reported in *BROADCASTING & CABLE* last week, former KCBS-TV Los Angeles anchor Kyle Kraska will be the show's new host. Lisa Gregorisch will remain executive producer, but the focus of the news magazine will go to "longer, first person-type stories," Paramount executives say.

Hard Copy will get a new set, new graphics and an overall new look when it comes out of its summer hiatus. The news magazine will be produced and edited out of Paramount's Los Angeles production facility, and there will no

longer be a New York bureau. *Hard Copy* recently had been hosted by Barry Nolan and Terry Murphy from New York and Los Angeles, respectively. Nolan's and Murphy's contracts were not renewed this summer; neither were those of a number of other on-air personalities.

"What we ultimately decided was the brand and the name *Hard Copy* were too great to give up," says Frank Kelly, Paramount Domestic Television co-president. "We talked over what the show needed, and we decided that adding some new faces and changing the focus on the stories to more in-depth pieces would be good for the show."

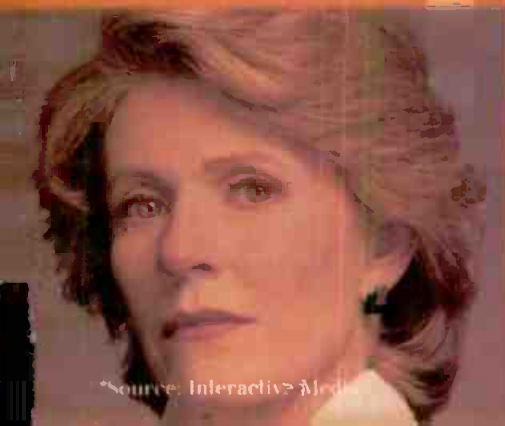
Paramount executives say the budget for the daily news magazine will remain intact and be even "higher" because of the costs incurred in restructuring the show. Although a number of ad buyers and station executives have

been saying for the past couple of weeks that Paramount executives were trying to cut costs on the show, Kelly says that isn't the case.

"This isn't a trimming-down issue," Kelly says. "It is more sensible to keep it centralized, especially if you are doing stories that are in-depth and not doing as many different little stories in each show. You end up having a much more efficient process by trying to center it up."

Joel Berman, Paramount TV's other co-president, says the hiring of Kraska will bring *Hard Copy* the "fresh face" that the show needs. Kraska has been a weekend and morning news anchor at the Los Angeles CBS affiliate for the past two years and was previously a sports anchor at *wfts(TV)* Tampa, Fla.

"We think [Kraska] can communicate to a large audience well, and we were familiar with his work at *KCBS-TV*," Berman says. ■



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Congress zeros in on satellite bills

Subs losing service because of Miami court decision complain to Congress, FCC

By Paige Albinak

The prospect of 2 million satellite TV customers losing their network television signals is focusing Congress's attention on how to bring competition to cable this year.

The catalyst is a Miami court decision that will force satellite distributor PrimeTime 24 to cut off all CBS and Fox subscribers who signed up after March 11, 1997, and who can receive clear broadcast signals off the air more than half the time—the standard set by the FCC.

The court last week finished a trial to determine whether PrimeTime 24 should have to turn off all subscribers who receive clear off-air signals according to the FCC definition.

Congressional offices, the FCC and the U.S. Copyright Office already are receiving calls and letters from angry subscribers who will lose their service Oct. 8. Members of Congress want the parties to extend the date to give them and the FCC time to solve the problem. Broadcasters may make that concession, lobbyists say, because the situation puts Congress in a difficult position.

Congress is heading into midterm elections, and members would like to have a pro-competition cable bill to show to disgruntled constituents. To get the FCC to focus on the issue, Senate and House Commerce Committee Chairmen John McCain (R-Ariz.) and Tom Bliley (R-Va.) last week sent a letter to FCC Chairman William Kennard, asking him to estimate how many subscribers would be affected by the loss of PrimeTime 24's service.

McCain and Senate Judiciary Committee Chairman Orrin Hatch (R-Utah) are working on a bill that would allow satellite broadcasters to provide selected network signals in local markets until they are technologically ready to provide all broadcasters' signals.

"Local-into-local is worthless unless it is coupled with some interim must-carry relief," says McCain aide Lauren "Pete" Belvin.

The bill also would place a moratori-



um on PrimeTime 24's cutoff date until the FCC can review the situation and possibly redefine its standard.

But without broadcasters' agreement to extend the date, Congress alone will not be able to keep those subscribers connected.

McCain also is working on a "pro-competition" cable bill. That bill may be introduced this year but is not likely to progress, Belvin says.

On the House side, House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.) and subcommittee ranking member Ed Markey (D-Mass.) are working on their own local-into-local bill.

"If you want to jump start competition, the quickest way of doing it is to resolve

the local-into-local controversy," Tauzin spokesman Ken Johnson says. "Everything else is going to take too long."

Tauzin also could resolve the matter by negotiating a compromise with Rep. Howard Coble (R-N.C.), chairman of a House Judiciary subcommittee, who earlier this month added a provision to a Tauzin-sponsored bill that would allow DBS providers to do local-into-local only if they offered all local signals in a given market. Tauzin would prefer to give satellite TV companies three to five years to phase in the signals, Johnson says.

Broadcasters, who are demanding all their signals be carried by satellite TV providers, held meetings last week to discuss how to move the bill that Coble passed through his committee. Broadcasters also met with DirecTV, which uses PrimeTime 24 to distribute network signals, to reach a compromise. ■

Hearst-Argyle pays \$520M for Calif. TV

Deal for KCRA-TV Sacramento includes control of KQCA(TV)

By John M. Higgins

In one of the priciest single-station deals ever, Hearst-Argyle Television has agreed to pay \$520 million for Kelly Broadcasting Co.'s KCRA-TV Sacramento, Calif.

The deal exceeds the \$510 million Tribune Co. paid for KTLA(TV) Los Angeles in 1985. But the value is muddied by KCRA-TV's local marketing agreement with local WB affiliate KQCA(TV), which lets KCRA-TV control that smaller station's advertising sales. The value of KCRA-TV alone could not be learned at press time.

Hearst-Argyle executives have said that they're willing to pay up for what they consider the right stations. An NBC affiliate, KCRA-TV is the leader in its market, generating a 19 total-day rating during the May sweeps, versus a 12 for the local ABC and CBS affiliates.

The deal furthers Hearst-Argyle executives' goal of geographical and

network diversity.

When Hearst Broadcasting merged with Argyle Television last year, its portfolio was dominated by ABC stations, and it was the network's largest affiliate holder. Last May's agreement to buy Pulitzer Broadcasting Co. loaded Hearst-Argyle up with NBC affiliates, and KCRA-TV gives them another.

Hearst-Argyle said the price comes to just 12.5 times KCRA-TV's 1998 cash flow. However, that calculation accounts for the value of certain tax advantages in the deal. The valuation to the sellers would be larger, although how much larger could not immediately be determined.

Kelly Broadcasting is an old family company that owns the Sacramento operation plus KCPQ(TV) Seattle. The family had prided itself on being one of the few remaining local, major-market family broadcasting operations that had avoided getting swept up by the major corporate station groups. ■

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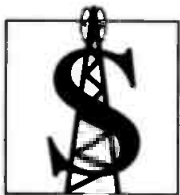
SONY

Busy week for radio station sales

By Elizabeth Rathbun

Several radio companies made deals to buy stations last week (pending FCC approval).

■ ABC Inc. is buying WMVP(AM) Chicago and will make it the flagship for its ESPN Radio Network. ESPN Radio 1000 will use ESPN resources and Chicago talent and will offer play-by-play of Chicago Bulls and White Sox games. Zemira Jones, president and general manager of ABC's WLS(AM)-WXCD(FM) Chicago,



also will oversee WMVP. ABC owns 28 radio stations and parent Walt Disney Co. owns ESPN. Launched in 1992, ESPN Radio is carried on more

than 450 stations.

■ Journal Broadcast Group will take over Great Empire Broadcasting Inc., which owns 13 radio stations and has a joint selling agreement for an FM in Wichita, Kan. Price was not divulged. Great Empire has four FMs and one AM in Wichita; two FMs and one AM each in Tulsa, Okla., and Springfield, Mo., and an AM-FM combo in Omaha. Upon completion of the deal, which is expected by the end of the year, Journal Broadcast Group will own 36 radio and three TV stations. Bergner & Co. brokered the deal.

■ Jacor Communications Inc. agreed to buy KHTL-FM Houston for \$14.7 million cash from Preferred Media Group Inc. Broker was Blackburn & Co. Jacor, which owns or operates 206 radio stations, recently purchased KHMN(FM) and KTBZ(FM) Houston.

■ Cumulus Media Inc. of Milwaukee added a fifth station in Chattanooga, Tenn., agreeing to buy WKXJ(FM) for \$3 million from Marson Broadcasting Inc. The company now controls four FMs and one AM in the market, including market leader WUSY(FM). ■

CLOSED CIRCUIT

BEHIND THE SCENES, BEFORE THE FACT

HOLLYWOOD

Stars get the squares

Michael and Roger King promised big stars would come with their syndicated remake of *Hollywood Squares*, and the King World brothers appear to be making good on that promise. Last weekend, permanent Center Square Whoopi Goldberg was joined by David Crosby, Patrick Swayze, Penn and Teller, Martin Mull and Jackie Joyner Kersee. Garth Brooks, Whitney Houston and others will be making their way into a square during the coming weeks. The show's lead writer, Bruce Vilanch, and *Sabrina, the Teenage Witch* co-star Caroline Rhea will be semiregulars on the daily series, which debuts next month.

DENVER

Keeping up with Jones

It's not a walkaway fee, but Jones Intercable will get to keep a \$50 million deposit from Comcast if Comcast breaches certain terms of its deal to buy Jones for about \$700 million. The flip side: If Jones breaches and Comcast decides it doesn't want to go through with the deal, Jones will have to return the \$50 million plus interest. Similarly, if neither company is in breach and the deal fails to close by June 30, 1999, Intercable has to return the \$50 million plus interest. Conditions of the deal were disclosed in a Jones Intercable filing with the Securities and Exchange Commission. The SEC filing also notes that Jones Intercable is setting aside a maximum of \$33 million cash for severance payments to certain Jones Intercable employees.

WASHINGTON

Passing the buck

With a preliminary injunction in place to cut off some 2 million viewers from their network TV (see "In Brief"), some Internet users are not so thrilled with the U.S. Copyright Office's attempt to explain matters to satellite TV customers.

Besides fielding its share of calls, the independent agency has mounted a less than easily found Website at <http://lweb.loc.gov/copyright>. Viewers must figure out that they then need to go to the "CARP (Copyright Arbitration Royalty Panel—catchy, isn't it?) & Licensing Information" section to learn why they no longer can receive network TV via satellite. Once there, disgruntled consumers learn that "the Library of Congress, the Copyright Office and the FCC played absolutely no role in terminating your network service, or in the lawsuits that require service be terminated to many subscribers. The decision to terminate your service was solely that of your satellite carrier, not a federal agency," the Copyright Office writes. Next stop for the angry viewer? Congress.

Free woman in Burbank

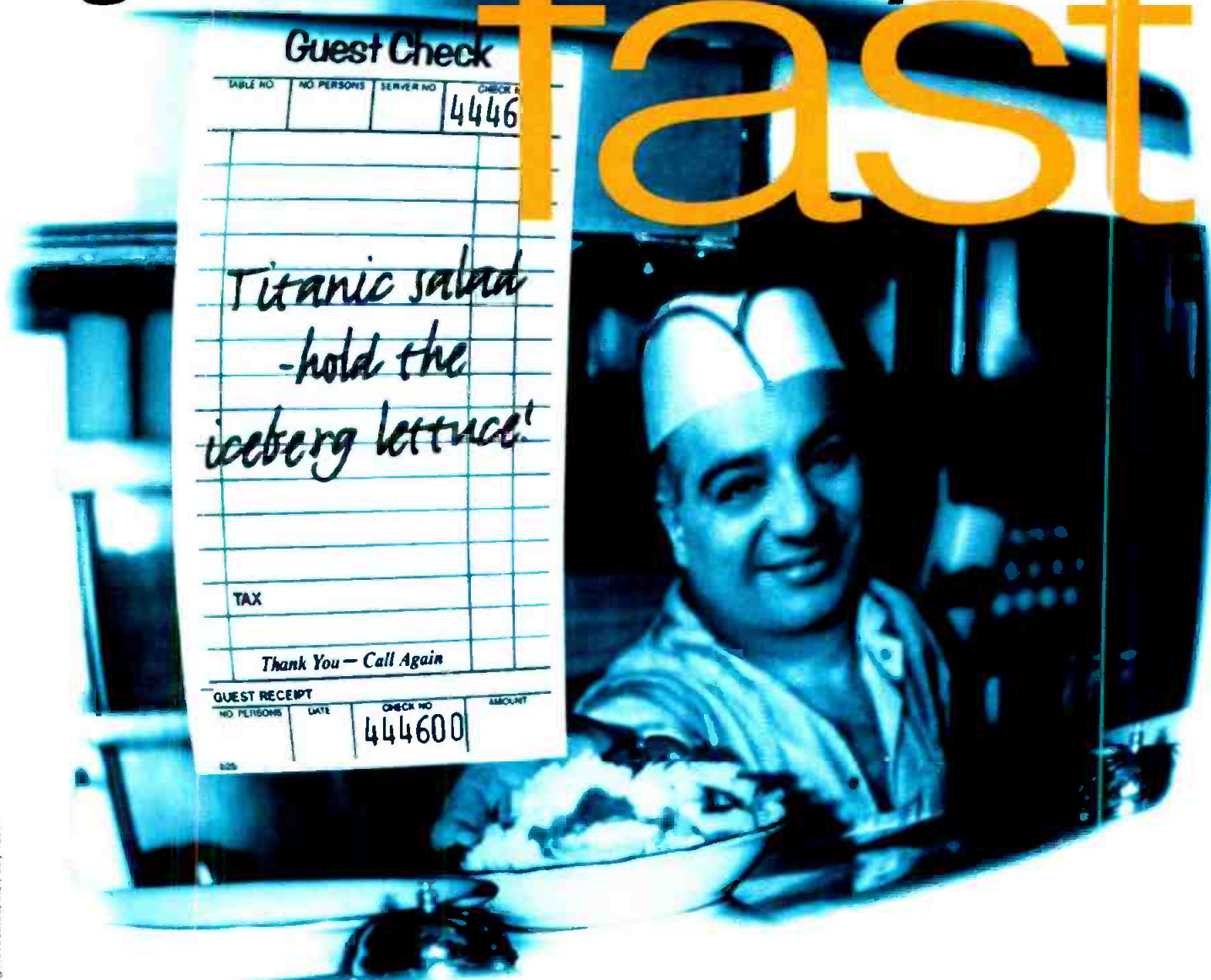
Turner Network Television, PBS, U.S. Satellite Broadcasting and Viewer's Choice are said to be bidding for rights to air a 90-minute live concert by Joni Mitchell. Taped at Warner Brothers Studios in Burbank last May, the intimate concert was attended by celebrities Rosanna Arquette, Darryl Hannah and Graham Nash, among others.

NEW YORK

Degree of difficulty

Video music channel VH1 is tweaking the pilot for *Six Degrees*, a half-hour series based on the quirky trivia game *Six Degrees of Kevin Bacon*, which links otherwise unrelated celebrities and actors by their mutual screen appearances with Kevin Bacon. VH1's version tries to link a celebrity host to Bacon via clues from music videos. A VH1 source says that some test audiences unfamiliar with the original game didn't quite understand the pilot, "so it's back to the drawing board." VH1 is, however, going ahead with plans to produce series from other, well-received pilots. VH1 is developing pilots for *The Johnny Rotten Show*, *Couch Potato* and *Random Play*, among others.

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FCC flags radio deals for further analysis

Wants input on proposed transfers that would allow one or two owners a dominant share of ad revenue in market

By Chris McConnell

FCC officials have begun inviting public comments on the competitive impacts of radio deals that propose giving one or two companies a dominant share of a local radio market.

In a public notice this month, regulators flagged proposed deals in three markets and asked for comments on their potential impact on local competition. The FCC said its "initial analysis" of the deals, including an analysis of local advertising revenue shares, showed that further review of ownership concentration is warranted.

"We request that anyone interested in filing a response to this notice specifically address the issue of concentration and its effect on competition and diversity in the markets at issue," the commission said in its notice.

Regulators are currently inviting the comments on pending bids by Jacor Broadcasting, Citadel and Root Communications to buy stations.

FCC sources add that the commission will invite comments on future deals that propose giving one company



The FCC has called for input on deals in three markets.

a 50% or greater share of the local radio advertising revenue—or two companies a 70% share. FCC sources say those benchmarks represent an informal guideline.

The new procedure follows June calls by Commissioners Susan Ness and Gloria Tristani for an FCC plan to address deals that propose to give broadcasters a dominant share of local markets. The commissioners called for such a plan after the Mass Media Bureau approved a bid by Regent Communications to acquire four radio stations in Redding, Calif.

The plan calls for inviting comments

on the competitive impact of certain deals even if they are not opposed by other entities. In seeking the public comments, regulators are pointing to their obligation to ensure that approved deals serve the public interest.

FCC Audio Services Division Chief Linda Blair says that regulators will decide on a further course for reviewing the deals once they see any comments that arrive at the commission next month.

"This is obviously a very difficult issue," Blair says. She adds that the division now has economists on the staff to help with a review of the local advertising markets.

In the case of Citadel's application to purchase KAAZ(AM) Little Rock, Ark., regulators already

have determined that the deal would give Citadel and Clear Channel Communications a combined 84% share of the market's advertising revenue.

In the other deals under review, Jacor has applied to buy two stations in Cincinnati and another in nearby Milford, Ohio, and Root Communications has applied to purchase seven Virginia radio stations.

Lawyers representing the broadcasters voice frustration with the new policy, saying they wish that regulators would address concerns about market concentration in a separate rulemaking rather than through reviews of individual deals.

"I think this caught everyone off-guard," says Kathleen Kirby, a lawyer representing Citadel.

Howard Liberman, a lawyer representing Root Communications, says regulators should simply approve deals that comply with caps on the number of stations companies can own within a market.

"Ultimately, the rule is the rule," Liberman says.

We think the Justice Department is the appropriate agency to handle radio concentration issues, not the FCC," says Dennis Wharton, NAB spokesman. ■

Call waiting

The NAB wants regulators to hold the phone on new public inspection file rules.

In a filing last week, the association said the new rules expand the ability of candidates for public office and others to obtain public file information over the phone or through the mail. The broadcasters said the new rules could burden stations during this year's elections and asked regulators to keep the revised rules on the shelf until after Nov. 4.

"In the context of an actively contested campaign, it is virtually certain that stations will receive daily requests from candidates and their consultants," the group said.

The revised rules require stations to assist callers with questions about public file information and also to provide copies of public file material to requesters by mail. The commission made the changes as part of a decision to loosen rules as to where stations must keep the public file as well as their main studio.

While asking the commission to stay the telephone and mail access provisions of the revised rules, the NAB also said that it plans to ask the FCC to reconsider those changes. "If stations are to be required to provide telephone updates to candidates about their opponents' appearances, the commission should require so only after careful consideration," NAB said.

—Chris McConnell

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Gore commission seeks new delay

Draft on public interest obligation expected for review next month

By Paige Albiniak

The Gore commission wants more time to determine what the public interest obligations of digital broadcasters should be.

The commission has asked the administration to extend its report deadline from Oct. 1 to sometime in mid- or late December, one commission member says. The extension is the second the commission has asked for; its original report was supposed to come out this summer, but a six-month delay in appointing members to the commission got the group off to a late start.

After canceling a planned August meeting, the commission meets again Sept. 9 in Washington and likely will review a preliminary draft of its final proposal, commission members say.

Members of the commission expect that draft to include suggestions for a voluntary code of conduct to be administered by the NAB and covering four program areas: education, public affairs, localism and minority interests. That code also would call for broadcasters to report on public interest activities regu-

larly, Cass Sunstein, a law professor at the University of Chicago and a member of the commission, is charged with drafting the proposed code.

A recommendation for reinstatement of the ascertainment process probably will come along the code. In the ascertainment process, broadcasters report what they consider to be the public interest needs of the communities they serve, and there is a monitoring process to ensure that broadcasters are meeting the ascertained community needs.

"In some relatively clear and explicit way, there has to be some accountability of the performance on meeting the needs that have been ascertained," says Charles Benton, chairman of nonprofit media watchdog group the Benton Foundation and a member of the commission.

The NAB, while not taking an official position, made clear its opposition to such a code at its summer board meeting at the end of June. The NAB has not revisited the issue since that meeting. An NAB executive committee meeting is scheduled after Labor Day in Washington.

"It is very unlikely that the NAB

board would support a return of the NAB code," says Chuck Sherman, senior vice president of the NAB television department.

The majority of the commission also favors including proposals from A. H. Belo President Robert Dechard and Capitol Broadcasting President James Goodman. Dechard has suggested creating a trust fund of some \$5 billion for public broadcasting and allowing it to keep 6 mhz of analog spectrum for educational broadcasting.

"I recommend ... that Congress, the FCC and the television industry proceed cautiously at this stage, avoiding the imposition of any additional and onerous regulatory burdens that may stifle the rapid introduction of [digital] TV service and the expanded programming services it will make possible," Dechard wrote to commission co-chairs Norm Ornstein of the American Enterprise Institute and CBS Television President Leslie Moonves earlier this month.

Goodman has offered a list of minimum public service activities that broadcasters should perform to meet a strongly encouraged standard. ■

Cable asks FCC to raise cap

Despite lack of commission enforcement, TCI, Time Warner and others seek more coverage

By Chris McConnell

The FCC doesn't enforce its cable ownership caps, but that hasn't stopped operators from seeking relaxed restrictions.

Responding to an FCC proposal to alter its restrictions on the number of cable companies that a company can own, Tele-Communications Inc. (TCI), Time Warner and other operators last week called for regulators to raise the cap. Current regulations set the limit at 30% of homes passed nationwide, although the FCC has never enforced the rules because of an ongoing court challenge.

TCI, which is nearing the current cap, said that regulators should up the limit, to 40%. The company told regulators

that relaxed caps could help it to compete with local phone companies and also to offer high-speed data services. "The TCI/AT&T merger provides significant competition in the local telephone market," TCI said.

AT&T made a similar case, citing its efforts "to convert cable television networks into facilities capable of providing telephony services."

Time Warner also called for regulators to raise the cap to 35%, citing DBS and other competitive outlets for programming.

Objecting to loosened caps was a collection of groups including the Association of Independent Video and Filmmakers, the Consumer Federation of America and Consumers Union.

"The case for lower limits is stronger

than ever," the groups said, pointing to expanded coverage among the largest multiple system operators. "While increased consolidation has undoubtedly allowed the cable industry to benefit from economies of scale, these benefits have not reached the public."

The groups also targeted the FCC's process for defining system ownership. Regulators are looking at the cable "attribution" rules in a separate review. Their proposal invites comments on how the rules should treat partnerships and joint ventures among companies. ■

Errata

An article in last week's magazine ("Sinclair defends Glencairn relationship") incorrectly attributed to Sinclair Broadcast Group an FCC filing defending the relationship between Sinclair and Glencairn. Glencairn was the entity defending the relationship between the two broadcasters.



WASHINGTON WATCH

By Chris McConnell and Paige Albinak

Life on the street

Sending e-mails; making airline reservations; dealing "directly" with cab drivers and parking lot attendants. These are some of the things former senator Larry Pressler says he has been doing since losing his re-election bid in November of 1996. In a New York Times op-ed piece last week, Pressler wrote of the adjustments and indignities that have come with his post-Senate life as a telecommunications consultant. "I was welcomed by a businessman who proceeded to take a lengthy phone call while I waited next to his desk," Pressler writes. "Another chief executive told his secretary that he would see his next visitor in five minutes—a not-so-subtle hint that the current visitor [me] was about to wear out his welcome."

Pressler also put those rumors of a Washington mayoral bid to rest. While writing that "there was a brief moment ... when I was urged to run for mayor of Washington," Pressler says his wife vetoed the notion.

Hundt watch

In another missive from former policymakers, Reed Hundt and Blair Levin take some shots at Bill Kennard's FCC in the September issue of *Brill's Content*. The former FCC chairman and chief of staff take the "bureaucrats at the Federal Communications

Commission" to task over their enforcement of public interest principles in connection with radio merger applications. In particular,



Hundt

the two target the commission's approval of Regent Acquisition's bid to buy four radio stations in Redding, Calif., and argue that

"the solution is not to rubber-stamp approvals."

They go on to assail the broadcast industry's opposition to such potentially competitive technologies as satellite radio.

"So it's not surprising that ... when FCC Chairman William Kennard proposed looking into the possibility of issuing new licenses for 'microradio' stations that could serve a small area, he was roundly denounced by the broadcast industry," Hundt and Levin write.

"The idea was quickly buried." An FCC spokesperson insists that the agency has not buried its microradio review and added that Kennard considers it "an important and viable proposal."

Take me out to the ball game

Rep. Billy Tauzin (R-La.) has found a new role in which to put his oratory skills to use: baseball commentator. Joining Chicago Cubs announcer Chip Caray, grandson of the leg-

endary Harry Caray who died before the '98 baseball season started, Tauzin talked about his favorite things—New Orleans, seafood gumbo and satellites—throughout the entire third inning. Chip was continuing a recently established tradition after Tauzin sat in the announcer's box with Harry Caray in the spring of 1997.

Tauzin was the guest of Tribune Broadcasting, which owns the Cubs. He witnessed the club, which last won its division in 1989, beat the archrival St. Louis Cardinals 4-1. Tauzin did not see either the Cubs' Sammy Sosa or the Cardinals' Mark McGwire homer.

Both players are on pace to beat Roger Maris's record for most home runs in a season.



Tauzin

R-rated news

TV news scares young children, says researcher Joanne Cantor, professor of communication arts at the University of Wisconsin. Cantor's new book, "Mommy, I'm Scared: How TV and Movies Frighten Children and What We Can Do to Protect Them," talks about how graphic newscasts can upset children for weeks or months and how parents should be able to use the V-chip to protect their children from such content. "This is only to protect young chil-

dren from the news, not to prevent adults from watching the news," Cantor says. Cantor strongly supports some TV manufacturers' decision to give parents the option of blocking unrated programming, such as news, sports and commercials. Broadcasters strongly oppose the proposal and are likely to tack the lowest rating—TV-G—on all programming to keep it from being blocked—a tactic Cantor calls "unhelpful." Cantor presented her findings last week to the American Psychological Association in San Francisco.

No deal

FCC Chairman Bill Kennard says he never cut a deal with Sen. Jesse Helms (R-N.C.) to help a North Carolina radio applicant in exchange for the senator's support of Kennard's FCC nomination. "Senator Helms received no assurances from me," the chairman said this month, defending his decision to participate

in the FCC's effort to set auction rules for radio and TV licenses.

Willsyr Communications had called on Kennard to recuse himself from the vote, citing the potential impact of the rules on long-standing TV and radio applications. The group pointed to threats by Helms last year to hold up Kennard's nomination over the FCC's treatment of Orion Communications, a North Carolina radio applicant. Said Kennard: "Willsyr points to no specific statements that even suggest, let alone provide clear and convincing evidence, that I have an unalterably closed mind on any issue in this rulemaking."

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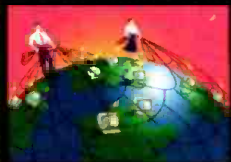
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A peace of the action

Bud Paxson is expected to achieve the modest goals set for start-up network

By Steve McClellan

When Pax TV launches next Monday (Aug. 31), no one expects a lot of water cooler talk about reruns of *Touched by an Angel* and *Diagnosis Murder*. The combination of *Bonanza* and infomercials isn't predicted to generate much buzz either.

But that doesn't mean Pax TV (née Pax Net) isn't going to fly.

The industry consensus is that Bud Paxson's seventh broadcast network will be a success, at least as measured by his own modest standards. Paxson says he can make money by pulling a 1 prime time rating and a 0.5 nonprime rating.

"All this in theory makes sense," says Bishop Cheen, senior media analyst at First Union Capital Markets, Charlotte, N.C. "He'll have a broad distribution at launch, with more homes than any previous network launch, broadcast or cable."

Paxson says he's shooting for about 73% coverage of the nation's TV homes at launch—10 points fewer than he promised last November when he announced the network. According to BROADCASTING & CABLE's analysis, the stations reach between 51% and 75%, depending on how the calculation is done (see chart, page 25).

According to Cheen, Pax TV makes sense because of its coverage and its centralized model that calls for lean station operations (18 staffers per station; nine salespeople, on average). All the marketing and programming and many of the back-office accounting functions will be handled at the West Palm Beach headquarters.

Bud Paxson likens operating his centrally programmed and marketed stations to running a slew of McDonald's restaurants. "If you own one, you'll be flipping hamburgers. If you own a bunch, you'll be flipping the financial pages," he quips.



'Touched by an Angel' is one of several off-CBS shows on Pax TV's schedule.

Says Cheen: "Our latest analysis indicates that there will be more than enough capital to launch Pax Net, complete acquisitions, cover cash-flow shortfalls, pay debt service and finish planned capital expenditure projects for the next couple of years."

Cheen estimates that Paxson will finish 1998 with negative cash flow of about \$25 million. But by year-end 1999, he will have positive cash flow of \$85 million, he says. And by year-end 2000, it should more than double, to \$180 million.

Paxson hasn't given up on positive cash flow this year. He acknowledges that the net loss for 1998 will surpass \$90 million. "But the \$64,000 question is whether we'll be cash-flow positive, and we won't know that until the fourth quarter," after the new network has been up and running for a couple of months, he says.

Paxson estimates that first-year revenue for the network will be \$400 million, based on a sales model in which

60%-70% of the network's advertising will be sold locally, with about 20% sold at the network level and the rest coming from the national spot market. Expenses, Paxson says, will come to \$240 million, leaving pretax operating profits of \$160 million.

As Paxson has assembled his station group via a dizzying streak of deal-making, he has sold time on the stations to infomercial producers. The company has reported net losses for four of the past five years, and 1998 will extend the string to five of the past six years, with \$75 million or so in start-up costs associated with Pax TV. Revenue for the first six months of the year was \$62 million. In 1999, more than half the costs will be due to programming (\$90 million) and promotion and marketing (\$50 million). Almost \$40 million will go to servicing the company's debt. Paxson says the company will pay cable operators \$50 million-\$60 million over the next four years for coverage in areas where he doesn't have a TV station or where cable systems don't have to carry his station under the must-carry law.

As part of those cable deals, Paxson says he's also getting commitments to promote Pax TV in local cable advertising, as well as commitments from cable operators to advertise on his local stations.

Paxson won't discuss how the network fared in the upfront advertising market (Pax TV was part of the cable upfront), other than to say that network sales met the company's targets and that "mainstream" advertisers did commit. The best guess by analysts and agency executives is that Paxson upfront commitments totaled well under \$10 million—perhaps half that amount. They also believe that Paxson may practically have given some time away to get certain advertisers on board.

Paxson refused to give any guidance on those outside estimates. "We'll address all that after the launch," he told B&C, stressing that it's the local sales effort that will make or break Pax TV, not network sales. Local ad rates are typically 50% (or more) higher than

PAX TV Management

Lowell Bud Paxson
chairman (rr)

Jeff Sagansky
president and CEO (rl)

Jim Berock
co-president



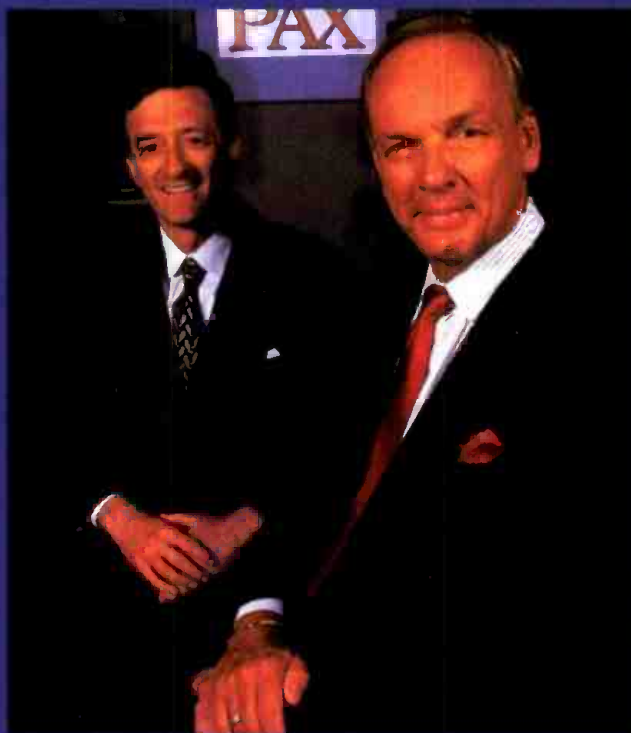
Dean Goodman
president, PAX TV
network



Jay Hoker
president, TV station
group



Bill Scott
president,
programming



Rick Falco/Black Star

Seth Grossman
senior VP-corp. deve.op-
ment/investor relations

Rob Hebenstreik
VP-research

Lewis Freifeld
VP-East station
group/region

Michael Schweitzer
VP-South station
group/region

Dennis Thatcher
VP-Midwest station
group/region

Bob Hyland
VP-West station
group/region

Nick Scariti
chief information officer,
management infor-
mation systems (MIS)

Bill Watson
assistant general
counsel

Karsten Amile
associate general counsel

Dave Glenn
VP-engineering

Bill Meyer
director, network opera-
tions and engineering

Ken Gamache
VP-controller

Neil Best
director, credit and
collections

Arthur Tek
VP-CFO

Tony Morrison
VP-general counsel

Steve Sohmer
consultant, creative
services

Paul Wang
consultant, media
and marketing

Tim Johnson
senior VP-
programming

Stacy Nagel
director, program
planning

**Karen Schmidtke-
Lincoln** senior VP-net-
work/national sales

Mike Gannon
VP-network sales

Tobie Pate
senior VP-creative
services

Doug Barker
VP-affiliate relations

Steve Friedman
VP-cable relations

Lea Sloan
senior VP-marketing
and PR

John Michaeli
senior VP-publicity

Nancy Udell
VP-publicity

Steve Lederman
director-media

Eileen Carpenter
director, national
promotions

network ad rates on a cost-per-thousand basis. Therefore, company executives say, it can generate higher revenue and profits selling its inventory locally.

The venture has its critics. One of the harshest is Standard & Poor's, the debt-rating company. Last month S&P downgraded Paxson's senior subordinated debt, giving it its lowest rating, a subinvestment-grade triple C-plus. It gave the same rating to Paxson's recently sold-out \$275 million exchangeable preferred stock offering.

S&P attributed the downgrade to Paxson's strategy, calling it the "financially weakest network player." Going forward, S&P said, Paxson will "have to contend with incomplete audience reach and the expense of increasing its reach" through cable deals and "characteristically weaker UHF signals."

As to its local sales strategy, S&P noted that the Paxson station groups don't program news or any local programs—which, it said, are "critical to a station's identity." But S&P did acknowledge that Paxson's outlook is "stable," if somewhat unclear.

Jon Mandel, senior VP and director of national broadcast at Grey Advertising, agrees that Paxson will have a hard time selling ad time locally "because [the local stations] aren't going to show up on the radar screen."

At Paxson, executives say that S&P just doesn't get it. Paxson notes that the preferred stock offering S&P rated so poorly was sold out to investors that had the same information about the company that S&P has.

Paxson CEO Jeff Sagansky points to research that shows how UHF start-ups have fared recently. "We've looked at 16 stations that have come on board over the past three and a half years," he says. "They averaged a .9 rating after their first sweep books. A year after launch they averaged a 1.7 rating." The stations were a mix of UPN, WB and independents, he says. "What's clear is once you're in the broadcast environment you can get the kind of ratings we need in not a long time."

As to the lack of a local identity, Sagansky says the company will spend \$25 million in the fourth quarter and \$40 million next year telling viewers what's on Pax TV and where they can find it. "We're looking at what makes us distinctive, and it isn't being the third or fourth or sixth news operation in a market," he says. "It's our ability to offer good-quality family programming. That is where we'll spend our money. That's



Dr. Quinn rides again on Pax TV, while Father Dowling and a sleuthing sister will solve mysteries in late night.



the marketing and positioning and establishment of our brand."

The ad-agency community has mixed feelings about Paxson. Audrey Steele, senior vice president, strategic resources, Zenith Media (the buying arm of Saatchi & Saatchi), says most of that agency's clients are looking for a younger, more male and more upscale audience than Pax TV is expected to deliver.

At the same time, she says, the family theme is a "positive selling point," and one of the agency's clients is talking to Pax TV. Another plus for the network is its willingness to work with clients on value-added opportunities, including sponsorship opportunities, tags, mentions in *TV Guide* and the

like, Steele says. "We're definitely willing to talk to them."

Another New York-based media buying service, DeWitt Media, predicts Pax TV's success. "Pax Net will succeed as a network," the report concludes. DeWitt believes the network will carve out a "significant audience. As WB and UPN have begun to draw the younger urban audience away from the Big 3, Pax Net will probably draw away some older, family values-oriented audience, CBS especially."

DeWitt also predicted that the new network would boost the inventory of "high-quality local ad positions, making the spot market more attractive for advertisers and more competitive for other stations."

But Grey's Mandel says one dilemma facing Pax TV is that it is "not going to deliver anything we can't get anywhere else. There is a market for it and a group of people who would like to see programming like this. But from an advertising perspective, I don't believe there are that many people that will watch only that." Like Steele, Mandel believes that Pax TV will skew female, older, and downscale, as well as old-fashioned and predominantly southern.

Tom de Cabia, senior vice president at media buyer Paul Schulman Co., believes "a lot of advertisers will take to this" new service because it is "safe family programming."

But while Paxson executives claim the franchise, Pax TV isn't the only name in family programming. The Fox Family Channel is definitely not abandoning the genre, says Rich Cronin, president of Fox Family Channel. "We are absolutely targeting the family audience," he says. "I don't know how Pax Net defines family, but we are targeting households with kids or teens still living at home."

During the week, a big difference between the two services is that Fox Family will have original programming from 6 p.m. (when Fox Family defines the start of prime time) to 9 p.m., with a mix of reality, game shows and comedy. A mix of acquired and original family-oriented movies will air at 9 p.m.

"We hope to get more families to watch the network together," Cronin says. "One way to do that is through comedy. And we also think the packaging is crucial. The packaging for our channel will be contemporary, humorous and stylish. That's the way to attract families." ■

The Pax TV network

Pax TV reaches 74.694% of U.S. TV homes with its 90-station lineup, according to the most recent Nielsen numbers. Upon closer examination, however, Pax TV's reach actually falls as low as 51.424%. Here is how the numbers add up—or don't add up:

■ Paxson Communications has stations under construction or not operating commercially (denoted with a 2) in markets reaching 9.812% of TV households, lowering Pax TV's total to 64.882%.

■ Paxson is buying stations (designated **), or Bud Paxson's son is buying future Pax TV affiliates (designated "1a"), in markets that cover 9.624% of U.S. households, further reducing Pax TV's reach to 55.258%.

■ Paxson has won cable carriage in four markets via a nearby but

"out-of-market" station. Excluding those stations (designated by a (4))—in Rochester, N.Y.; Lansing, Mich., and Monterey/Salinas and Bakersfield, Calif., which reach a total 1.007% of households—Pax TV reaches 54.251%.

■ Excluding Paxson's low-power stations (2.827%), Pax TV reaches 51.424% of total U.S. households.

Paxson is making deals with cable operators to ensure it reaches so-called white areas, where the company does not have an affiliate. How far those deals will extend Pax TV's reach is not yet available, a Paxson spokesperson says. Among the MSOs signed on so far are Tele-Communications Inc., GE Americom and Comcast.

Rank	Market	Station	Channel
1	New York	WPXN	31
2	Los Angeles	KPXN	30
3	Chicago	WCFC (formerly WCPX)**	38
4	Philadelphia	WPPX	61
5	San Francisco	KKPX	65
6	Boston	WPXB	60
6	Boston*	WBPX(1a)	46
7	Washington	WPXW	66
7	Washington	WWPX(1)	60
8	Dallas	KPXD	68
9	Detroit	WPXD	31
10	Atlanta	WPXA	14
11	Houston	KPXB	49
12	Seattle	KWPX	33
13	Cleveland	WVPX	23
14	Minneapolis	KPXM	41
15	Tampa, Fla.	WPXW	66
16	Miami	WPXM	35
17	Phoenix*	KPPX(2, 3)	51
17	Phoenix/Flagstaff	KBPX	13
18	Denver	KPXC	59
19	Pittsburgh	Ch. 40**	40
20	Sacramento, Calif.*	KSPX	29
21	St. Louis	WPXS(1)	13
22	Orlando, Fla.	WOPX	56
24	Portland, Ore.	KPXG	22
25	Indianapolis	WIIB(1)	63
27	Hartford, Conn.*	WHPX(1a)	26
29	Raleigh/Durham, N.C.	WFPX	62
29	Raleigh/Durham	WRPX(1)	47
31	Kansas City, Mo.	KPXE	50
32	Milwaukee	WPXE(1)	55
33	Nashville	WNPX	28
34	Columbus, Ohio	WCPX-LP	62
36	Salt Lake City	KUPX	16
36	Salt Lake City	KCSG(1)	4
37	Grand Rapids, Mich.	WZPX(1)	43
38	San Antonio*	KPXL(2, 3)	26
39	Norfolk, Va.	WPXV	49
40	Buffalo, N.Y.	WAQF** (2)	51
41	New Orleans*	WPXL	49
42	Memphis*	WPXX	50
43	West Palm Beach, Fla.	WPXP	67
44	Oklahoma City	KOPX	62
46	Greensboro, N.C.	WGPX	16
47	Scranton, Pa.*	WOPX(3)	64
48	Albuquerque, N.M.	Ch. 14** (2)	14
49	Providence, R.I.	WPXQ(2, 50% owner)	69

Rank	Market	Station	Channel
51	Birmingham, Ala.	WPXH	44
52	Albany, N.Y.	WYPX	55
53	Dayton, Ohio	WDPX	26
54	Jacksonville, Fla.	WPXJ-LP	54
55	Fresno, Calif.	KPXF	61
56	Little Rock, Ark.*	KYPX(2, 3)	42
57	Charleston, W.Va.*	WKR(2, 3)	29
58	Tulsa, Okla.	KTPX	44
61	Las Vegas	KVPX-LP	59
62	Mobile, Ala.	Ch. 61** (2)	61
64	Knoxville, Tenn.*	WPXK**	54
66	Toledo, Ohio	WLMB(1)	40
67	Lexington, Ky.	WAOM** (2)	67
68	Roanoke, Va.	WPXR	38
69	Des Moines, Iowa	KFPX** (2)	39
70	Green Bay, Wis.	WPXG(2)	14
71	Honolulu*	KPXO(2)	66
72	Syracuse, N.Y.*	WAUP(2, 3)	56
73	Spokane, Wash.	Ch. 34(2)	34
75	Rochester, N.Y.	WAQF** (2, 4)	51
76	Shreveport, La.	WPXO(2)	21
80	Portland/Auburn, Me.	WBDJ(2, 3)	23
81	Champaign, Ill.	WPXU	23
83	Ft. Myers, Fla.	WXPX-LP	57
86	Chattanooga	WPXA-LP	55
87	Cedar Rapids, Iowa	KPXR	48
89	Davenport, Ill.	Ch. 67** (2)	51
90	Jackson, Miss.	Ch. 51** (2)	51
95	Evansville, Ind.	WTSN-LP(1)	63
105	Lansing, Mich.	WZPX(1, 4)	43
106	Greenville, N.C.	WEPX** (2)	38
120	Eugene, Ore.	KROZ(1)	36
121	Monterey, Calif.	KKPX(4)	65
131	Bakersfield, Calif.	KPXF(4)	61
136	Wausau, Wis.	WAZW** (2)	46
150	Odessa, Texas	KPXX(2, 3)	30
156	Anchorage	KDMD(1)	33
159	Palm Springs, Calif.	KVCC-LP(1)	53
187	Tuscaloosa, Ala.	WJRD-LP(1)	49
NR	Juneau, Alaska	KJBD(1)	4
NR	Puerto Rico	WJXX(5)	24
NR	Christiansted, V.I.	Ch. 15** (2)	15

Footnotes: *Time brokerage agreement **Paxson is buying

(1) Pax TV affiliate

(1a) To be Pax TV affiliate pending acquisition by Bud Paxson's son

(2) Under construction or not operating commercially

(3) Paxson is 49% owner with option for remaining 51%

(4) Licensed to one market and granted carriage in another

(5) Paxson station not scheduled to air Pax TV Source: Paxson Communications Corp.

Heaven can rate

Paxson hopes to draw viewers with shows like 'Touched by an Angel' and Cloud Nine kids block

By Joe Schlosser

It was less than a year ago that Lowell "Bud" Paxson and some of his close friends came to Hollywood to meet with executives at some of the TV industry's top production studios in an attempt to acquire programming for a possible seventh broadcast network.

Many of the top TV executives laughed at the idea of a West Palm Beach, Fla., radio tycoon launching his own broadcast network. Paxson came to California with his checkbook open. He left with millions of dollars of off-network programming for his group of 50 to 60 stations that carried little more than infomercials.

The network was to be called Pax Net, and Paxson said his goal was to



A pair of angels will guide children through Pax TV's Cloud Nine kids block.

offer families decent, high-quality programming seven days a week. Reruns of current CBS hit series *Touched by an Angel* and *Dr. Quinn, Medicine Woman* were purchased for top dollar to be the network's prime time anchor shows. Hollywood executives laughed all the way to the bank once Paxson's



Paxson hopes 'Flipper' will communicate with a new generation of viewers.

checks cleared, knowing they had been paid top prices for—in most cases—little more than library programs.

Today, "Bud" Paxson is only one week away from launching his broadcast network, and things have changed dramatically since his first trip to Hollywood last fall. Most important, former Sony Pictures and CBS Entertainment President Jeff Sagansky is now calling the shots for the network on the programming side. Now that Sagansky is on board, not too many people are laughing at Paxson's would-be inspirational network.

Second, Sagansky wasted little time after joining Paxson to sign a number of Hollywood's top writers and producers to start developing original series for the 24-hour network. Sagansky and a number of new Pax TV executives are currently developing 10 potential drama series in Los Angeles, and the network is set to launch next week with 20 hours of original programming every week. That's on par with The WB and UPN when those two networks launched a few years ago.

Finally, Sagansky told Paxson that the network was in dire need of a new name—Pax Net sounded too much like an Internet site, and viewers would be confused. A few weeks ago, the network was named Pax TV, and Pax Net became the network's Internet site (pax.net)

"We've already acquired all the off-network programs that fill our mandate, and at this point we are really looking to develop the next *Touched by*

PAX TV Program Schedule

Eastern/Pacific Time

MONDAY-FRIDAY	SATURDAY	SUNDAY
6 a.m. <i>Chicago AM</i>	Local public affairs	Cloud Nine
7 a.m. Local	Cloud Nine	Cloud Nine
8 a.m. <i>Great Day America</i>	Cloud Nine	Cloud Nine
9 a.m. Local	Local	Cloud Nine
10 a.m. Local	Local	Local
11 a.m. Local	Local	Local
noon <i>Lunch with Lucy</i>	Local	Local
1 p.m. <i>Love Boat</i>	Local	Local
2 p.m. <i>Woman's Day/Reel to Reel</i>	Local	Local
3 p.m. <i>Eight Is Enough</i>	<i>Bonanza</i>	<i>Bonanza</i>
4 p.m. <i>Hogan Family/Dave's World</i>	<i>Big Valley</i>	<i>Big Valley</i>
5 p.m. <i>Great Day America</i>	<i>Flipper: New Adventures</i>	<i>New Land</i>
6 p.m. <i>Highway to Heaven</i>	Family Movie	<i>Christy</i>
7 p.m. <i>Life Goes On</i>	Family Movie	Sunday Movie
8 p.m. <i>Touched by an Angel</i>	<i>Flipper: New Adventures</i>	Sunday Movie
9 p.m. <i>Dr. Quinn</i>	<i>Neon Rider</i>	<i>It's A Miracle</i>
10 p.m. <i>Diagnosis Murder</i>	Saturday Night Movie	<i>I'll Fly Away</i>
11 p.m. <i>Father Dowling Mysteries</i>	Saturday Night Movie	Family
Midnight <i>Chicago PM</i>	<i>Barnaby Jones</i>	<i>Medical Center</i>

an Angel, the next *Dr. Quinn, Medicine Woman*, ourselves," Sagansky says. "I don't think any network has ever launched with this much programming—and certainly not this much original programming."

Sagansky and Pax TV West Coast programming head Tim Johnson are currently working on the 10 dramas in development and a number of coming specials (an animated Christmas special hosted by Jane Seymour is in the works). They also are looking over dozens of scripts for potential TV movies and series. The two already have given the green light for a weekly dramatic series based on the 19th century Louisa May Alcott novel, "Little Men."

"This programming is not cable programming," says Johnson, who produced and developed *Dr. Quinn, Medicine Woman* with Sagansky at CBS. "This is major broadcast network programming. The production is of the highest level. We are spending \$850,000 to \$1 million per episode on shows. ... The network may be bumpy at the start, but I'm telling you this is going to work."

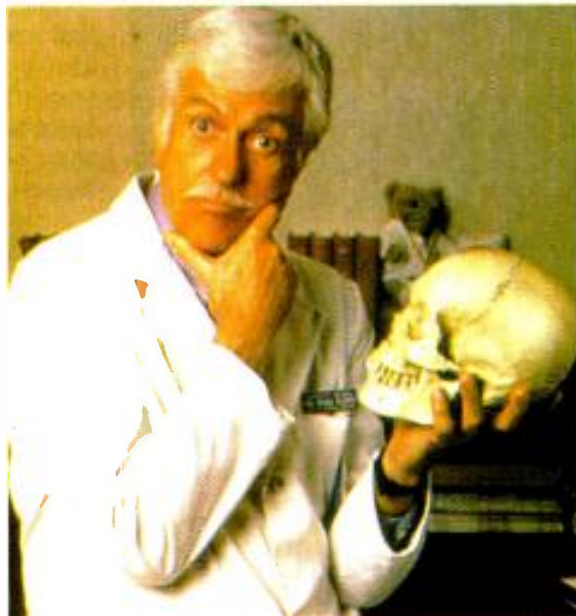
Pax TV executives say their goal is to achieve an across-the-board rating of 1 by the end of the first year and to have close to 40% original programming on the air in year two. Pax TV will launch with 20% original programming, Johnson says.

The launch lineup

The weekday lineup for Pax TV's launch will include original shows,



While the new version of 'The Love Boat' sails on UPN, Pax TV has booked passage on the original (above).



'Diagnosis Murder' stars in prime time.

reruns and infomercials. Much of the weekday-morning hours will be taken up by infomercials, followed by off-network runs of shows like *Love Boat*, *Eight is Enough*, *Highway to Heaven* and *Dave's World*. New Pax TV shows include talk/variety shows *Great Day America* and *Woman's Day*, along with game show *Reel to Reel*.

Bye bye birdie...for now

Bud Paxson's seventh network is undergoing something of an identity crisis. On the advice of new hire Jeff Sagansky, Paxson changed the name of the network from Pax Net to Pax TV. As a result, the network had to throw out the logo introduced in November 1997. As of last Thursday, it had come up with the red-white-and-blue "Pax TV" to replace the blue-and-gold "Pax Net," but was still working on a new dove to go with it. The word is that it will be ready to fly when the network makes its debut next Monday.



from health to fashion. Former *Hollywood Squares* host Peter Marshall will make his return to the game show business as the host of *Reel to Reel*, a daily test of movie trivia. Two contestants will be teamed with a celebrity for the the half-hour game show.

Prime time on Pax TV will look a lot like cable's FX network has appeared over the past season—filled with back-to-back hours of top off-network series. FX has *NYPD Blue* and *The X-Files*, while Pax TV will debut with reruns of *Touched by an Angel*, *Dr. Quinn, Medicine Woman* and *Diagnosis Murder*.

On the weekend, Pax TV will start the day with its Cloud Nine children's block, a mixture of original and library animated/live-action series from DIC Entertainment. Cloud Nine will air for two hours on Saturday and another three hours on Sunday. The children's programming will be followed by five hours of infomercials and then by reruns of *Bonanza* and *The Big Valley*. Movies and such off-network series as *Neon Rider* and *I'll Fly Away* fill the majority of weekend time slots. On Sundays at 9 p.m., the original one-hour series *It's a Miracle* will make its way into the Pax TV lineup. Hosted by Nia Peeples and Billy Dean, *It's a Miracle* will explore real-life stories of so-called miracles. Johnson calls the series Paxson's version of *Unsolved Mysteries*. ■

SATELLITES

The international skies

British Telecom's Washington teleport provides access to Intelsat, PanAmSat, Orion and other satellite networks.

For satellite providers today, the global marketplace has taken off. With Internet business soaring and DBS giving cable a run for its money, there is just not enough capacity to go around. And with overall global economics improving and increased deregulation of the telecommunications industry, satellite providers are vying to win fledgling markets with mighty new birds.

This special report travels the international skies to learn what international newcomers like GE Americom

are doing to compete with established global players like PanAmSat and Intelsat. It also explores why Latin America is such a hot ticket for satellite providers and speculates on the future of the economically afflicted Asian market. It journeys to France, where the World Cup became the single largest sporting event since the Olympics in Atlanta to use digital compression, and back to the U.S., where digital satellite newsgathering is on broadcasters' horizon.

Latin America is hot

By Karen Anderson

As the mature North American and European satellite markets maintain incremental growth, and the Asian market plods through an economic recession, Latin America has become the hot spot for the global satellite industry.

After decades of strict government control over telecommunications, Latin America has newfound freedom via deregulation and privatization of its satellite industry. As a result, satellite communication providers are swarming into the region, banking on DBS and

DTH broadcasters to provide the brunt of their business on the Ku-band side.

Experts say that Latin American expansion will happen on Ku-band as well as on C-band frequencies, in part because of improvements in Ku-band technology that allow it to stand up better to environmental factors, such as rain. Eventually, the two will be used almost interchangeably, creating more opportunities for both broadcasters and satellite providers.

Analysts say that cable and DBS hold great potential in Latin America, with revenue expected to leap from \$197 million currently to \$7.7 billion

in 2007. While cable's strong hold on the region may stunt DBS development, especially in the large markets of Argentina and Chile, experts still believe that Latin America is a safe bet for satellite providers. Some even say it is a dream business, allowing satellite operators to put large chunks of Ku-band capacity under contract to DBS broadcasters.

"In many cases the orders are in; they've got to fulfill them," says satellite analyst Meredith Amdur, vice president of business information firm Baskerville Communications.

Responding to an overwhelming



GE Americom

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www.americanradiohistory.com

need for transponder capacity in the region, Loral Skynet partnered with Telefonica Autrey last year to acquire 75% of Satellite Mexicanos from Mexico's Communications and Transport Ministry. The \$668 million deal gave Loral Skynet three operating satellites—Solidaridad 1, Solidaridad 2 and Morellos II, which is nearing the end of its life. Loral Skynet is preparing to launch its successor, Sat-Mex V, in November.

The SatMex fleet gives Loral complete coverage of North and Latin America, including Canada and the Caribbean. According to Joan Byrnes, Loral VP of marketing and sales, it is a strong complement to its growing Telstar fleet—which has upcoming launches of domestic satellites Telstar 6, aimed at broadcasters, and Telstar 7, geared for cable distribution.

Byrnes also anticipates increased business beyond traditional program distribution, as countries continue to develop telecommunications and multimedia infrastructures.

"We see applications that have become very strong in the United States, like distance learning and satellite newsgathering, that have tremendous appeal [in Latin America] as well," she says.

Loral Space & Communications' Orion division will expand its global Internet connectivity into Latin America with the projected mid-1999 launch of Orion 2 over the Atlantic Ocean. The satellite will feature 38 Ku-band transponders. From its orbital location at 12 degrees west longitude, Orion 2 will cover all of Europe and North America—the hubs of the Internet business—as well as South America and limited parts of South Africa.

Loral has signed an agreement with Brazil's international telecommunications provider, Embratel, to provide services between the United States and Brazil on the new bird. The agreement,



Telstar 5, which launched last year, is part of Loral's growing fleet. Three newly acquired operating birds covering Latin America give Loral complete coverage of North America and Latin America.

which will enable Loral to provide private global network services to and from Latin America's largest market, will also allow Embratel to expand its services to the United States.

Williams Vyvx has tapped Latin America's need for satellite-based services with the opening of a new Miami facility. According to Vyvx Managing Director Simon Patch, the market for occasional-use video services to and from Latin America is expanding rapidly.

Under the direction of Vyvx's Carmen Gonzalez-Sanfeliu, the new center will offer Latin American broadcasters video transmission services into and out of the region via a global network of

satellites and fiber optics. Domestically, Vyvx plans to extend its 11,000-mile stretch of fiber to 20,000 miles by the end of 1999.

Miami also has served as inroad to this hot market for GlobeCast North America. According to GlobeCast President Robert Behar, the Latin American market grows almost monthly. GlobeCast's purchase of Miami-based Hero Productions (where Behar

served as president) gave the company access to the Latin American market with an international teleport and television production facility.

GlobeCast Hero Productions now offers broadcasters production and post-production services as well as mobile production and extended transmission services; the acquisition gives the business a combined revenue of \$118 million. The Kermit Channel from Hallmark Entertainment and Teleuno from Sony Pictures Entertainment already have launched from the facility.

Industry experts say the addition of new channels like these to the Latin American market will help to spur consumer interest in DBS and DTH services. They also predict that as Latin American terrestrial broadcasters create

greater numbers of original shows, they will turn to satellites to export programming.

According to Robert E. Wold, president of Wold International, it was the February 1998 launch of Intelsat's so-called Video Hot Bird for the Americas that opened up the transcontinental satellite market between Latin America and Europe. IS-806, located at 319.5 degrees east, provides coverage of Western Europe and Central, South and North America. IS-806 is one of six Intelsat satellites that will be transferred to an independent spin-off company of Intelsat, temporarily called New Skies Satellites, N.V. The others are IS-513, -703 and -803; K-TV, and Intelsat K.

Wold International, through its Argentine-licensed subsidiary Wold Internacional S.A., has recently teamed with British Telecom to provide BT with new earth-station trucks in Argentina. BT in turn will co-market Wold's lease on the Hot Bird.

The move into Latin America is just part of BT's expansion into new markets, including the U.S. In July BT added a Washington, D.C., teleport that includes a 24-hour booking center with instant confirmation and a master-control room for monitoring of feeds. The facility also has fiber connectivity to the Bell Atlantic switch and the Waterfront switch in New York.

BT expects to generate plenty of

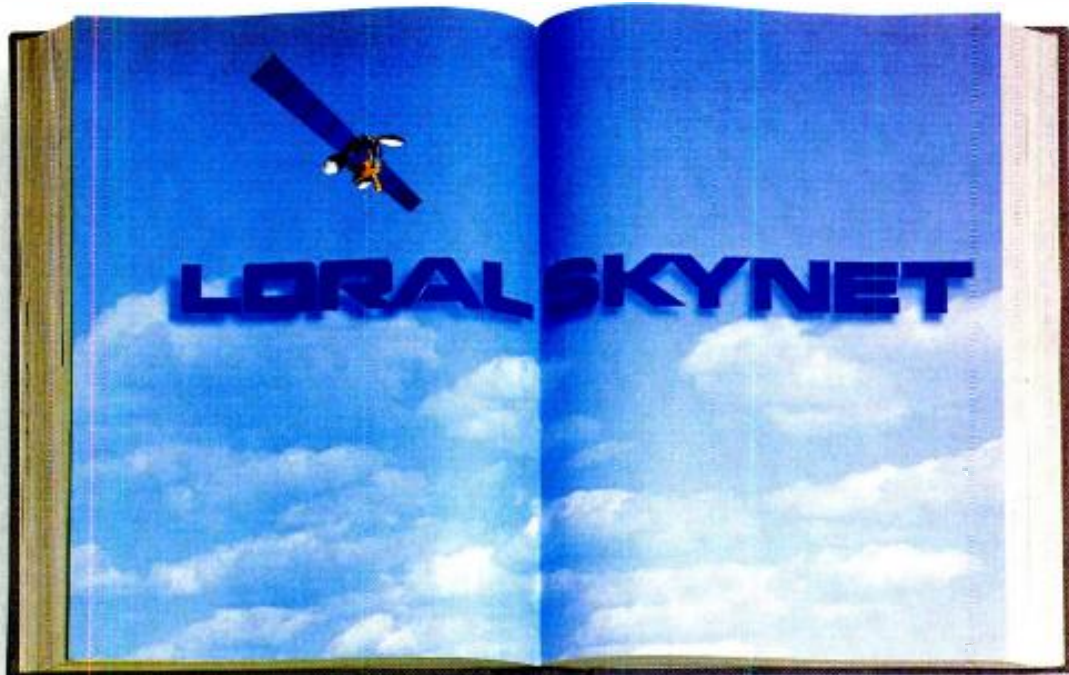


Robert Behar, president of GlobeCast, says the Latin market grows monthly.



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North American business from cable headends for redistribution and direct broadcasting, says John Romm, general manager, BT Broadcast Services North America, and head of the new teleport. The company also has its eye on key regions of Asia, including Singapore, Delhi, and Hong Kong.

Despite Asia's recent economic downturn, analysts predict that the next boom in satellite communications will happen there within the next two years. Ragu

Gurumurthy, a principal at Booz Allen & Hamilton, says he believes the Asian market will experience an economic surge much like the one that Latin America is experiencing today. Satellite communication providers already are scrambling to conquer Asia as the next big money-maker.

"I think that the prospects [in Asia] in the long run are very, very strong," Loral's Byrnes says. "We think that connections back to Europe, the United States and South America are also key."

But analyst Vijay Jayant of Bear, Stearns & Co. says that Asia already is experiencing overcapacity, despite a 50 percent dropoff in spending on the region's communications infrastructure during the past three years.

"We have the existence of a handful of satellite companies that have satellites up there that have not sold full

PanAmSat to launch bird in September

PanAmSat's PAS-7 satellite arrived in French Guiana last week in preparation for its mid-September launch as part of PanAmSat's plan to launch nine new satellites over the next 18 months. As the company's second satellite for the Indian Ocean region, PAS-7 will bolster PanAmSat's ability to provide video and telecommunications services throughout Europe, Africa, the Middle East and Asia. The satellite contains 14 C-band and 30 Ku-band transponders. —Karen Anderson

capacity yet," he says.

APT Satellite is one of these companies, according to Jayant. It has sold only about 25 percent of the capacity on its APSTAR-IIR satellite since its launch last October, he says. According to Bear,

Stearns' projections, APT should have sold about 50 percent of its capacity by now. The satellite's 28 C-band transponders cover Asia, Europe, Africa and Australia; its 18 Ku-band transponders cover China, including Hong Kong, Macao,

and Taiwan. APT did not return phone calls.

Ken Takagi, Intelsat director of global video services, says that he believes there is still enough demand in economically thriving pockets of Asia to justify the satellite-marketing investment. While he says it is a bad time to launch new satellites over Asia, he believes that companies can use existing Ku-band capacity to target these geographic areas. For example, many satellite communications providers say that Japan still is a strong market in the broadcast and telecommunications industries.

"[The Asian market] is not good for co-selling capacity," says Booz Allen & Hamilton's Gurumurthy. "It is not a seller's market. [Satellite providers] can't command premium price, and it is not in their best interest to sign long-term contracts."

Gurumurthy says that South Asia is the area to target. "Growth has been phenomenal and it will continue to be."

Vyvx's Patch says that the demand for sports programming in the Asia-Pacific—particularly for croquet matches from Europe and the Middle East—has secured business from sports channel providers. Vyvx also provided SNG fly-away services for the Cambodian national elections on July 26. While business is steady, he admits that customers are cost-conscious, given the area's current economy.



Intelsat's VIII-A, deployed in May, handles Latin American video business.

U.S. provider GE American Communications (GE Americom) also will hurdle into the Asian market. It has teamed with the newly formed Lockheed Martin Global Telecommunications to launch a new bird next July. GE-1A will provide both businesses and consumers with television distribution and wideband Internet services via 28 Ku-band transponders. The satellite's main coverage area will include regions of India, Northeast Asia, China, and the Philippines; it should be operational by third quarter 1999.

GE Americom is just one of the many U.S. companies working to build global networks and alliances. Vyvx has joined with British company NTL to provide occasional-use video services to global broadcasters. The companies will offer direct access into each other's teleports and national fiber-optic networks. The combined services include uplink/downlink services, backhaul, compression and space-segment leasing from three teleports in southern England and four in the U.S. Vyvx's Patch says that the company is working to set up similar alliances in

other areas of the world.

While many U.S. businesses are moving beyond domestic services, the mature telecommunications infrastructure in the U.S. still makes it an attractive market among full-time operators and syndicators. While growth is slower than in developing regions, the U.S. remains the hub of the Internet busi-



Vyvx's Simon Patch says demand for occasional-use video services to and from Latin America is expanding rapidly.

ness, with connectivity to almost anywhere in the world. The popularity of DBS and DTH services in the U.S. also secures the country's standing as an attractive market for satellite providers.

Earlier this month, Loral Skynet strengthened its presence in North America by completing the \$3.3 million acquisition of Spectrum Satellite, Inc. of Richmond, Calif. The facility, renamed San Francisco International Gateway, enables Loral Skynet to combine its Telstar satellite services with expanded ground-station capa-

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bilities. The facility currently provides ground-station services to ABS-CBN International, The California Channel and Fox Sports Bay Area. It also has begun providing uplinking and downlinking services to ZDTV of San Francisco.

This year also will be a busy one for PanAmSat. In 1999 the company will spend more than \$2 billion to build a more robust fleet, with greater backup capabilities and expanded capacity for broadcasters. By the end of 1999, PanAmSat plans to add nine satellites, more than doubling its capacity of 470 transponders on 16 satellites, to 970 transponders.

PanAmSat President Fred Landman says that the failure of its Galaxy IV satellite in May dispelled the myth that satellites are infallible and forced the industry to



A technician works on PanAmSat's Galaxy X, scheduled to be launched today. Fred Landman is president of PanAmSat.

reevaluate itself and begin to add more backup to fleets.

Today [August 24], PanAmSat is scheduled to begin its fleet expansion

with the launch of Galaxy X from Cape Canaveral Air Force Station in Florida. From its position at 123 degrees west longitude, Galaxy X will enable PanAmSat to relocate its Galaxy IX satellite from that position to a new permanent residence at 127 degrees west longitude. This will allow the company to create its fifth U.S. cable neighborhood.

PanAmSat will follow the Galaxy X launch—its first in two years—with a launch each month thereafter. Instead of targeting a particular region, PanAmSat is strengthening its presence globally. Upcoming launches include South Asia and Africa in September, Asia in October and Latin America in November, followed by another North American launch in December.

"There's demand today; we think there's more demand coming up tomorrow for HDTV and Internet applications," Landman says. ■

ABC, Loral test the limits of DSNG

By Karen Anderson

Transponder capacity is precious these days—and with increasing demands to turn out news faster, better and with more feeds, it's getting more difficult and expensive for broadcasters to secure the space necessary to produce local news.



While it's commonly accepted that digital compression can help conserve bandwidth and cut costs for broadcasters, no one had actually studied digital compression in a real-life situation with back-to-back satellite news feeds, according to Mike Hurt, director of ABSAT, ABC's Ku-band satellite newsgathering program.

So ABC and Loral Skynet recently have put digital satellite newsgathering

on trial to test the stress that a DSNG system can handle.

ABC called upon O&Os WABC-TV New York, KTRK-TV Houston and KGO-TV San Francisco and affiliate WFAA-TV Dallas to provide microwave trucks for the study, while affiliate WFTS(TV) Tampa served as a fixed uplink. During the three-month trial, concluded in May,

ABC outfitted the trucks with Tiernan, Wegener and NDS encoders to crunch eight feeds at a 7.2 Mb/s encoding rate onto its Loral Skynet Telstar IV satellite transponder.

"We tried to replicate the demands that we put on our SNG system during our busiest news times," Hurt explains. "We wanted to make sure we could bring multiple feeds quickly up and down on a single transponder without interference."

ABC found that balancing and managing digital feeds was actually easier than handling analog feeds, because it posed less risk of interference, Hurt says.

"We tried to make these feeds interfere with each other and couldn't," he adds.

Tom Geiges, Loral Skynet senior

engineering manager, says that sending eight compressed feeds on a transponder produced a picture of equal or better quality than the standard analog signal with two feeds per transponder. When broadcasters try to cram more than eight feeds onto a transponder, they begin to sacrifice quality, he says.

ABC's Hurt estimates that using DSNG will save broadcasters about 40% to 50% in capacity costs over uncompressed analog SNG, and the management costs will remain about the same.

"Of course, the cost is how you justify it to executives—but to a news director, what's going to be more important is that when a story hits at 6 o'clock, he's not going to have to worry about what he needs," Hurt says.

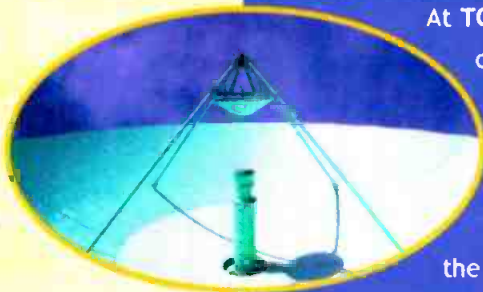
ABC is studying the results and plans to have a full proposal ready for affiliates by RTNDA in September.

"Something we forget sometimes as we get wound up over all this new technology is that the audience—which is our whole mission in serving the public—doesn't care how they get the picture," Hurt says. "The technologies have reached a point, and the sophistication and capabilities of our users have reached a point, where we don't have to focus our energies on just making it happen. We can now focus on the content—the product." ■

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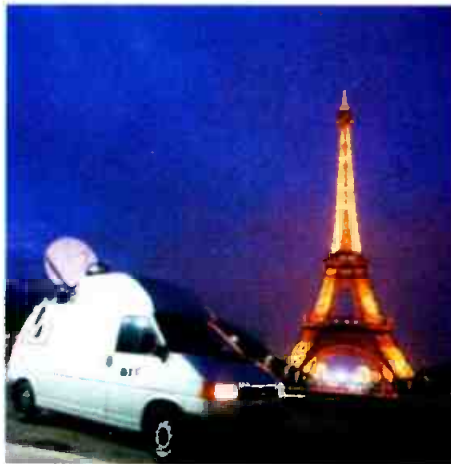
Digital compression scores with World Cup

By Karen Anderson

This summer's World Cup '98 in France was the single largest sporting event to use digital compression since the 1996 Atlanta Summer Olympics. Satellite executives say this finally affirms digital compression's acceptance in the world of sports broadcasting.

"The number of channels that were transported in digital during the Paris World Cup was probably triple what was carried in Atlanta in digital," says Michael Antonovich, PanAmSat's vice president of broadcast services. "So [digital compression] has gone from being good enough for news to now being good enough for major sporting events, and the World Cup is without question the world's most important sporting event—so reliability and signal integrity and quality have to be very high."

During the 33-day event, which kicked off on June 10, PanAmSat transmitted more than 15,000 hours of coverage to broadcasters in more than 25 countries. With the deployment of 13 mobile uplink facilities, PanAmSat provided feeds to broadcasters and news agencies via its PAS-1, PAS-3 and PAS-5 Atlantic Ocean-region satellites; the PAS-4 Indian Ocean-region satellite, and the PAS-2 Pacific Rim satellite. The company offered broadcasters 5:1 mobile multiple-channel-



BT Broadcast Services used 12 transportable earth station trucks like this one to transmit footage from stadiums to the IBC.

per-carrier platforms as well as 45 Mb/s digital video transmission and ATM-over-satellite capabilities.

While PanAmSat used several million dollars worth of encoding equipment from various manufacturers, BT Broadcast Services employed NDS digital satellite newsgathering (DSNG) systems for 4:2:0/4:2:2 compression of digital video feeds transmitted to the UK's ITV Sports as well as a number of Argentine broadcasters.

BT used 12 transportable earth-station (TES) trucks outfitted with NDS MPEG-2 encoders, to transmit footage from the stadiums to the International Broadcast Center (IBC). There the

footage was edited, multiplexed and encoded, using NDS MPEG-2/DVB systems. Edited feeds were beamed via satellite to the BT Tower in London for transmission throughout the UK.

BT Broadcast Services also teamed with Wold International to deliver World Cup coverage to Argentine broadcasters. Wold has contracts with a number of Argentine broadcasters, including ARTEAR and America TV. BT provided and operated five digital TES vehicles outfitted with the NDS DSNG system for uplinking video from the venues through BT's Pont des Sèvres teleport in Italy and to the IBC for editing. Programming was relayed to BT's Teleport at Marne la Vallee and uplinked on IS-806 (one of the six Intelsat satellites set to be transferred to an independent spin-off company of Intelsat, New Skies Satellites, N.V.).

NDS also provided encoders to France Telecom; Mexico's Grupo Televisa, and Danish national broadcaster TV-2. NDS supplied the European Broadcasting Union (EBU) with twelve 4:2:2 single-carrier-per-channel transmit/receive systems.

According to NDS's Margot Field, NDS is increasingly seeing international sports broadcasters using MPEG-2 compression for transmission.

Intelsat transmitted more than 31,000 program hours of World Cup matches to broadcasters in 120 countries on 11 spacecraft and satellite connections via GlobeCast earth stations. Intelsat experienced close to 100 percent success, according to the company's Ken Takagi.

GlobeCast North America handled coverage services for broadcasters throughout the world, including ABC and ESPN. According to GlobeCast North America President Robert Behar, digital compression technology has advanced so much that sports broadcasters can use it with confidence. "When you go through a major event, such as the World Cup, and everything that you did was done in digital capacity and without any hitches, and all inherent problems that people thought were going to be there with the digital signals were not there," he says, "the barriers have been overcome, and everyone is now feeling comfortable using the digital domain."

Intelsat's Takagi agrees that digital use has increased in the international sports broadcasting arena: "MPEG-2/DVB is becoming more accepted as an international standard, and that's what we saw with the World Cup." ■

Andrew antennas receive CE certification

Andrew Corp.'s entire line of earth-station antennas, including their motorized electronics components, have received CE certification. The CE (Conformite European) mark means that the products meet the European Union's health, safety and environmental regulations. "The CE mark is practically a European Union passport for our earth-station antennas," says Dave Neubauer, Andrew Corp. product manager for earth-station antennas. European Union member countries are France, Germany, Italy, Belgium, the Netherlands, Luxembourg, the United Kingdom, Ireland, Denmark, Greece, Spain, Portugal, Austria, Sweden and Finland.



—Glen Dickson

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Tellem tops CBS Entertainment

Moonves stays in-house for successor, tapping CBS Productions veteran

By Michael Stroud

Ever since Leslie Moonves was named CBS Television president last April, a key question has been whether he would appoint another executive to replace him or put a group of executives at the top of the CBS programming arm.

Last week Moonves answered the question, appointing longtime colleague and CBS Productions President Nancy Tellem to his former post as president of CBS Entertainment.

The appointment of Tellem, who also worked with Moonves when he was president of Warner Bros., ensures that the CBS TV president will remain closely involved in programming even as he spends more time in his new duties overseeing sports and news, affiliate relations, sales and marketing.

"It certainly frees me up," Moonves said in an interview. "I'm still going to be out here a lot on the West Coast. This is my home."

Tellem, currently in charge of the network's in-house production unit and its business affairs unit, will in addition now oversee prime time, daytime, late night and Saturday morning programming.

The appointment makes Tellem the second woman serving as the head of programming for a major broadcast network. Jamie Tarses is the president of ABC Entertainment.

Moonves said he and Tellem will continue to oversee CBS Productions, and no further senior executive changes are planned for the "near future."

The appointment comes as Moonves expands CBS's in-house production operations. CBS has a stake in more than half of the shows on the network's fall slate, a sharp increase from last year's fall launch.

Tellem says that her promotion from CBS Productions president to head of the entertainment division does not mean the network is looking to further

increase its ownership of the programs it airs. "There is no goal of owning a percentage of the programs," she said. "We're charged with putting the best programs on the air."

Emphasizing stability in CBS Entertainment's management ranks, Moonves also promoted eight other executives who have served under him at CBS Entertainment to the level of senior vice president: Gene Stein, who heads comedy development; Nina Tassler, head of drama development; Terry Botwick, current programming and specials; Mitch Semel, East Coast programming; Peter Golden, talent and casting; Sunta Izzicupo, movies for television and



Tellem

miniseries; Chris Ender, communications, and Kelly Kahl, program planning and scheduling.

As if to tie up loose ends, Moonves's appointment of Tellem came after former CBS Entertainment executive vice president Billy Campbell accepted a position as president of Miramax's new television division the week before. Campbell, once considered a prime candidate to replace Moonves as head of CBS Entertainment, left the network last spring. ■

Stern's public parts

Shock jock takes his act to broadcast

By Joe Schlosser

Howard Stern met with the media last week to discuss his new weekend late-night series with CBS for the first time—and in true Stern fashion, he did it his way.

The popular radio and TV talk show host, who held the press conference on his live syndicated radio program, told reporters and listeners that his new late-night effort will take down NBC's *Saturday Night Live* and make it "Saturday Night Dead." *The Howard Stern Radio Show*—his new syndicated TV series from Eyemark Entertainment—was scheduled to debut in more than 75% of the country last Saturday.

Clearances for Stern's project include 12 of the 14 CBS owned-and-operated stations; the show will go head-to-head with *Saturday Night Live* in most markets. Stern said the show will be "all the



Stern vs. 'SNL'

things we wanted to do on the E! show but couldn't afford to do."

The weekly TV series, taped during the week, will be based out of Stern's daily morning radio program and will be like "Ed Sullivan on acid," according to the shock jock. He said that CBS executives have given him the green

light on every piece of material he has attempted and that "as far as content goes, we can pretty much do or say everything." The always animated Stern said he is not worried that advertisers will shun the show because of the edgy, adult-themed material he uses on the radio.

"If no one advertises, they can take the show off the air," he said. "The day I start caring about that is the day the show sucks. I hope a lot of the advertisers cancel, because I'll get higher ratings." ■



By Dan Trigoboff

Maxed out

KMAX(TV) Sacramento is scrapping its evening newscast and abandoning its early prime time (7-10 p.m.) for the traditional 8-11. While the UPN station plans to expand its three-hour local morning news show, *Good Day Sacramento*, by half an hour, the overall reduction still means layoffs for perhaps a couple of dozen staffers.

"Upon recent evaluation," says a statement from the Paramount stations group, "we have concluded that we can better serve our viewing audience and support the overall growth of UPN by airing UPN's prime time programming from 8-10 p.m. ... We are grateful to the dedicated professionals at KMAX who have produced the station's nightly newscast."

The move follows another withdrawal from news a month ago, when Paramount pulled the plug on its news operation at WTOG(TV) St. Petersburg, Fla. While neither station nor group officials will discuss the decisions, the Florida station was supporting a 50 member-plus news department for a single—and not highly rated—hour of news in an extremely competitive market.

Agent of change

Gannett's station group executives have been busy naming station heads—three in little more than a month. In Tampa, WTSP(TV) sales VP Noreen Walker was elevated to VP/general manager, to replace Steve Mauldin.

Mauldin says he will be providing financial backing for a Dallas-based Internet business, ROI Interactive, and will start a talent agency to serve TV newsmen. Mauldin says he'd given notice to Gannett President Cecil Walker a few weeks ago and agreed to work through the end of the year unless his replacement was found before that.

More abrupt, apparently, was the departure of Alan Cartwright from Gannett's Portland, Me., station WCSH (TV). Cartwright has been replaced as VP, general manager, by Steve Thaxton, who had been VP, creative services, at Gannett's KARE (TV) Minneapolis and has been with Gannett for 15 years, in two stints. He's also worked as a consultant for Frank N. Magid Associates.

WCSH-TV and WLBY(TV) in Bangor were purchased earlier this year by Gannett for a reported \$112 million from Maine Radio and Television. Cartwright had been hired by the family of Maine Radio founder Frederic L. Thompson.

In mid-July, Gannett replaced Robert Sullivan as president and general manager at its flagship station in Washington, WUSA(TV), with NBC Asia executive Richard Reingold and longtime Gannett sales executive Richard Dyer. Local publications had

reported that WUSA was experiencing low morale as well as lowered ratings. Gannett has treated all three changes separately.

Dog gone

KOFY-TV's new look calls for a pet-chop: Viewers' pets will no longer be featured on the San Francisco station or its Website. The popular, homey pet shots—for which viewers sometimes

KOFY-TV's old look gives way to the new—new call letters and a new newscast.



waited years—will end Sept. 14. The pet shots are a throw-back to the own-

ership of Jim Gabbert. The new proprietors, Granite Broadcasting, say they want a new look, more closely aligned with the WB affiliation. Even the call letters are changing—to KBWB-TV. Also on Sept. 14, the network will launch an hour-long 10 p.m. newscast, to be anchored by Cheryl Hurd, who was a reporter at KPIX-TV. The station, which hasn't had a newscast for eight years, will share resources with San Jose co-owned station and ABC affiliate KNTV (TV) and will maintain a bureau in San Francisco.

Turner upped at Belo

Robert L. Turner has been promoted from manager to VP, engineering, for Belo's broadcast division. A 45-year veter-

an of Dallas's WFAA-TV, Turner began as a cameraman and has worked up through the ranks since 1953. He became manager of engineering in 1996.

Star search

Chicago-area malls will provide the set for a network casting call hosted by WMAQ-TV to fill talent slots in new and existing NBC daytime shows.

Men and women 18 to 25, "attractive, dynamic and physically fit" are invited to give a taped reading at the Randhurst Shopping Center in Mount Prospect, Ill., on Thursday and Friday (Aug. 27 and 28).

Winners could land a role on *Days of Our Lives*, *Another World* or *Sunset Beach*—as did actor Jason George, who also recently co-hosted the daytime Emmy awards. Other stops on the national talent search include Miami; Dallas; San Diego; Providence; R.I.; Washington, and Philadelphia.

No excuses

What may be the first TV commercials featuring Monica Lewinsky won't be used to sell jeans or dairy products—but rather so-called reform politics. Two-term Republican state senator Dan Page of North Carolina is using the image of the former White House intern on various newspaper and magazine covers as a backdrop for his message about ending scandalous politics by voting for him to unseat Democratic Congressman Bob Etheridge.

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



GET WITH THE PROGRAM

By Michael Stroud and Joe Schlosser

Cassidy exits 'Hollyweird'

Fox's troubled drama *Hollyweird* appeared a likely candidate for cancellation last week after co-executive producer Shaun Cassidy abruptly left the show. In a letter released by Studios USA, the producer said he was withdrawing from production after spending "much of the last year trying to fix something I never viewed as broken in the first place. The pilot that Fox bought was as fresh and original as anything I have been involved with." The show's other co-executive producer is film horrormeister Wes Craven. Cassidy will retain a development agreement with Studios USA, a spokesperson says. *Hollyweird*, which mixes crime, Hollywood glamour and the macabre, has been under extensive revision in recent weeks after Fox decided the plot line was too confusing, sources say. When Fox was dissatisfied with the latest changes, Cassidy decided to quit, according to sources. A Fox spokesperson said that the network respects Cassidy's position and called his departure "unfortunate." Cassidy produced last summer's *Roar* series for Fox and *American Gothic* for CBS.

Sports bite

ABC's new half-hour *SportsNight* will premiere on Tuesday, Sept. 22 with an episode in

which colleagues of protagonist Casey McCall (Peter Krause) try to snap him out of a funk brought on by his divorce before the network brass lose patience. The pilot is part of the Imagine Television show's attempt to weave serious plot lines into the comedy.

Imagine a new TV team

Image Television, rounding out its TV appointments under president Tony Krantz, has promoted one executive and hired two others. Imagine, affiliated with Ron Howard and Brian Grazer's Imagine Films, promoted Nena Rodrigue from senior vice president to executive vice president as part of a new three-year deal. In other appointments: Former ABC drama director Sonja Piper has been named Imagine Television's vice president of development and current programming; former New York literary agent Jennifer Robinson has been named Imagine Television's director of development and current programming.

Bader promoted

ABC Entertainment has promoted Jeff Bader from vice president to senior vice president for program planning and scheduling. Bader is responsible for day-to-day scheduling and long-range strategy for prime time entertainment as well as for acquiring feature films for the network. He will continue to report to ABC

Entertainment President Jamie Tarses.

Singin' at ABC

Stanley Donen, who directed such film classics as "Singin' in the Rain" and "Seven Brides for Seven Brothers," will make his television directing debut during the 1998-99 season with a two-hour made-for-TV movie on ABC. *Love Letters*, based on the international hit play of that name by A.R. Gurney, will explore the lifelong relationship between a man and a woman. Donen joins other top filmmakers—including Francis Ford Coppola, Barry Sonnenberg and Jerry Bruckheimer—who have made contributions to the small screen over the past year.



Townsend

Townsend in PolyGram gig

PolyGram Television has signed actor/comedian/producer Robert Townsend to host its upcoming syndicated weekly *Motown Live*. PolyGram executives also announced that Mary J. Blige, Wyclef Jean,

Chaka Kahn and Earth Wind and Fire are among the first acts for the show's initial season. Three or four musical groups will be featured in each show. Townsend, who stars in and executive-produces the WB series *The Parent 'Hood*, will start his new gig on Sept. 28.

Scripps-Howard sells slate

Scripps Howard Productions has sold its development slate to privately held Irish company World 200 Entertainment Ltd. Among the dozen or so projects are *The Unexpected Mrs. Pollifax*, starring Angela Lansbury (for CBS); *The Blackstone Chronicles*, a four-hour miniseries for ABC, and a four-hour "science-fact" series that is being co-produced with NBC.

Mandel scores

Paramount Domestic Television's *The Howie Mandel Show* scored a 1.7 national rating for the week ending Aug. 9, according to Nielsen Media Research. The rating equaled the show's best weekly numbers, a mark set during Mandel's first week on the air in June. Mandel's guests during the week of Aug. 9 included Jenny McCarthy and Whoopi Goldberg.

'Animal Rescue' clears 90%

Telco Productions, Inc. has cleared its weekly series *Animal Rescue* in more than 90 percent of the country for fall 1998. Clearances include CBS-TV New York, WCUI-TV Chicago and KNBC(TV) Los Angeles.

AUGUST 10-16

Broadcast network prime-time ratings according to Nielsen



PEOPLE'S CHOICE

'60 Minutes' returned to the top spot, helping CBS to another Sunday night win; the show has placed first for six of the last eight weeks.

Week 47	abc	CBS	NBC	FOX	U/P/N	WB
	6.6/11	6.4/11	6.7/12	5.7/10	1.7/3	2.3/4
MONDAY	8:00 34. America's Funniest Home Videos 6.0/11	40. Cosby 5.8/11	59. Suddenly Susan 5.2/10	40. Melrose Place 5.8/10	107. In the House 1.8/3	98. 7th Heaven 2.4/4
	9:30 9. 20/20 8.7/14	32. Ev Loves Raymd 6.1/11	22. NBC Movie of the Week—Boys on the Side 7.0/12	50. Ally McBeal 5.6/9	109. Malcolm & Eddie 1.7/3	102. Buffy the Vampire Slayer 2.1/3
	10:00 62. ABC Soaps' Love Stories 5.0/9	40. Ev Loves Raymd 5.8/10		112. Good News 1.6/3		
	10:30	77. Murphy Brown 4.2/7	12. 48 Hours 8.3/14	107. Sparks 1.8/3		
TUESDAY	8:00 24. Home Imprvmt 6.9/14	25. JAG 6.8/13	62. Mad About You 5.0/10	82. King of the Hill 4.0/8	104. Moesha 1.9/4	95. Buffy the Vampire Slayer 2.5/5
	8:30 31. Soul Man 6.2/11	46. CBS Tuesday Movie—Element of Truth 5.7/10	68. NewsRadio 4.7/9	74. King of the Hill 4.5/8	109. Clueless 1.7/3	92. Dawson's Creek 2.6/5
	9:00 46. Spin City 5.7/10		18. Frasier 7.6/13	20. Guinness World Records 7.2/12	112. In the House 1.6/3	
	9:30 26. Dharma & Greg 6.7/11	26. 3rd Rock fr/Sun 6.7/11	2. Dateline NBC 10.4/19		114. Clueless 1.3/2	
	10:00 30. Maximum Bob 6.5/12					
10:30						
WEDNESDAY	8:00 29. Dharma & Greg 6.6/13	74. The Nanny 4.5/9	79. 3rd Rock fr/Sun 4.1/8	85. Fox Summer Movie Special—Blade Squad 3.6/7	104. The Sentinel 1.9/4	102. Wayans Bros 2.1/4
	8:30 37. Two Guys, a Girl 5.9/11	74. Style & Substance 4.5/9	77. Working 4.2/8		99. Star Trek: Voyager 2.3/4	90. Jamie Foxx 2.7/5
	9:00 19. Drew Carey 7.3/13	35. Public Eye with Bryant Gumbel 4.9/9	40. 3rd Rock fr/Sun 5.8/10			90. The Wayans Bros. 2.7/5
	9:30 15. Whose Line Is It 7.9/14	50. Chicago Hope 5.6/10	60. Stressed Eric* 5.1/9			88. Steve Harvey 2.8/5
	10:00 17. PrimeTime Live 7.8/14		3. Dateline NBC 9.7/17			
10:30						
THURSDAY	8:00 86. Touched by a Dolphin 3.2/6	71. Promised Land 4.6/9	11. Friends 8.5/17	50. World's Wildest Police Videos 5.6/11		
	8:30		13. Suddenly Susan 8.2/15			
	9:00 62. ABC News Summer Thursday 5.0/9	20. Diagnosis Murder 7.2/12	6. Seinfeld 9.3/16	60. Fox Files 5.1/9		
	9:30 34. Nightline in Primetime 6.0/11	8. 48 Hours 9.1/16	3. Just Shoot Me 9.7/16			
	10:00		5. ER 9.4/17			
10:30						
FRIDAY	8:00 50. Sabrina/Witch 5.6/13	46. Kids/Darndest 5.7/13	65. NBC Friday Night Movie—Tom Clancy's Op Center, Part 1 4.9/10	92. Getting Personal 2.6/6	KEY: RANKING/SHOW (PROGRAM RATING/SHARE) • TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED • TELEVISION UNIVERSE ESTIMATED AT 98.0 MILLION HOUSEHOLDS; ONE RATINGS POINT IS EQUAL TO 980,000 TV HOMES • YELLOW TINT IS WINNER OF TIME SLOT • (NR)=NOT RANKED; RATING/SHARE ESTIMATED FOR PERIOD SHOWN • *PREMIERE • SOURCES: NIELSEN MEDIA RESEARCH. CBS RESEARCH • GRAPHIC BY KENNETH RAY	
	8:30 50. You Wish 5.6/12	40. Candid Camera 5.8/12		95. Getting Personal 2.5/5		
	9:00 32. Boy Meets Wrd 6.1/12	50. Unsolved Mysteries 5.6/11		99. Millennium 2.3/4		
	9:30 58. Teen Angel 5.5/11	34. Nash Bridges 6.0/12	50. Dateline NBC 5.6/11			
	10:00 7. 20/20 9.2/18					
10:30						
SATURDAY	8:00 79. America's Funniest Home Videos 4.1/9	46. NFL Preseason Football—America Bowl: Seattle Seahawks vs. San Francisco 49ers 5.7/12	84. National Geographic Special 3.7/8	71. Cops 4.6/11		
	8:30			50. Cops 5.6/12		
	9:00 71. ABC Saturday Night Movie—Have You Seen My Son? 4.6/9		65. NBC Saturday Night Movie—Tom Clancy's Op Center, Part 2 4.9/10	37. AMW: America Fights Back 5.9/12		
	9:30					
	10:00					
10:30						
SUNDAY	7:00					109. The Parent 'Hood 1.7/4
	7:30 87. Wonderful World of Disney—The Ransom of Red Chief 3.1/6	1. 60 Minutes 11.4/23	82. NBC Special: You Be the Judge 4.0/8	(nr) NFL Preseason 5.7/12		104. The Parent 'Hood 1.9/4
	8:00	10. Touched by an Angel 8.6/16	22. Dateline NBC 7.0/13	79. World's Funniest! 4.1/8		101. Sister, Sister 2.2/4
	8:30			37. The Simpsons 5.9/11		92. The Smart Guy 2.6/5
	9:00 6E. ABC News Special: Crisis/White Hous 4.7/8	14. CBS Sunday Movie—Friends at Last 8.0/14	15. NBC Sunday Night Movie—Tommy Boy 7.9/14	26. The Simpsons 6.7/12		88. Unhap Ever After 2.8/5
9:30			40. The X-Files 5.8/10		95. Unhap Ever After 2.5/4	
10:00 6E. The Practice 4.7/8						
10:30						
WEEK AVG	5.6/11	6.5/12	6.6/12	4.9/9	1.8/3	2.4/4
STD AVG	7.6/13	8.8/15	9.5/16	6.4/11	2.6/4	2.9/5

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Scott Sasse



Herb Scannell



Howard Stringer



Barry Thurston



Richard E. Wiley



Don West, Moderator

TECHNOLOGY PANEL

9:45 AM - 10:45 PM



Jim Carnes



Gary Shapiro



Steve Guggenheimer



Dennis Leibowitz



Paul Swaeney



Peter Ebersky



Charles Jablonski



Stephen Weiswasser



Don West, Moderator



Tom Wulzien



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AM holds its own in '98

Talk, personalities to the rescue

By John Merli

AM radio has survived—despite technically superior competition from FM and other electronic media—primarily because of talk formats and talkers.

But a recent study also suggests that at least a dozen other formats have helped to keep AM afloat. In fact, an analysis by radio marketing firm Interep Research points to more than 15 formats “with considerable presence” on the AM dial today. In the top 25 metro markets, according to Arbitron spring 1998 numbers, AM radio now reaches 50% of adults 18-plus weekly and achieves a 20% share of total radio listening.

The largest shares of AM listening are in San Francisco, San Diego, St. Louis, Seattle, Chicago, Boston, Pittsburgh, Miami, New York, Detroit and Kansas City. These markets range in shares between about 22% and 28%. Several other large markets are not far behind. While morning drive commands the largest shares nationally, the report finds that AM programming’s reach stays consistent through much of the broadcast day. Also, combining the most popular AM formats

of news/talk, all-talk, sports, Spanish-speaking and religious, the study finds that the less popular half of the radio dial delivers above-average percentages of upscale, educated, white-collar consumers.

The study also seems to challenge the myth that AM listeners generally are your father’s Oldsmobile—that is, skewing primarily toward older consumers. Although AM does have large percentages of older listeners in several formats compared with FM (38% are 55-plus), Interep says more than half (53%) of listeners are found in the more advertiser-friendly 25-54 age demo.

The spoken word commands the largest slice of the AM dial, but not by a lot: News/talk (12%), all-news (4%), Spanish news/talk (4%) and all-talk (11%) combined account for 31% of AM listening. But double-digit shares are attributed to religious programming (12%), Spanish-speaking (11%) and sports (10%), while gospel and adult standards both have a 9% share. Nationally, niche AM formats included in the study are urban (4%); kids programming and variety (both 3%), and country, adult contemporary, oldies, and contemporary Christian (all 2%). ■

Chancellor takes seven of 10

Also claims first- or second-place stations in 12 of top 17 largest metro markets

By John Merli

Chancellor Media reports that an analysis of the spring 1998 Arbitron ratings places its 108-station owned-and-operated group as the top-rated radio entity in seven of the country’s top 10 markets, including lead positions in New York, Chicago and Philadelphia.

Chancellor stations also hold top positions in San Francisco, Detroit, Houston and Washington. With reported ratings improvement in the second-largest market—Los Angeles—and in San Diego, Dallas, Boston, Miami and the Twin Cities, Chancellor contends it

now owns or operates the number-one or number-two outlets in a dozen of the 17 largest metro markets.

Chancellor Media CEO James de Castro says that unique marketing campaigns, intense research and innovative programming largely are responsible for his group’s increased reach, as well as “our ability to attract talented people [and] developing new station properties.”

Chancellor holds additional properties in television and outdoor advertising, with 14,500 display faces in more than 20 markets (generally billboards). Apart from its 108 radio stations in 22 large and major markets, it also has a number of syndicated radio programs. ■

Religious broadcasters band together

In an unusual cooperative venture designed to overcome technical roadblocks to delivery of their future programming, several major religious broadcasters are teaming to form a Christian Radio consortium.

The group’s objective is to develop a new digital platform for broadcasting their religious programs to affiliates. The idea of a common effort was first conceived at NAB ’98 last April in Las Vegas.

Christian radio, one of the most popular formats on the AM dial, largely has been served by SpaceCom’s FM2 technology since 1985. However, with increased demands for satellite time, the carrier no longer will be available to religious programmers as of March 2000, according to one of the consortium’s members, Ambassador Inspirational Radio.

Exploring a newer method of satellite delivery, digital video broadcasting, the consortium will examine a more advanced bandwidth-efficient digital system (including compression) that can deliver audio, video and data via both satellite and terrestrial streams. Ambassador says that a detailed specification for hardware performance expectations already has been submitted to satellite manufacturers.

The consortium members—Ambassador, In Touch Ministries, Moody Broadcasting Network, RBC Ministries, Salem Radio Network, SkyLight Satellite Network and USA Radio Networks—will provide “an extended period of redundancy [simulcasts]” to allow affiliates enough time to make the technical transition. Ideally, the group says, the new delivery system eventually will allow a station to use only one dish and receiver for all satellite providers of Christian programming. —John Merli

Sweeney heads Disney/ABC cable

Succeeds Laybourne atop nets including E!, Lifetime and A&E

By Donna Petrozzello

Anne Sweeney has been named president of Disney/ABC Cable Networks, filling the vacancy left when Geraldine Laybourne departed last May.

Sweeney will continue as president of The Disney Channel and Toon Disney, but will also begin overseeing ABC's interests in Lifetime Television, A&E, The History Channel and E! Entertainment Television. Sweeney will not, however, oversee ESPN, although that network is owned by ABC. Disney officials said that ESPN remains under the oversight of ESPN President Steven Bornstein. Laybourne also was not involved with the ESPN operations.

Sweeney says she will "keep one eye focused on the audience and the other on the future" with regard to developing a strategic direction for all of Disney/ABC's cable networks.

"I think the future should be looked at through the eyes of the consumer, and we should be sensitive not only to the

changing industry but also to how our audience is changing," she says.

Sweeney cited Lifetime Television's commitment, through promotions and programming efforts, to find a cure for breast cancer as "an indication of paying attention to your audience and what they need to know about."

And perhaps with an eye on the relaunched Family Channel and pending Pax TV, she also patted The Disney Channel on the back for responding to its audience by airing family programs "every night in prime time and throughout the day" and for "giving people more opportunities to feel good about being a family."

Sweeney will oversee ABC TV's One Saturday Morning children's programming block, hoping to build the block as



Sweeney has her eye on the audience.

a "special event that happens once a week" for ABC's target audience of children 6-11.

Sweeney was named president of Disney Channel and executive vice president of Disney/ABC Cable Networks in February 1996. Under Sweeney, Disney has expanded from 15 million to 42 million subscribers, a growth that was hastened by the network's migration from a pay service to a basic channel.

Sweeney also oversaw the launch last April of Toon Disney, Disney's animated cable network, which claims 6 million subscribers. Before joining Disney, Sweeney had been chairman of FX Networks since 1993. She also spent 12 years at Nickelodeon/Nick At Nite in a number of roles, most recently as senior vice president of program enterprises. ■

EchoStar ramps up data delivery

Signs distribution deal with EnterMedia Network for PC/TV service

By Price Colman

In a "Dish does data" move, EchoStar Communications Corp.'s Charlie Ergen is quietly preparing to launch a consumer-oriented data service in the fourth quarter.

EchoStar already is providing satellite-delivered data to niche markets through AgCast, an agricultural report, and Signal, a stock report.

The new consumer service, which will go initially to personal computers and eventually to TVs, will be EchoStar's entry to the broadband data market, but it will be distinctly different from the Internet access service that competitor DirectPC is providing.

In an effort to conserve bandwidth,



Ergen

EchoStar will employ a broadcast delivery model. Last week, the Littleton, Colo.-based DBS company announced its first distribution agreement with EnterMedia Network Co. of Sunnyvale, Calif. EnterMedia describes itself as provider of scheduled interactive broadcast programming. According to Russ Lujan, executive vice president and co-founder of the start-up,

EnterMedia takes recorded or live programming and imbeds such interactive features as chat rooms, polling and video streaming.

EnterMedia launched its EMNetwork on the Web (www.emnetwork.com) June 17. Through the four-year distribution agreement with EchoStar,

EnterMedia plans to distribute EMNetwork not only to PCs but also to TVs.

That meshes with EchoStar's plans, which include launching the data-to-PC service in time for the holiday selling season and following up in the first quarter of 1999 with a TV version. That version will use a WebTV-like set-top box to present data on the screen. The PC service will require a dish antenna and a peripheral connection interchange (PCI) card in the PC.

EchoStar plans to offer three different groups of products: "best of the Web," enhanced TV and interactive channels. "Best of the Web" will feature 300-500 of the most popular Web sites; enhanced TV will feature programming with certain interactive features; interactive channels will be along the lines of EMNetwork.

DirectPC's Internet access product guarantees speeds of 400 kilobits per

second. With charges of \$450 for hardware and installation and \$40 a month for limited high-speed Internet access, it's not only expensive, but also bandwidth-hungry. Some DirectPC customers are reportedly leaving computers on around the clock and acting as their own Internet service providers (ISPs), reselling the service. That puts even more pressure on the limited bandwidth available from satellite transponders.

EchoStar's use of a "push" technolo-

gy instead of the "pull" technology common to the Internet (PointCast, an exception, employs push technology) is meant to maximize the revenue per bit, says a company executive.

"The economics of DirectPC don't make sense to us," says the executive. "We're trying to put content up there that people are willing to pay for."

Thus, instead of charging a flat-rate connection fee, EchoStar will allow customers to select from a menu of services

with different monthly fees. Subscribers will be able to buy a single service, several services or the entire package.

With EMNetwork signed on as the anchor tenant for EchoStar's planned offering, the DBS provider is working out other distribution agreements and pricing. Other likely offerings include weather information, sports scores, stock quotes and news/information services, possibly including a full-text electronic version of the *Wall Street Journal*. ■

Fox Family finds kids

Debut numbers show slight household improvement but stronger 2-11 numbers

By Donna Petrozello

The household ratings for Fox Family Channel's debut weekend improved slightly on the Family Channel it replaced, although it drew a much larger audience of children than Family had been drawing recently.

Fox's revamped Fox Family Channel launched at noon Aug. 15 with a mix of children's shows, prime time movies and original comedy series. According to Nielsen data, during Fox Family's first two days of programming—Aug. 15 and 16—the network earned a 1.1 rating/789,000 homes for total-day ratings on Saturday, Aug. 15, and a 1.1/794,000 homes for the following Sunday, across total dayparts.

Compared with Family Channel's average 1.0 rating/725,000 homes on Saturday and 1.1/800,000 homes on Sunday in total day, Fox Family comes out just slightly ahead. Ratings for Family Channel were calculated by Nielsen based on an average measured between July 1, 1998 and August 14, the first six weeks of the current third quarter.

Fox Family Channel President Richard Cronin says that the essentially flat household rating is still "a win" because Fox Family's rating has a larger percentage of children and young adults. "The old Family Channel's household ratings had been driven by a 50-plus audience, and we've been saying that Family Channel needed to live up to its name and put on shows that families could watch together," Cronin says. "Our goal was to target families with kids at home, and we'll be thrilled if the household ratings stayed the same as long as we continued to grow

the younger demos."

In prime time, Fox Family did better. Anchored by the movie "Mrs. Doubtfire," which earned a 3.4 rating in the 8 p.m.-10:30 p.m. time slot, Fox Family achieved a 1.7 rating/1.2 million homes on Saturday 6 p.m.-1 a.m., compared with Family Channel's average 1.1/814,000 homes tallied over the first half of the last quarter.

On Sunday in prime time, however, the networks were virtually equal. Fox Family pulled in a 1.3/964,000 homes with a live Spice Girls concert—which earned a 1.8 household rating—and its premiere of the original TV movie *National Lampoon's Men in White*. In Sunday prime time, Family Channel averaged a 1.3/958,000 homes, according to Nielsen.

Fox Family drew a noticeably larger audience of children ages 2-11 and adults ages 18-49, the age groups that Cronin says the network specifically is trying to lure. Cronin crowed over the size of Fox Family's children's audience, which in some dayparts was triple the number that Family Channel captured.

According to Nielsen, Fox Family earned a .3 rating with children ages 2-11 on Saturday from noon to 6 p.m. and a .6 rating on Sunday from 7 a.m. to 6 p.m., dayparts in which Fox Family aired the bulk of its children's shows. By comparison, Family Channel delivered an average .1 rating with kids ages 2-11 on Saturday and Sunday in the most



The lineup of the Fox Family Channel skews more toward a younger audience than did that of its predecessor, The Family Channel.

recent six weeks.

Among adults 18-49, Fox Family delivered a .9 rating in prime time on Saturday and a .7 rating in prime time on Sunday, compared with Family Channel's average .4 rating with the same age group on both nights.

Despite attracting a larger number of viewers under age 50, Cronin says the channel didn't alienate older viewers who make up a good share

of Family Channel's audience. Cronin says 49% of the audience for "Mrs. Doubtfire" on Saturday night was at least 50 years old.

"It was really mission accomplished, because we're trying to bring more young viewers to the channel," says Cronin. "The primary target was kids, and parents were a secondary target. But we're also trying to keep as many of the older viewers as we can, and we're happy to see that we got such a big 50-plus number with 'Mrs. Doubtfire.'"

Cronin admits he was "nervous" about opening-weekend ratings. Fox announced at least a year earlier it planned to launch Fox Family on Aug. 15, giving the competition ample time to counterprogram. Cronin says Fox Family was challenged by The Disney Channel's "The Lion King," Discovery Channel's *Titanic Live*, Nickelodeon's debut of a new *Rugrats* episode and four hours of Spice Girls on MTV during Fox Family's debut weekend.

"We were nervous going into the weekend, so we were thrilled and relieved to get the numbers that we did," says Cronin. "But it'll take a few weeks to see which shows are successful and which aren't." ■

Dark times for Source's Brite idea

Source Media takes write-down after talking yellow pages purchase proves a drain

By Price Colman

Source Media's acquisition of a "talking yellow pages" company was supposed to boost revenues at its IT Network division and provide capital for the Dallas company's cable-related ventures. Instead, the deal has turned sour and taken a big bite out of Source's second-quarter earnings.

After buying Brite Voice Systems' electronic publishing division for \$35.6 million in October 1997 (at the same time it bought similar operations from Tribune Media Services' Voice News Network for \$9 million), Source was forced to take a \$25.9 million non-cash write-down in the second quarter.

The reason: Source lost millions of dollars in Brite Voice customer contracts when those customers opted to go with another content and sales service provider. Source in April sued several ex-Brite Voice staffers, essentially claiming they took business that belonged to Source. Source in July sued at least one of the former customers for related reasons.

Fallout from the problem-plagued acquisition of Brite Voice has been doubly painful for Source. Although the company showed significant year-to-year improvement in revenue and cash flow, the write-down amounts to nearly 73% of what Source paid for the Brite assets. Moreover, Source has acknowledged that lost Brite customers will continue to have a negative impact on the company's revenue and profits.

Source wants to develop and launch its Interactive Channel on digital cable tiers. It also wants to sell its "virtual-modem" software, which permits certain Internet access without hardware, to the cable operators. Source has four corporate-level agreements for the Interactive Channel—with Cablevision Systems, Century Communications, Marcus Cable and Insight Communications. But three of those agreements are essentially dormant, with Insight alone likely to actively launch the Interactive Channel and virtual-modem service.

Source announced the deal with Insight, whose president, Michael Willner, is on Source's board, at its July shareholder meeting. Insight plans to launch Source's Interactive Channel to its 91,000-subscriber Columbus, Ohio

system by December.

Source disclosed the loss of the former Brite Voice customers Aug. 14, when it reported second-quarter financial results. Source President John Reed acknowledges that Source knew about the lost business in the first quarter but couldn't gauge the financial impact until the second quarter. Most of those customers informed Source in

December 1997 or January of this year that they were leaving.

"By the second quarter we began to assess what, if any, permanent value had been affected by the former employees," says Reed. "We made an accounting assessment and elected to take a write-down."

There were other key developments during the second quarter. On May 19,

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Pan Am Sat's Galaxy IV satellite, which provided service to about one-third of Source's IT Network customers, went dark. Source was

able to serve manually those customers until service was restored from another satellite. Source reported the problem in its Aug. 14 earnings statement, noting that it was taking a 3-cent charge against second-quarter earnings because of costs associated with the outage.

The timing of the disclosures has raised questions in some quarters. "I am surprised that the effects of the satellite outage and disruptions of the former Brite Voice customers on Source took so long to surface," says Curt Alexander of Media Group Research.

Also on May 19 and the following day, a group of Source insiders sold millions of dollars in Source shares. Reed previously has said that the sales simply resulted from early investors in Source

"We made an accounting assessment and elected to take a write-down."

John Reed, president, Source Media

rumors surfaced that Source was about to be acquired. Price and trading volume spiked in mid-April—ironically, about the time Galaxy IV malfunctioned—on speculation that Yahoo! was about to acquire Source. But the big action came in July as the rumor mill spit out Microsoft, Excite and At Home as potential buyers.

Source stock hit an all-time high of \$32.25 on July 14, prompting Nasdaq to halt trading and request comment from Source. Source officials waited a day and then said they could offer no explanation for the jump in prices. Shares have since fallen about 60% from the high and are trading in the \$13 range, in the process cutting Source's market capitalization from nearly \$400 million to about \$165 million. ■

taking some profits from the rising stock price.

As for Source stock (Nasdaq: SRCM), it has been on a wild ride since April, when

Basic on the up and up

Basic cable growth continues at broadcasters' expense

By Donna Petrozello

Basic cable networks topped broadcast networks in the ratings race again during the week of Aug. 10-16, with some networks shattering their personal bests.

Basic cable channels earned a combined 25 rating/46.6 share—a new industry high—with 24.5 million homes during the week of Aug. 10-16, according to Nielsen data as reported by the Cable Advertising Bureau. By comparison, ABC, CBS, NBC and Fox together delivered a 23.6 rating/44.1 share and 23.1 million homes, down from last year, according to Nielsen and the CAB.

Compared with the same week last year, according to CAB analysis, basic cable ratings for August 10-16 were up 16.8%; shares were up 16.2%, and household delivery was up 17.9%. The same comparison for broadcast networks' delivery shows that for the top four, ratings fell 10.9%; share was down 10.9%, and delivery was off by 9.5% against the same week last year.

Cable's strong returns were helped by record-setting ratings at TBS Superstation and Discovery Channel for programming on Sunday, Aug. 16. In prime time, TBS achieved a 6.6 household rating/4.9 million homes with the premiere of the theatrical "The American President" at 8 p.m.

TBS says the movie, which aired the evening before President Clinton addressed the nation about the Monica Lewinsky scandal, delivered the largest audience ever for a theatrical showing on basic cable. Only TBS's presentation of the movie "Dumb and Dumber" approached it, delivering 4.7 million homes.

TBS not only landed basic cable's best-rated show for the week of Aug. 10-16 but also outperformed the ABC News special *Crisis in the White House*, which aired Aug. 16 at 9-10 p.m., according to Nielsen data. An encore presentation of "The American President" later that night at 10:35 p.m. earned a 4.1 rating and nearly 3 million homes, according to Nielsen and TBS.

Titanic Live drove in Discovery



CABLE'S TOP 25

PEOPLE'S CHOICE

TBS's Sunday presentation of the film "The American President" garnered the largest numbers ever for a basic-cable theatrical premiere, with a 6.6 rating and 4.9 million homes.

Following are the top 25 basic cable programs for the week of August 10-16, 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	Movie: 'The American President'	TBS	Sun	8:01P	150	6.6	5.1	4,963	11.3
2	WWF War Zone	USA	Mon	10:00P	65	4.8	3.6	3,572	8.1
2	NASCAR: DeVilbiss 400	ESPN	Sun	12:30P	180	4.6	3.6	3,532	12.7
4	WCW Monday Nitro	TNT	Mon	8:00P	60	4.7	3.6	3,486	8.0
4	WCW Monday Nitro	TNT	Mon	10:00P	63	4.7	3.5	3,478	7.9
6	WCW Monday Nitro	TNT	Mon	9:00P	60	4.6	3.5	3,399	7.2
7	WWF Raw	USA	Mon	9:00P	60	4.3	3.2	3,145	6.7
8	WCW Thunder	TBS	Thu	9:05P	65	4.2	3.2	3,165	7.1
9	Movie: 'The American President'	TBS	Sun	10:31P	150	4.1	3.2	3,096	9.1
9	Titanic Live	DISC	Sun	8:00P	120	4.1	3.1	3,035	7.0
11	NFL Preseason: Tampa Bay vs. Miami	ESPN	Thu	8:15P	196	3.6	2.8	2,695	6.4
12	WCW Thunder	TBS	Thu	8:05P	60	3.5	2.6	2,585	6.5
13	WWF Sunday Night Heat	USA	Sun	7:00P	60	3.4	2.6	2,536	6.7
13	Movie: 'Mrs. Doubtfire'	FAM	Sat	8:00P	150	3.4	2.5	2,430	6.6
15	South Park	COM	Wed	10:00P	30	3.3	1.8	1,720	5.5
16	Movie: 'Overboard'	TBS	Sun	6:00P	121	3.1	2.4	2,347	6.6
16	Rugrats	NICK	Sun	8:00P	30	3.1	2.3	2,296	5.6
16	Rugrats	NICK	Sat	8:00P	30	3.1	2.3	2,283	6.7
16	Rugrats	NICK	Mon	7:30P	30	3.1	2.3	2,241	5.7
16	Rugrats	NICK	Tue	7:30P	30	3.1	2.3	2,239	5.9
21	Brady Bunch Marathon	NICK	Sat	8:00P	30	2.9	2.2	2,141	5.7
21	Diagnosis Murder	FAM	Mon	9:00P	60	2.9	2.1	2,097	4.5
21	Brady Bunch Marathon	NICK	Sat	11:00P	30	2.9	2.1	2,091	6.0
21	Diagnosis Murder	FAM	Wed	9:00P	60	2.9	2.1	2,070	4.7
21	Real World VII	MTV	Tue	10:00P	30	2.9	2.0	1,994	4.7

Channel's largest audience of adults 25-54 to date. The two-hour prime time special featured a live broadcast from the ocean-floor home of the Titanic wreck. The show earned a 4.1 household rating/7.0 share with slightly more than 3 million homes, according to Nielsen. Among adults 25-54, the 8-10 p.m. special drew a 3.2 rating (2.9 million viewers). Discovery says the ratings make *Titanic Live* the highest-rated

documentary of 1998 on basic cable.

Cable Advertising Bureau President Joe Ostrow says that the week's returns marked "a clear indication that basic cable's tremendous viewership growth momentum this summer will continue into the new television season." Ostrow also says that cable ratings in recent weeks "signal a new era in cable's outperformance of broadcast network television." ■



FCC asked to reconsider box decision

Time Warner and other groups have asked the FCC to reconsider a June decision aimed at promoting the commercial availability of cable set-top boxes. Time Warner opposes a provision that, effective Jan. 1, 2005, bans the sale or lease of cable boxes that incorporate both signal security and channel-surfing functions. The Wireless Communications Association and the Telecommunications Industry Association also oppose the rule. Time Warner says the ban "will be costly to consumers and will, in the long run, impede rather than facilitate the transition to digital video."

Britt to lead TW Cable

Time Warner Cable Ventures President Glenn Britt last week was named president and chief operating officer of the entire cable system division, replacing retiring executive James Doolittle. Britt will continue to report to Time Warner Cable Chairman Joseph J. Collins. Doolittle, 56, has been president of Time Warner Cable since 1992,

responsible for a variety of internal financial and operating elements. He'll leave at the end of the year. Britt, 49, long has been the cable division's top deal-maker, engineering the acquisition and sale of cable systems. In recent years, he also has been in charge of new-business development, including telephone and high-speed data operations and deals related to those units. In his new job, Britt will keep his hand in the new-ventures side but will largely cede responsibility for system deals. Britt doesn't see major changes as a result of Doolittle's exit. "I think our company has been running real well," he says.

Comcast finds a Rainbow

Comcast Corp. plans to add Rainbow Media's regional news channel News 12 New Jersey to 605,000 Comcast customers in that state. The additional homes—in Comcast's Trenton, Ocean, Meadowlands, Central, Plainfield, Monmouth, Jersey City and Northwest systems—will bring News 12 New Jersey's total sub base to 1.7 million homes, or about 93% of the state's cable consumers. Adelphia, Time Warner and Cablevision

Errata

The "Fifth Estater" profiling Julie Dexter Berg in the Aug. 17 issue incorrectly reported that Ron Cooper had left MediaOne. Cooper, who came to MediaOne from Continental Cablevision, remains at the MSO as executive vice president of operations.

systems in New Jersey already carry the 24-hour all-news channel. The majority of Comcast customers will receive News 12 starting November 1. Customers in Comcast's Northwest system will receive the channel starting July 1, 1999, according to the MSO.

MediaOne expands cable-telephony

MediaOne yesterday launched its residential cable telephony service in Jacksonville and Lighthouse Point, Fla. With these launches, MediaOne provides its digital telephone service in four markets, the other two being Los Angeles and Atlanta. Charges for the service begin at \$21.95

for one telephone line with call waiting, caller ID and three-way calling. Installation and one month of service are free, as are the first three months of voice messaging. MediaOne has more than 250,000 cable customers in Jacksonville and 150,000 cable customers in Lighthouse Point, near Pompano Beach, Fla. MediaOne and Cox Communications have been the most aggressive among cable operators in launching telephony. A number of other operators, including Cablevision Systems and Time Warner, have launched residential cable telephony on a limited basis, but they focus more on business customers.

E! remake for fall

As part of its revamped fall programming schedule, E! Entertainment Television will begin airing several of its original weekly series over multiple nights in prime time. Starting Sept. 28, E! will air *Fashion Emergency* and *Mysteries & Scandals* Monday-Thursday at 6:30 p.m. and 7:30 p.m. ET, respectively. Likewise, *The Gossip Show* will be added as an hour weekend series starting Sept. 28. E! also plans to expand *The E! True Hollywood Story* from a Sunday night series to four nights weekly—Saturday through Tuesday—beginning in first quarter 1999. E! also has committed to new seasons of *E! News Daily* and *E! News Weekend*, *Celebrity Profile*, *Talk Soup* and *The Howard Stern Show*. Starting Aug. 23, E! is reconfiguring Stern's six-nighter to air Sunday-Friday so as not to go up against Stern's Saturday late-night TV, debuting Aug. 22. E! President Lee Masters also says the network plans to produce more than 100 hour specials by the end of 1999. Tapes will include international travel spots, popular films, TV shows and celebrity homes. —Donna Petrozzello



'E! True Hollywood Story' expands to four nights this fall.

New York tower picture still fuzzy

Negotiations for a digital tower site in the Big Apple drag on; interim solution sought

By Glen Dickson

The quest to find a site for a permanent community digital TV tower for New York City broadcasters remains at a standstill, according to sources close to the negotiations. And with winter fast approaching, the opportunity to perform the necessary construction to launch DTV in the spring is rapidly slipping by for several stations.

In fact, NBC owned-and-operated WNBC(TV) already has told the FCC it won't make its May 1, 1999, deadline and is now shooting for a Nov. 1, 1999, target. "The reason the launch date has been moved back is the tower situation in New York," says WNBC-TV spokesperson Terry Doll.

Only two New York stations, CBS O&O WCBS-TV and Fox O&O WNYW(TV), are proceeding with their DTV tower plans. That's because they plan to broadcast from the Empire State Building, not the World Trade Center. A coalition of 10 stations, including WCBS-TV and WNYW(TV), has been negotiating with the Port Authority of New York and New Jersey to erect a permanent digital tall tower on the south building of the World Trade Center. They also have suggested erecting a temporary "short" DTV tower on the World Trade Center's north building, where the existing NTSC community tower sits. But those negotiations haven't met with much success.

"We have no agreement to use the roof of either building for digital transmission," says Lev Pope, chairman of the all-industry committee that represents the 10 stations. "We've been at this several years, and we're almost where we started."

Pope says that the proposal for a short tower on the north building has been rejected by the Port Authority and adds that the all-industry committee is "not formally negotiating" with the Port Authority over use of the south tower at this time.

"The consortium is at a standstill with them and still is," adds Jim Baker, former director of engineering for WABC-TV and chairman of the all-



WCBS-TV's wideband antenna atop the Empire State Building may serve as an interim solution for broadcasters looking for a DTV transmission site.

industry committee's technical subcommittee.

"That is not true," says Port Authority spokesman Peter Yerkes. "We are continuing to talk to broadcasters individually and as a group, and we've made significant progress in efforts to accommodate individual broadcasters on the World Trade Center." Yerkes wouldn't give any details of that progress.

In the meantime, broadcasters are seeking interim solutions. Sources say WNBC(TV) has commissioned antenna manufacturer Dielectric to perform a feasibility study on mounting a digital antenna on the existing NTSC tower on the World Trade Center's north building. While WNBC(TV) is paying for the study, the findings will be presented to the members of the all-industry committee for consideration, possibly by the end of the month.

"There's a study for what stations could be accommodated on the existing space," says Baker of the all-industry committee. "It's down low on the

tower, and anything but optimum."

WNBC(TV)'s Doll won't confirm that the station is performing any study of the existing NTSC tower, saying only that WNBC(TV) will have more news about its DTV tower plans at the end of August. But a Dielectric spokesperson confirmed that the company is performing the study for NBC.


The other possible site for DTV broadcasts is the Empire State Building, where WCBS-TV has completed installation of a digital tower, transmitter and wideband antenna and is currently hooking up transmission line. WNYW(TV) has leased space at the Empire State Building at a slightly lower location than WCBS-TV, and WNYW(TV) VP of Engineering and Operations Greg Franchuk says the station is "working on Empire right now." WNYW(TV) is currently in the design stage and plans to launch DTV broadcasts in May 1999.

WCBS-TV has gone so far as to invite other New York stations to broadcast from its wideband digital antenna. But sources say they haven't heard any word on price yet from CBS.

That may be because WCBS-TV hasn't officially signed a contract itself for its digital antenna space on the Empire State Building, although the station has been operating a backup NTSC antenna there for years.

"It's hard to get anybody at Empire with the authority to sign a piece of paper," says Pope. "CBS is going ahead on the basis that it's in the space where they already had an NTSC standby antenna, and they don't need anything more from Empire—they're just doing it."

CBS Senior VP of Technology Joe Flaherty confirms that WCBS-TV hasn't signed a contract yet with the Empire State Building for the new digital antenna and is still undergoing negotiations. "We're just going ahead," says Flaherty. "Nobody sees any big roadblock, and there's no one shouting about it." Flaherty adds that the Empire State Building is negotiating with "a number of people" on an individual basis for DTV space. ■



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CUTTING EDGE

By Glen Dickson
and Karen Anderson

NBC News Channel goes with DVCPRO

NBC News Channel in Charlotte, N.C., the news service for NBC's 212 affiliates, has converted its operations from analog Sony Betacam to Panasonic's DVCPRO digital tape format. NBC News Channel's purchase encompasses 63 DVCPRO

units, including 28 AJ-D750 studio editing VTRs, 10 AJ-D650 studio editing VTRs, 18 AJ-D230 desktop VTRs, four AJ-LT75 laptop editing systems and three AJ-D700 camcorders.

Fifteen of the AJ-D750s are used in NBC News Channel's feed intake area, while both AJ-D750 and AJ-D650 decks are set up for cuts-only editing in eight edit rooms. AJ-D750s also are used to play out material. The AJ-D230s are placed on the desks of editorial staff and also are used in archiving. NBC News Channel expects to have its AJ-D700 camcorders and AJ-LT75 laptops in the field this month, where they will be used by its ENG staff to cover spot news and pre-planned features.

LIN completes Fox Sports promo

LIN Productions has completed an on-air graphics package and

promotional campaign for ACTV's Fox Sports Southwest Plus, Fox Sports Net's new digital interactive sports channel. LIN staff cinematographer Sterling Johnson shot the 35mm film elements, while senior editor John Schleff created 3-D animated logos using SoftImage software. Along with editor Keith



LIN Productions created the graphics package for Fox Sports Southwest Plus.

O'Neal, Schleff used Discreet Logic's Flame and Fire to create the graphics elements and edit the finished pieces and promos.

Orad introduces MobileSet

Orad will launch its new MobileSet virtual-set software for outside broadcasts at IBC '98. MobileSet works with pattern recognition and allows the insertion of virtual scenes, animation and video sequences. The user places a handheld or fixed panel with Orad's pattern at the outside broadcast area being filmed. The virtual image is then transposed onto the panel area for scene



Orad's MobileSet allows the insertion of virtual scenes, animation and video sequences in outside broadcast environments.

insertion. Pattern recognition allows for movement of the cameras without distortion of the image. The company says Globo of Brazil, Caracol TV of Columbia and TV Azteca of Mexico successfully tested the system during World Cup '98 outside broadcasts of the semifinals and finals.

Colossal Pictures wraps Nickelodeon promo package

Colossal Pictures has completed Nickelodeon's 1998 promotional network packaging at Realtime Video of San Francisco. Realtime powered up its Quantel Henry and Avid Media Composer 8000 for post-production on a series of 11 bumpers, menus and IDs for the children's cable network. Colossal Pictures was one of the first clients to take advantage of Realtime's new Avid Lounge, where Colossal senior creative director George Evelyn and Nickelodeon director of production Gwen Powell supervised a team of 10 editors who composited the segments and added multiple layers of effects and animation.

DG Systems gets cash infusion

Digital ad distribution firm DG Systems of San Francisco has complet-

ed a private placement totaling \$12.9 million for 4.6 million shares of the company's common stock. DG Systems also has converted all of its outstanding preferred stock to common stock at a price of \$2.80 per share, bringing its total outstanding shares of common stock to 22 million shares. Of the private placement, \$8.6 million came from current institutional holders, including Dawson-Samberg Capital Management, Technology Crossover Ventures, Integral Partners, London Merchant Securities and Glynn Capital Management. New investors in DG Systems include Victory Ventures and Scott Ginsburg, former president of Chancellor Media and former chairman of Evergreen Media.

CBS taps Pluto recorder for O&Os

CBS has purchased Pluto Technologies's HyperSPACE high-definition digital video recorders to perform commercial insertion for four of its owned-and-operated stations: KYW-TV Philadelphia; WCBS-TV New York; KCBS-TV Los Angeles, and KPIX-TV San Francisco. The HyperSPACE recorders will be used as HDTV spot servers operating under the Louth automation protocol.

SOLD!

Broadcast.com rides high on IPO, earnings

Dallas content aggregator developing infrastructure, TV station partnerships

By Richard Tedesco

Broadcast.com broke its IPO silence last week with bright earnings and a strategy that targets TV stations as partners for its Web network, as it casts itself as a unique offering with no competition.

The most visible plus for the Dallas Webcaster is the IPO that vaulted its perceived market value from a projected \$28 million before the offering to \$1 billion, with a stock price that soared from \$18 to more than \$80 during its initial week of trading. But analysts expect the stock to come back to earth. "I wouldn't say they have a unique patent and franchise," says Richard Doherty, analyst for The Envisioneering Group, who thinks the company's Internet cache and name change—from AudioNet—helped to fuel its run-up. "Who's to say Disney.com or Sony Online doesn't blow them out of the water in a year? They will not enjoy the spotlight as long as they think."

But they are basking in it now, intending to use proceeds from the IPO to continue building out Broadcast.com's infrastructure—currently supporting 460,000 dial-up ports for PC users—grow its sales staff and keep seeking exclusive content deals, according to Mark Cuban, Broadcast.com cofounder and chairman.

Other audio content aggregators—such as RadioNet, currently preparing its own IPO—are also on the 'Net. But Broadcast.com has cobbled together a distinctive combination: content from 355 radio stations and 21 TV stations, along with exclusive, multiyear contracts to carry the audio of most Major

League Baseball games and National Hockey League contests, early rounds of PGA tournaments, college football and basketball and a sampling of minor league baseball.

The present limitations of its Real-Video technology pose an impediment to its plans to incrementally increase its video content. "This is something that's just getting its feet wet," says Mark Hardy, senior analyst for Forrester Research. "You're not going to pump football games down the pipe and get an audience among PC users."

Granite Broadcasting and A.H. Belo

Broadcast.com's initial public offering propelled its market value from \$28 million to \$1 billion.

League Baseball games and National Hockey League contests, early rounds of PGA tournaments, college football and basketball and a sampling of minor league baseball. became the latest station groups to buy into Broadcast.com's Webcasting services earlier this month, with Granite planning to present live streamed newscasts online from three stations by October. Buffalo, N.Y. ABC affiliate WKBW-TV is testing the Web waters now, planning a commercial launch online shortly. All daily newscasts from Granite's KNTV(TV) ABC affiliate in San Jose, Calif. will be accessible on Broadcast.com by October, along with a new 10 p.m. newscast on newly acquired KOFY-TV, the WB affiliate in San Francisco, according to Molly Glover, Granite director of Internet marketing and new media.

Granite figures to draw PC viewership among office-bound viewers and

WUPW-TV, Toledo, Ohio to Sunrise Television Corp., Robert Smith, President and CEO, from Raycom Media, Inc., John Hayes, President and CEO for a total consideration of \$73,000,000.

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SITE OF THE WEEK

www.teamtulsa.com



KJRH(TV) Tulsa, Okla. NBC, ch. 2

Site features: Several stories available for streaming from daily newscasts; 10 p.m. newscast archived for streaming each morning after broadcast; Associated Press feeds 3,000 stories to site daily; links to MSNBC, local newspapers

Site relaunched: Aug. 10, 1998 (originally launched in 1996)

Site director: Russell Stewart, director of new media

Number of employees: 5

Design: In-house by Scripps New Media, unit of Scripps-Howard

Streaming technology: RealVideo

Traffic generated: 156,000 page views during first week of relaunch

Advertising: Banners; section sponsorships under negotiation

Revenue: Not available

Highlights: Links to 17 local newspapers, including *Broken Arrow Daily Ledger*; Control Cam gives PC users a Tulsa camera shot that they can manipulate and two other stationary camera shots of downtown Tulsa, using technology from Perceptual Robotics, Evanston, Ill.

Scripps New Media strategy: Relaunching station sites in several markets, including Cleveland, Cincinnati and Detroit; pursuing links with local newspapers; heavy emphasis on video streaming; developing datacast content for some stations to be carried via Microsoft WebTV for Windows

—Richard Tedesco

displaced PC users eager to track news in other locations. "The technology is only improving as each day goes by, and eventually the quality will be as clear and crisp as watching TV," Glover says.

Belo's KFAA(TV) ABC affiliate in Dallas went up on the Broadcast.com site last week.

The Granite stations have barter deals with Broadcast.com, trading on-site and on-air plugs for the media servers that Broadcast.com supplies to stream their signals. Some stations have straight cash deals.

Broadcast.com's earnings for its second quarter, concluded June 30, undoubtedly buoyed its existing broadcast partners. Notwithstanding a net loss of \$3.9 million for the quarter, and \$6.6 million for the six months ended June 30, Broadcast.com reported a gaudy 155% jump in revenue over last year's comparable quarter, to \$3.7 million, and \$6.9 million for the six-month period—a 171% increase. That included \$1.4 million in Web ad revenue and \$1.5 million for its growing business-services area for the quarter.

"Our biggest focus is business-to-business broadcasting," says Cuban, referring to Webcasts of company presentations that it sells for a minimum of \$5,000 per event. "We are definitely focused on being a multimedia Web portal," he adds, "but where are you going to make your money?"

Broadcast.com recently installed high bit-rate channels on its service to enable Internet users with high-speed cable connections to view full-screen video of vintage TV content (*Dobie Gillis*, *Ozzie & Harriet*) that it's stockpiling, along with full-length movies.

It hopes to build its video business by luring TV station groups as it has done with radio networks, and participating stations seem satisfied with the results thus far. "It just allows people to sample our product, and they don't have to be in front of their TVs at 6 p.m.," says Thomas Allen, vice president and general manager of WRAL-TV, the Raleigh, N.C., CBS affiliate. Allen claims a weekly audience in the thousands for its news simulcasts online. ■

Weather, Disney, MSNBC score in July

The Weather Channel, Disney Online and MSNBC ranked among the top news, information and entertainment sites in the most recent Media Metrix survey of in-home and office Internet use. For the second straight month, ZDNet topped the list compiled for B&C in those content categories among both in-home and business users.

Survey numbers represent the projected percentage of Web users who visited each site last month. Media Metrix estimates the U.S. Internet audience at 42.3 million households, but it currently has no estimate for the number of Internet users in the workplace. Its household sample consists of 10,759 PC users; the workplace sample follows the surfing habits of 1,372 PC users. Each rating point represents about 38,000 users.

—Richard Tedesco

AT HOME		AT WORK	
1. ZDNet.com	8.4	ZDNet.com	13.7
2. Disney Online*	7.9	Weather.com	8.4
3. Weather.com	5.7	MSNBC.com	8.4
4. Pathfinder.com	5.4	Pathfinder.com	7.2
5. TheGlobe.com	5.3	CNN.com	7.0
6. MSNBC.com	5.3	USAToday.com	6.5
7. Sony Online*	4.8	ABCNews.com	6.1
8. CNN.com	4.3	Disney Online*	6.0
9. Warner Bros. Online*	4.1	ESPN SportsZone	5.7
10. ESPN SportsZone	3.7	CBS SportsLine	5.5
11. MiningCo.com	3.3	Sony Online	5.1
12. USAToday.com	3.3	NYTimes.com	4.8
13. CBS SportsLine	3.1	MiningCo.com	4.7
14. DigitalCity.com	2.9	WashingtonPost	4.1
15. Broadcast.com	2.9	Intellicast.com	3.9
16. CBSNow**	2.8	CBSNow**	3.9
17. ABCNews.com	2.8	Quicken.com	3.7
18. NBC Online*	2.3	CNNfn.com	3.5
19. CNet.com	2.3	Warner Bros.*	3.4
20. Homearts.com	2.2	Broadcast.com	3.3
21. CNN.com	2.2	TheGlobe.com	3.2
22. NASCAR.com	2.1	Broadcast.com*	2.9
23. GreatSports.com	2.1	TheGlobe.com	2.6
24. PCWorld.com	2.0	CareerMosaic.com	2.6
25. ABCNews.com	2.0	PCWorld.com	2.5

*represents an aggregation of Websites **includes local network affiliate sites
Source: Media Metrix

CHANGING HANDS

The week's tabulation of station sales

TVS

WUPW(TV) Toledo, Ohio

Price: \$72.63 million

Buyer: Sunrise Television Corp., St. Petersburg, Fla. (Robert N. Smith, CEO)

Seller: Raycom Media Inc., Montgomery, Ala. (Bryan Kent Hawkins, president/33.3% owner); owns/is buying 28 TVs, one FM and one AM

Facilities: ch. 36, 1,950 kw, ant. 1,220 ft.

Affiliation: Fox

Broker: Media Venture Partners

KWOK(TV) Novato, Calif.

Price: \$500,000

Buyer: Christian Communications of Chicagoland Inc., Chicago (Jerry K. Rose, president); no other broadcast interests

Seller: Paxson Communications Corp., West Palm Beach, Fla. (Lowell W. "Bud" Paxson, chairman/owner); owns/is buying 54 TVs

Facilities: ch. 68, 5,000 kw, ant. 1,319 ft.

Affiliation: Independent

COMBOS

KTGE(AM) Salinas and KLFA(FM) King City, both Calif.

Price: \$1.6 million

Buyer: Z-Spanish Media Corp., Sacramento, Calif. (Amador S. Bustos, president); also owns/is buying 16 FMs and eight AMs

Seller: TGR Broadcasting Inc., Salinas, Calif. (Hector Villalobos, president); also owns KLFA(FM) King City, Calif.

Facilities: AM: 1570 khz, 500 w; FM: 93.9 mhz, 5.4 kw, ant. 719 ft.

Formats: AM: Spanish; FM: Spanish

KCAB(AM)-KCJC(FM) Dardanelle, and KWKK(FM) Russellville, both Ark.

Price: \$1.6 million

Buyer: River Valley Radio Group LLC, Morrilton, Ark. (Fran Harp, president); also owns KVOM(AM)-FM Morrilton, Ark.

Seller: Johnson Communications, Springdale, Ark. (Dewey Johnson, president); no other broadcast interests

Facilities: KCAB: 980 khz, 5 kw; KCJC: 102.3 mhz, 200 w, ant. 1,227 ft.;

KWKK: 100.9 mhz, 6 kw, ant. 295 ft.

Formats: KCAB: classic country; KCJC: country; KWKK: AC

Broker: Media Services Group/Whitley Media

PROPOSED STATION TRADES

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

THIS WEEK

TVs ■ \$73,130,000 ■ 2
 Combos ■ \$3,200,060 ■ 2
 FMs ■ \$38,030,000 ■ 3
 AMs ■ \$13,097,500 ■ 6
 Total ■ \$127,457,500 ■ 13

SO FAR IN 1998

TVs ■ \$4,813,727,000 ■ 49
 Combos ■ \$1,175,375,107 ■ 156
 FMs ■ \$530,185,837 ■ 181
 AMs ■ \$351,877,099 ■ 122
 Total ■ \$6,871,165,043 ■ 508

SAME PERIOD IN 1997

TVs ■ \$5,853,286,684 ■ 80
 Combos ■ \$6,623,380,551 ■ 216
 FMs ■ \$1,695,511,645 ■ 275
 AMs ■ \$265,426,781 ■ 150
 Total ■ \$14,437,605,661 ■ 721

SOURCE: BROADCASTING & CABLE

FMS

KNKI(FM) Flower Mound, Tex.

Price: \$23 million

Buyer: Walt Disney Co./ABC Inc., Los Angeles/New York (Michael D. Eisner, chairman; Robert Iger, president, ABC; Preston Padden, president, ABC Television; Robert Callahan, president, ABC Radio); owns/is buying 10 TVs, 16 FMs and 20 AMs

Seller: First Broadcasting Company, Dallas (Ronald Unkefer, president); no other broadcast interests

Facilities: 96.7 mhz, 3 kw, ant. 91 m

Format: dark

KKTL-FM Houston

Price: \$14.7 million

Buyer: Jacor Communications Inc., Cincinnati (Samuel Zell, chairman; Randy Michaels, CEO; Zell/Chilmark Fund LP, 30% owner; David H. Crowl, president, Radio Division); owns/is buying one TV station, 133 FMs and 71 AMs

Seller: Preferred Media Group Inc., Houston (James R. Clark, president); no other broadcast interests

SIMMONS MEDIA GROUP, INC.

\$50,000,000
 Revolving Credit Facilities

Arranger:
 BNY Capital Markets, Inc.

Administrative Agent:
 The Bank of New York

Documentation Agent:
 NationsBank, N.A.



May 1998

Facilities: 97.1 mhz, 100,000 w, ant. 984 ft.

Formats: Talk

Broker: Blackburn & Company

KHST(FM) Lamar, Mo.

Price: \$330,000

Buyer: Innovative Broadcasting Corp., Pittsburg, Kan. (William B. Watcher, president); no other broadcast interests

Seller: Melvin Pulley, Bolivar, Mo.; no other broadcast interests

Facilities: 99.9 mhz, 3 kw, ant. 328 ft.

Format: Country

AMS

KRRR(AM) West Covina, Calif.

Price: \$9 million

Buyer: Multicultural Radio Broadcasting Inc., New York (Arthur S. Liu, president); also owns/is buying 12 AMs and one FM

Seller: El Dorado Communications Inc., Los Angeles (Thomas H. Castro, president); also owns KQQK(FM) Galveston and KXTJ(FM) Beaumont, both Tex.

Facilities: 900 khz, 500 w day, 80 w night

Format: Spanish

Broker: Ray Stanfield & Associates

WWLS(AM) Moore, Okla.

Price: \$3.5 million

Amplification

Kelly Communications' purchase of WWCT(FM) Peoria, Ill. for \$7.75 million (B&C, Aug. 17) was brokered by Kempff Communications.

Buyer: FINOVA Group, Denver (J. Kent Nichols, president); also owns/is buying one AM and eight FMs and three TVs

Seller: Fox Broadcasting Inc., Norman, Okla. (John Fox, principal); also owns KNOR(AM) Norman, Okla.

Facilities: 640 khz, 1 kw

Format: Sports

WYLI(AM) Marietta, Ohio

Price: \$310,000

Buyer: WRCM Limited, Canton, Ohio (Ronald C. Miller Sr., president); no other broadcast interests

Seller: RASA Phoenix Corporation, Vienna, W.V. (David Strock, president); no other broadcast interests

Facilities: 910 khz, 5 kw day, 61 w night

Format: AC

WANR(AM) Warren, Ohio

Price: \$178,000

Buyer: Beacon Broadcasting Inc., Warren, Ohio (Michael J. Arch,

owner); no other broadcast interests

Seller: W-A Broadcasting Corp., Warren, Ohio (Jack N. Alpern, president); no other broadcast interests

Facilities: 1570 khz, 500 w day, 116 w night

Formats: Sports and spiritual

Broker: Ray H. Rosenblum

WGOK(AM) Mobile, Ala.

Price: \$102,000 for stock

Buyer: Kevin Wagner, North Miami Beach, Fla.

Seller: C. Alvin Roberds Jr., Ellen Bailey and Ellen Bailey, Trustee, Roswell, Ga.

Facilities: 900 khz, 1 kw day, 381 w night

Format: Gospel

KBBV(AM) Big Bear Lake, Calif.

Price: \$7,500

Buyer: Broadcasting Management Services, Katy, Tex. (Fred Lundgren, president); no other broadcast interests

Seller: Mountain Broadcasting Co., Big Bear Lake, Calif. (Vernon Thompson, president); no other broadcast interests

Facilities: 1050 khz, 250 w

Format: Talk

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

Big City Radio, Inc.

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for \$5,350,000 from

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RADIO

HELP WANTED TECHNICAL

SYSTEM TECHNICAL CENTER TECHNICIAN

Satellite Operations operates the System Technical Center Transmission and Traffic facilities; operates NPR's transportable uplink and other remote transmission equipment, as assigned; and handles urgent scheduling and operations requirements. Works rotating shifts throughout the broadcast day and week - 24 hours a day, 365 days a year. Two years of college or equivalent experience required. Three years broadcast engineering experience required. Familiarity with the operations of computer I/O terminals and standard audio testing practices, operations, and procedures required. Experience using a digital audio network preferred. Ability to work rotating shifts required. Knowledge of automated audio switching systems and RF transmission systems preferred. Public radio experience preferred. Must have a valid driver's license and be able to travel as needed. Job Code #007

Send or fax cover letter and resume identifying position by number and title:

NATIONAL PUBLIC RADIO
Human Resources Department
635 Massachusetts Avenue, NW
Washington, DC 20001-3753
Fax: 202-414-3047
EOE/AA/MF/D/V



Also visit our web site at: www.npr.org

Chief Engineer. Requires expertise in high power RF, STL's and satellite receivers, maintenance and upgrades of studios, digital automation and legacy analog equipment. Extensive knowledge of computers and LANs. SBE certification a plus. 6 station group in medium west coast market, great family town, close to everything. Immediate opening. Reply to Box 01414 EOE.

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SITUATIONS WANTED MANAGEMENT

Looking for a born leader who always exceeds expectations of the bottom line? In his 15 years in broadcast, he went from major market superstar sales to GSM to GM and then into his own business. He is qualified as a cluster manager, GM, GSM or Corporate Management/Sales Trainer. 305-531-8116.

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.

HELP WANTED SALES

Top-rated radio group in San Diego is looking for a dynamic, take charge Traffic Manager. Responsible for managing the daily log generation, maximizing spot inventory, and contract order input. Inventory management experience required. Marketron experience a plus, good supervisory skills mandatory. EOE. Send resume and salary requirements to: Human Resources, PO Box 85888, San Diego, CA 92186.

HELP WANTED NEWS

WLPC (AM) WAJK (FM) has a fulltime opening for news reporter. We're located in Illinois River Valley, about 1/2 hrs. from Chicago, Rockford, Quad Cities and Peoria. Stable company. Good pay and benefits - great work environment! Send tape and resume to Joe Hogan, WLPO WAJK, PO Box 215, LaSalle, IL 61301. EOE.

News Editor. Award winning AM-FM station in fast-growing community. Send resume and tape to: Robert McKay, III, PO Box 1377, Columbia, TN 38402.

HELP WANTED ANNOUNCER

Announcer interested in working in small market. Congenial working conditions, must have news writing experience. Send resume and tape to WTTF, 185 South Washington Street, Tiffin, OH 44883 EOE.

General Manager: WVLT-TV, the CBS affiliate in Knoxville, TN, is seeking an experienced broadcast professional, with strong communication and leadership skills, to become its general manager. Successful candidate will be expected to have a passion for excellence and lead a talented staff to increases in community service, ratings, and revenue. A great opportunity with a growing media company, Gray Communications, Inc. Send resume to: Regional Vice President-Television, Gray Communications, Inc., 2851 Winchester Road, Lexington, KY 40509. Qualified minorities and women are encouraged to apply. EEO.

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.

Underwriting Manager. New position at public television station, KRWG-TV, Las Cruces, N.M. Responsible for renewing current program underwriters and soliciting new underwriters to meet financial objectives. Bachelor's Degree in marketing/sales or related field required. Minimum of one year related experience. Experience in some aspect of public television fund raising or outside sales preferred. Must be able to communicate effectively - both written and oral. Good organization and detail skills a must. Salary range \$20,868.36 to \$31,300.00 Position is contingent on funding. Letter of application, resume and three references must be submitted by 5:00pm, September 11, 1998 to Anthony Casaus, Director of Development, KRWG-TV, Box 30001 MSC TV22, Las Cruces, NM, 88003. KRWG-TV and New Mexico State University are an Equal Opportunity/Affirmative Action Employer.

Station/Operations Manager. Responsible for, but not limited to: (1) directing all daily operations and administrative activities of station, (2) establishing rates and budgets, (3) managing station personnel, including promoting, hiring and dismissing, and (4) business development, promotion and public relations. Prefer three years or more experience in broadcast station operations and personnel management and knowledge of FCC broadcast rules and regulations. Helpful to be familiar with computers, programming, trafficking, inventory control and broadcast accounting systems, agency and rep firm affiliations, sales, promotions and productions. Must demonstrate ability of strong management, organizational, promotional and communications skills. Send resume, transcripts or non-returnable videotape resume to: KWBj TV-39, PO Box 744, Morgan City, LA 70381-0744. This WB affiliate is an Equal Opportunity Employer.

TELEVISION

HELP WANTED MANAGEMENT

KOLO-TV, NewsChannel 8, ABC in Reno, Nevada is seeking a General Manager. Outstanding lifestyle, especially if you like outdoor activities for all seasons. Station is the market leader in news, syndicated and network programming, high community involvement profile. Applicants must have at least fifteen years television management experience, a minimum of three/five years as station or general manager. Sales, News, Promotion and Community leadership skills very important. Contact: Ron Lamar, VP Outdoor/Television Donrey Media Group, PO Box 17017, Fort Smith, AR 72917-7017. EEO.

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HELP WANTED SALES

Sales ★ ★ ★ ★

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Here's an announcement you won't want to miss! BLOCKBUSTER® has your ticket to the most exciting opportunities around. It's your chance to make it big so put your talent to work in the following position located at our Dallas Corporate Headquarters:

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Experience star treatment with our outstanding benefits package, abundance of opportunity, and relocation package. Please send your resume and salary history to:

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Sorry, we do not accept faxed resumes.

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FOX 21
WHNS

LOCAL SALES MGR

WHNS-TV FOX 21 seeks local sales manager with a successful track record in broadcasting sales. Qualified candidate will have minimum three years local sales experience with budget/forecasting skills and some management experience preferred. Send resume in confidence to:

WHNS-TV
Attention: General Manager, LSM
21 Interstate Court
Greenville, SC 29615
EOE/M/F/H

Meredith
BROADCASTING GROUP

Local Sales Manager. The second fastest growing television market has an immediate opening for a Local Sales Manager. If you can lead a team of professionals, know Nielsen, TVScan, CMR, and all facets of market research, then you might consider this unique opportunity. Send resume to Peter J. Celentano, GSM, WKFT-TV40, PO Box 2509, Fayetteville, NC 28302. EOE.

General Sales Manager. Media General's NBC station in beautiful Charleston, SC seeks a General Sales Manager to supervise local, regional and national sales. The duties also entail controlling inventory and traffic and providing timely and accurate research reports to corporate and the station's manager. The candidate should be highly motivated, well organized with strong negotiation and presentation skills. Previous successful local sales and/or station rep management experience required. Send or fax resume and references to: WCBD-TV, Attn: General Manager, 210 West Coleman Blvd., Mount Pleasant, SC 29464. Fax: 803-881-3410. No phone calls please. M/F EOE Final applicants drug screened.

Account Executive. Telemundo affiliate TV stations in Connecticut and Western Massachusetts are looking for an experienced Account Executive. Candidate must have experience handling agency business and proven success in new business development. Send resume to: Lucio C. Ruzzier, Sr., Pres., WRDM-TV, 886 Maple Avenue, Hartford, CT 06114.

WPMT FOX 43, a Tribune Station in the 45th market of Harrisburg, Lancaster, Lebanon, York, has an opening for a Local Sales Manager. Our LSM is responsible for setting and achieving local budgets (with and emphasis on new business) for a staff of seven salespeople. We are looking for a team player to lead our staff to the next level of success. Knowledge of Scarborough, TVScan, CMR, and Enterprise helpful. Send resume and cover letter to Peter Rosella, GSM, WPMT TV, 2005 S. Queen Street, York, PA 17403. Email address: PRosella@Tribune.com

National Sales Manager. GOCOM Communications, operator of CBS and FOX affiliates in Youngstown, Ohio, is looking for a National Sales Manager. Prefer broadcast sales experience; rep experience a plus; possess good organizational and excellent communications and computer skills. Act as a liaison between the associated departments of the station, all its agencies, clients and national sales offices. Responsible for controlling inventory and setting rates for all national commercials. Responsible for training and updating the rep firm to assist in their creative efforts to sell packages and spots. Send resumes to GOCOM Television, Attn: Executive Assistant, 3930 Sunset Blvd., Youngstown, Ohio 44512. EOE.

General Sales Manager. WNOL-TV, the WB affiliate in New Orleans, seeks aggressive GSM with a strong record in Indy sales management to lead, train, motivate team. Must possess strong management skills, a commitment to excellence and strong communication. Only the most creative with the highest work ethic need apply. Send resume A. Olive, WNOL-TV, 1661 Canal Street, Suite 1200, New Orleans, LA 70112. No phone calls. Deadline: September 1, 1998. EOE.

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 Road, Clio, MI 48420. Call 810-687-1000. An Equal Opportunity Employer.

HELP WANTED TECHNICAL

Chief Engineer needed for WJBF, the Channel 6 ABC affiliate in Augusta, Georgia. The vacancy was created by present chief's promotion to one of Spartan Communication's larger stations. WJBF has, and will continue to be supported with capital funding necessary to keep it technically current; no junk equipment. A new transmitter went on the line only a few weeks ago; new tower and antenna are in the plans for next year. The transmitter site and studio technical facilities are well documented with AutoCad; no need to wonder where the wires go. Fax or mail letter of application with resume to: Bone & Associates, Inc., Attention: WJBF Position, Six Blackstone Valley Place, Suite 109, Lincoln, RI 02865. Fax 401-334-0261. EOE/M-F.

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Broadcasting & Cable

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

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.

KGUN-TV, ABC affiliate, in Tucson, AZ seeks an Operations Manager to supervise Production, Technical and Computer Systems. Must have a solid understanding of television production, technical and computer systems requirements with the ability to develop and manage a budget as well as excellent people skills. College degree with at least three years of supervisory experience in a television production technical environment with a proven track record in a front line leadership capacity. EOE. Send resume, cover letter and salary history to: KGUN 9, Human Resources, 7280 East Rosewood Street, Tucson, AZ 85710.

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.

Chief Engineer. Growing broadcast group is seeking a qualified engineer. Based in Richmond, VA, the job does involve some travel to our station in Hampton Roads. Experience in full and low power preferred. Includes benefits and opportunities to grow with the company. EOE. Send resume to: Harrison Pittman, Lockwood Broadcast Group, 220 Salters Creek Road, Hampton, VA 23661 or Email: HHP3@aol.com

HELP WANTED NEWS

WREX-TV, the NBC station in Rockford, IL is in need of a Weekend Sports Anchor/Reporter. Must be able to provide leadership in the newsroom and enjoy being involved in the community. 1-3 years experience required. EOE. Send tape and resume to Marie Williams, News Director, PO Box 530, Rockford, IL 61105.

WIAT-TV, a Media General Station, has opening for Newscast Producers. Candidate should have strong writing skills and proven ability to create informative, balanced, interesting newscasts with high production value. We're looking for experienced newsroom leaders with excellent news judgement. Must be organized, a self-starter who understands the importance of content as well as presentation. Minimum 3 years experience. No phone calls please. Send tape, resume and references to Human Resources, WIAT-TV, PO Box 59496, Birmingham, AL 35259. EOE. M/F. Pre-employment drug screening.

News. Regional Manager. Conus Communications, a satellite news gathering cooperative and satellite transmission service is seeking a News Manager to run the Atlantic Region office. 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 be based in Charlotte, NC but will travel throughout the Atlantic Region. Must be a proven leader and self starter. Send cover letter, resume, 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.

Meteorologist: Candidates will gather, prioritize and air important weather information in the Dallas/Fort Worth area. A Bachelor's or technical degree in meteorology and a minimum of 3-5 years experience required. Send tapes and resumes to: Human Resources, PO Box 2495, Fort Worth, TX 76113. No phone calls please. We are an Equal Opportunity Employer. www.kvtv.com

WIAT-TV, Birmingham's Media General station is seeking a top-notch News Director to run an aggressive newsroom. Ideal candidate should have a strong commitment to journalism, news and a quality product; should understand the relationship between station, community and viewers. 2-5 years previous news management experience and college degree required. Please send resume, references (with phone #s), salary requirements and statement of news philosophy to: WIAT-TV, Human Resources, PO 59496, Birmingham, AL 35259. EEO, M/F. No phone calls please. Pre-employment drug screening required.

KCRG-TV, needs a Special Projects Producer to write, produce and serve as off-air talent for news department specials and special projects. Must be very organized and able to handle several assignments at the same time. This position requires working with sponsors on the production of specials and special projects. Excellent people skills are essential. Applicant will be required to produce newscasts during illness and vacation. Four year degree or equivalent with a minimum of one year experience in news writing and producing. Send resume and tape to Personnel Coordinator, KCRG-TV, PO Box 816, Cedar Rapids, IA 52406.

Fox TV's America's Most Wanted is seeking: Correspondent/Producer to provide on air support for a national show. Must be able to produce top-level news and feature segments with a reel showing a strong preference for interacting with stories and subjects. Must have hard news experience, especially in the area of crime, and magazine-style flair for creative storytelling. Minimum six years experience, excellent writing and storytelling abilities a must, along with a strong visual sense and national network experience preferred. College degree preferred. Submit reel on 3/4" format. Send resume to Fox-TV, STF Productions, Inc., Personnel Department, P.O. Box 9126, Washington, DC 20016-9126. No phone calls please. EOE/M/F/D/V

Anchor, Reporters. Must have 1-3 years experience. Looking to move up? We are looking to represent America's best! Send VHS nr&r to: American Media Management, 54 S. 9th St., Suite 337, Minneapolis, MN 55402-3102. www.AMManagement.com.

FOX News in the Fort Myers/Naples market seeks a Co-Anchor for its established and award-winning newscast. Minimum five years anchor experience preferred. Accomplished reporter a plus. Send non-returnable tape and resume to FOX WFTX-TV, Attn: Mark Pierce, 621 SW Pine Island Road, Cape Coral, FL 33991. WFTX-TV is an Equal Opportunity Employer.

Executive Producer-KXAN-TV. Can you make good TV? We need an Executive Producer who can work with our line producers and news crews to focus our stories and our newscasts. We need a person with "show" orientation who can also be an advocate and coach for our producers. Some management experience would be helpful. Solid Internet skills would definitely give you an advantage. If you think you qualify for this opening in our top-rated newsroom, I'd like to hear from you. Please send resume, news philosophy and salary requirements to: Bruce Whitaker, News Director, KXAN-TV, 908 W. MLK Blvd., Austin, Texas, 78701. (no phone calls, please). We are an Equal Opportunity Employer.

Executive Producer: WUSA, the CBS affiliate in Washington, DC is reopening its search for prime news executive producer. This is a key job in one of the busiest and most competitive news markets in the country. Working with the managing editor and line producers, you will be responsible for insuring our top-rated weekday evening newscasts are bright, compelling programs which touch all facets of our diverse community. This is an outstanding opportunity for you if you have 3-5 years news management experience and are a great producer yourself. Rush tape and resume along with a page or two on your approach to television news to: Mike Cavender, VP/News, WUSA, 4100 Wisconsin Ave., NW, Washington, DC 20016. Gannett Television is an Equal Opportunity Employer.

Assistant News Director/Executive Producer. WIAT-TV, Birmingham's Media General Station, has an opportunity for someone who knows the importance of content and style; produces fast-paced, creative, well-written and informative newscasts; has a strong commitment to news and a quality product; understands the relationship between station, community and viewers. Successful candidate must have a college degree, 3-5 years producing experience, excellent story telling skills, good news judgement and 2-3 years previous management experience. Send resume, tape, references and salary history to: Human Resources, WIAT-TV, PO Box 59496, Birmingham, AL 35259 EOE M/F. Pre-employment drug screening. No phone calls please.

Assistant News Director. Immediate opening for creative and motivated news leader. Group owned station in desirable 50 size market. Great opportunity for a larger market EP or smaller market assistant news director. We are an EOE and qualified minorities and females are encouraged to apply. Pre-employment drug screening required. Send resume and pay requirements to Box 01413 EOE.

11:00 Producer. One of the best small market stations in America is looking for a skilled producer who can recognize a good gig when she/he sees it. At Newswatch 35, we do serious journalism, we do it with style, humanity and humor, and we don't do prima donnas. If you're good, and you're in this business for the right reasons, then we might have a lot to talk about. Outstanding AP's may be considered. Resume and VHS only to Chris Huston, News Director, WSEE, 1220 Peach Street, Erie, PA 16501.

Anchor/Reporter. NBC12 is looking for an experienced Anchor/Reporter. Successful candidate will be dynamic, eager and possess excellent performance skills. Live reporting experience a must. College degree or equivalent job experience required. Send cover letter, resume and non-returnable VHS demo tape to: Nancy Kent, News Director, NBC12, PO Box 12, Richmond, VA 23218. No phone calls please. EOE M/F/D.

Director. KEVN-TV, Rapid City, SD. One year directing live newscasts required. Send resume/tape to David Downs, KEVN-TV, PO Box 677, Rapid City, SD 57709. EOE

Managing Editor. WITI FOX 6 Milwaukee (FOX O&O) has an exciting opportunity for an experienced newsroom professional to oversee news coverage for 7+ hours of daily news for "Milwaukee's NewsCenter." This position works with assignment desk and reporters by overseeing story content and use of satellite/live trucks and the SkyFox 6 helicopter. Develops and monitors stories and news sources. 5-7 years combined newsroom management and assignment desk experience required. Top 10 market experience and college degree preferred. Please send or fax resume to: Director of Human Resources, FOX 6, 9001 N. Green Bay Road, Milwaukee, WI 53209. Fax: 414-354-7491. EOE/M/F/D/V.

WDEF-TV is looking for an aggressive, progressive Reporter who is a good storyteller to work in a vibrant, scenic city. Candidate must be ready to cover news stories, edit videotape and perform those stories either live or on videotape. Job also may involve personal appearances on behalf of the station that may fall outside their normal working hours. WDEF has a state-of-the-art satellite truck and job may involve some travel outside of Chattanooga. College degree and two years experience required. Send resume and tape to: Rick Russell, News Director, WDEF-TV, 3300 Broad Street, Chattanooga, TN 37408. EOE. Minority applicants encouraged to apply. Pre-employment drug test required. M/F. No phone calls please.

Talented Producer. ABC-7, WJLA-TV in Washington, DC, has immediate opening for a top-notch producer to join our team. 5 years of progressively responsible experience in a television newsroom, preferably in a Top 20 market required. Strong news judgement, leadership abilities and communication skills a must. Resume and non-returnable reel to: Human Resources, WJLA-TV, 3007 Tilden Street, NW, Washington, DC 20008. EOE.

WIAT-TV, Birmingham's Media General Station, is looking for experienced television News Photojournalists. Candidate should have the ability to cover stories without a reporter, handle high story count and have proven proficiency as an editor. If you consistently shoot creative, well-organized, compelling video, 1-3 years previous television experience, send tape, resume, references and salary history to Human Resources, WIAT Box 59496, Birmingham, AL 35259. EOE. M/F. Pre-employment drug screening.

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

Producers. Kansas City station closing in on #1 news is seeking experienced producers for weekday and weekend newscasts at busy FOX O&O station. Will determine the content of the newscasts as well as edit scripts and videotapes. Must be skilled in Newstar or a comparable newsroom system and Beta editing equipment. A minimum of two (2) years experience producing a television newscast required. Must be a proven leader with a positive collaborative news philosophy. College degree required, journalism major preferred. Please send resume (including salary requirements) and nonreturnable tape to: WDAF, Human Resources Dept., 3030 Summit, Kansas City, MO 64108. EOE M/F/V/D.

News Director. WKMG-TV, Post-Newsweek's "fast growing newest station" in the highly competitive Orlando, Florida market, is seeking a strong leader for it's News Department. Candidate must have news management experience. Send resume to General Manager, WKMG-TV, 4466 John Young Parkway, Orlando, FL 32804. EOE.

HELP WANTED PROMOTION

Top north Texas NBC affiliate is seeking a very creative Promotion Manager. Responsibilities include creating and writing promotions, shooting on Beta format and editing on Media 100. A minimum of one year's experience is required. Send cover letter, resume and non-returnable VHS tape to: Julie Prueft, Vice President and General Manager, KFDX-TV, 4500 Seymour Highway, Wichita Falls, TX 76309. No phone calls. KFDX-TV is an Equal Opportunity Employer.

Promotions Director: NBC/NewsChannel 15/WICD-TV is seeking a self motivated individual for Promotions Director. Computer, writing, organizational and video editing a must. AVID editing skills a plus. No Calls! Send resume and a sample of your work to WICD Promotions, 250 S. Country Fair Dr., Champaign, IL 61821. EOE

Promotion Manager. Midwest CBS affiliate has an immediate opening for an experienced and creative Promotion Manager. The person will need to be well-organized with strong management and team skills. Must be able to implement and schedule News and station program promotions to bring viewers to the station. Knowledge of digital editing is essential. The station has been recognized nationally for its hard-hitting and creative Promotion and News campaigns. If you think you fit the bill and want to be part of an aggressive and professional local affiliate, send videotape, resume, references and cover letter stating your professional experience to: Human Resources, WANE-TV, 2915 W. State Boulevard, Fort Wayne, IN 46808. Please, no phone calls. EOE

Promotion Producer. KPHO-TV, the CBS affiliate in the Valley of the sun, has an immediate opening for a Promotion Producer. We're looking for an experienced, self-motivated, highly creative person who can produce compelling news topicals, series and image promotion. Strong writing skills a must. Non-linear editing experience preferred. Join a growing station in the beautiful Southwest. Rush your tape and resume to Human Resources, KPHO-TV, 4016 N. Black Canyon, Phoenix, AZ 85017. No phone calls please. EOE.

Promotion Manager: KTBS, the ABC affiliate in Shreveport, is looking for a dynamic individual to run its Promotion Department. This person will be responsible for the development, coordination, and implementation of all internal and external station promotions. Television promotion/media background required. Prior management experience and strong negotiating skills desired. Send resume to: PM1-BC, Box 44227, Shreveport, LA 71134-4227. EOE.

HELP WANTED PRODUCTION

EXECUTIVE PRODUCER

ABC7 Los Angeles seeks a cutting-edge, hands-on Executive Producer for our AM newscast. If you have created the leading morning show in your market and are looking for your next challenge, we are looking for you!

Prove to us why you are ready to step into this key management position. Send letter, resume and non-returnable videotape to:

Cheryl Fair, News Director, ABC7 Los Angeles, Dept. EP/BC, 4151 Prospect Avenue, Los Angeles, CA 90027. Equal Opportunity Employer.



Supervising Talk Show Producer. ABC in Seattle seeks proven leader to support/inspire staff and provide tone and direction for the country's longest-running afternoon talk show. Previous talk, management, and budgeting experience preferred. Candidates will be viewer-driven and have clear ideas how to grow this top-rated franchise. Please send resume to KOMO TV, HR Dept., 100 4th Ave. North, Seattle, WA 98109. EOE.

Traffic/Deliverables Coordinator. Independent production and distribution company seeks a full-time employee to oversee and coordinate production deliverables. Candidate should have some technical experience with television standards, formats and duplication. Good communication skills, attention to detail, and the ability to handle multiple tasks are essential. This position requires working with many corporate departments and outside vendors and producers. Send resume to: Unapix Entertainment, Chris Valentini, 200 Madison Avenue 24th Floor, New York, NY 10016 or fax (212)252-7630.

Talk Show Segment Producer. KOMO TV's "Northwest Afternoon" seeks experienced talk producer. Candidate will be excellent in finding and producing compelling personal stories, have proven production capabilities (including editing and field production), and strong people skills with ability to work in team. Please send resume to KOMO TV, HR Dept., 100 4th Ave. North, Seattle, WA 98109. EOE.

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@gvmail.com.

Production. KOTV, a member of the 17 station A.H. Belo group, is seeking a full-time, Post Production Editor with 1 to 2 years experience to post promos and spots. We're well equipped w/ GVG 141, GVG 250, GVG Kaleidoscope, Quantel Paintbox and Picturebox, Digital Betacam, Chyron MAX, and an Avid arriving this fall. We're looking for great technical strength, positive attitude, and the creativity to match. Rush letter of application, resume, and non-returnable demo reel to: Personnel Dept. KOTV P.O. Box 6, Tulsa, OK 74101. EOE M/F. A.H. Belo Broadcasting Company.

Production Manager. Min. three years production exp. Knowledgeable of TV commercial and news production, FCC rules and regulations. Supervisory and management skills desirable. Qualify for state driver's license. KOB-TV, 825 West Broadway, Farmington, NM 87401. EOE/M-F.

Production Editor/Videographer. The University of Florida News and Public Affairs office is currently recruiting for a full-time editor/videographer. This position is in a small internal TV production unit which produces UF-related news features, as well as internal and external contract projects. Will function primarily as a production editor, but will also have to do some shooting. Beta format. Non-linear editing experience required. Media 100 a plus. Shooting experience also required. Salary mid-twenties, excellent benefits. Min. qualifications: bachelor's degree and 2 years commercial TV experience. News background desirable. Deadline to apply is Sept. 3, 1998. Send cover letter, resume, and demo reel (VHS or Beta) to: Diana Stetter, Box 115002, Gainesville, FL 32611. Refer to position #838810. If an accommodation due to a disability is needed to apply for this position, please call (352) 392-4621 or TDD (352) 392-7734. AA/E/A/EEO.

KRWG-TV Producer/Director I. Works with KRWG-TV Development Department staff to produce and direct all on-air fund raising efforts including membership drives, underwriting credits, and promotional spots. Must be able to direct live and tape studio productions and shoot/edit field pieces. Knowledge of television graphic systems helpful. May be required to teach NMSU course. Bachelors degree and minimum of one year producer/director experience required. Masters degree preferred. Salary range: \$20,868-\$26,085 plus benefits. Position is contingent on funding. Application deadline: September 11, 1998. Send cover letter, resume, and list of three references to: Anthony Casaus, Director Development, KRWG-TV, MSC TV 22, NMSU, Box 30001, Las Cruces, NM 88003. No tapes until notified. KRWG-TV and NMSU are an Equal Employment/Affirmative Action Employer. Women and minorities are especially encouraged to apply.

HELP WANTED MISCELLANEOUS

BELO

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

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

Tulsa, OK, KOTV CBS: Post Production Editor
Editor with 1-2 years experience to post promos and spots. #BC15-01-1

Tucson, AZ, KMSB FOX: Studio Engineer
Minimum 3 years experience and versatility in all types of studio equipment. #BC15-02-1

San Antonio, TX, KENS CBS: Account Executive
Applicant should have a verifiable record of success in sales, with preference given to those who have sold advertising, preferably radio or television and, in particular, News/Talk Radio; skills in communication both written and oral, are important. Dependable transportation is required. Minimum 2 years sales experience. #BC15-03-1

San Antonio, TX, KENS CBS: Account Executive
Qualified applicants should have a minimum of 2 years outside sales experience, a working knowledge of Nielson ratings and applications, basic computer skills, and a familiarity with media and production. Dependable transportation and professional appearances are also prerequisites. A desire to succeed and self motivation will reward you with additional responsibilities and an above average income. #BC15-032-1

Spokane, WA, KREM CBS: Director of Sales and Marketing
Direct and manage all sales and marketing efforts for KREM and our LMA partner KSKN. Minimum 5 years broadcast sales management experience to include local, regional and national sales. Successful budgeting, negotiation and inventory management experience with a track record to match. #BC15-04-1

Boise, ID, KTVB NBC: Executive News Director
Responsible for the overall journalistic standard and strategic direction of the top media company in the state of Idaho. 2-3 years experience as news director and 3-5 years experience in news management. Must possess excellent oral and written communication skills and have the ability to represent the television station as a public spokesperson. #BC15-05-1

Hampton-Norfolk, VA, WVEC ABC: Website Account Executive
Responsible for generating revenue by prospecting and selling advertising on WVEC.COM. Candidate must possess extensive understanding of Web marketing and Internet commerce. Excellent organization and communication skills including the ability to compose and deliver strong, creative sales presentations. Minimum 2-3 years high-tech sales or related experience; thorough understanding of the Internet and related Microsoft systems. #BC15-06-1

Hampton-Norfolk, VA, WVEC ABC: Assistant News Director
Need creative and energetic individual with strong journalistic skills and ethics for number two position in newsroom. Responsible for coordinating news coverage and special projects, and assisting in long-term planning. College degree and 5 years of commercial television newsroom experience required. Prior management experience a plus. Please include a short statement of news philosophy with resume. #BC15-062-1

Sacramento, CA, KXTV ABC: Morning/Noon Weathercaster
Minimum 2-3 years weather anchor experience preferably on morning newscast. Please send resume (listing equipment/systems you are familiar with). #BC15-07-1

Honolulu, HI KHNL NBC: Local Sales Manager
Minimum 2-3 years sales management experience. Prefer experience in selling Sports and LMA creativity. #BC15-08-1

St. Louis, MO, KMOV CBS: Executive Producer-Morning Newscasts
Responsible for on-going development and improvement of Morning news. Prior newscast producing experience required. Must have good writing, organization and people skills. Please send tape Morning news philosophy and resume. #BC15-09-1

Houston, TX, KHOU CBS: Morning Show Executive Producer
Scheduling, coaching writing. Create a sizzle each newscast 3 years experience in top 30 market. #BC15-10-1

Houston, TX, KHOU CBS: Promotions Writer/Producer
Strong copywriting and graphic sense. Familiar with editing/post production. Minimum 2 years broadcast promotion experience. #BC15-102-1

Houston, TX, KHOU CBS: Technical Director
Minimum 3 years experience switching fast paced newscast. GVG 4000/2 ME switcher with Kaleidoscope #BC15-103-1

Charlotte, NC, WCNC NBC: Producer
Looking for 2 years news producing experience in a small to mid-size market. #BC15-11-1

Seattle, WA, KONG: Writer/Producer
Responsible for production of promos for programs, station projects and psas. Prefer promotion experience with an independent television station. #BC15-12-1

Portland, OR, KGW NBC: Executive Producer
Executive produce daily newscasts. Work with producers, assignment desk personnel, and other news manager and staff to coordinate and execute high quality, journalistically sound newscasts. Requires a proven news manager with at least 5 years local news producing experience and leadership ability. #BC15-13-1

Dallas, TX, TXCN: Traffic Manager
Belo's 24-hour Texas cable news channel seeking candidate with three years experience in traffic with a college degree in a related field. #BC15-14-1

Dallas, TX, TXCN: Research Director
Belo's 24-hour Texas cable news channel seeking candidate with 2 years experience in local media research with a college degree in a related field. #BC15-142-1

New Orleans, LA, WWL CBS: Director of Sales and Marketing
Minimum 5 years sales management experience. #BC15-15-1

Seattle-Tacoma, WA KING NBC: News Producer
Responsible for producing a 10:00 am newscast for KING-TV, and LMA operated by KING. #BC15-16-1

Dallas, TX WFAA ABC: National Sales Manager
Minimum 4-5 years television experience required. #BC15-17-1

Louisville, KY, WHAS ABC: Internet Sales Person
WHAS11, market leader, is looking for a dynamic individual with 2-3 years of marketing/sales experience in media. Requires excellent communication skills and the ability to deliver creative, high-impact sales presentations. Good organizational and prospecting skills are essential. Must possess a thorough understanding of the Internet and related Microsoft systems. College degree preferred. #BC15-18-1

Seattle, WA, NWCN: Director of Sales and Marketing
Responsible for budgeting, forecasting, inventory control, market research, and new business development. Must have 3 years sales management experience. #BC15-19-1

Albuquerque, NM, KASA FOX: Local Sales Manager
Direct local sales team in the day-to-day development of new business, increasing share of existing business, and creating profitable sales promotions. Train and lead staff in efforts to overachieve station's targeted local revenue goals and market share. Work with sales team on forecasting revenue, weekly planning sessions, and assist with client sales calls. #BC15-20-1

Albuquerque, NM, KASA FOX: Website Sales Person
#BC15-202-1

Send resume in confidence to:
Belo TV Group, Attn: Job # _____

14th Floor

A.H. Belo Corporation

PO Box 655237

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HELP WANTED CREATIVE SERVICES

WPBF 25, the Hearst-Argyle station in West Palm Beach is seeking a senior designer to join our creative team. Ideal candidate will have at least 2 years experience in a broadcast environment, demonstrate a strong creative sense, have the ability to do cutting-edge news and package design, be an effective leader and have a proven track record in quality control. WPBF 25 is an Equal Opportunity Employer. Send your tape and resume to: Sara Ahmad, Creative Services Director, WPBF, 3970 RCA Blvd, Suite 7007, Palm Beach Gardens, FL 33410.

Top north Texas NBC affiliate is seeking a Creative Services Director. Responsibilities include creating and writing commercials for local production, shooting on Beta format, and editing on Media 100. Must be able to coordinate post-production in a timely manner. A minimum of one year's experience is required. Send cover letter, resume and non-returnable VHS tape to: Julie Pruett, Vice President and General Manager, KFDX-TV, 4500 Seymour Highway, Wichita Falls, TX 76309. No phone calls. KFDX-TV is an Equal Opportunity Employer.

Experienced Art Director/Television Graphics Artists needed to oversee all design aspects of station's news, programming, and promotion. Applicants should have 3-5 years experience and demonstrate a strong sense of typography, excellent communication skills and proficiency on paintbox and Macintosh computers. Send resume, non-returnable tape, salary requirements and references to: Human Resources, WIAT-TV, PO Box 59496, Birmingham, AL 35259. No phone calls please. EEO. M/F. Pre-employment drug screening required.

HELP WANTED PROGRAMMING

Tribune Broadcasting's newest acquisition in Seattle, WB22, KTZZ-TV, is looking for a Top Gun Creative to be its On-Air Manager. As if living in one of the country's most desirable cities isn't enough, you'll have the opportunity to be in on the ground floor as we re-build Seattle's WB affiliate. If you can produce original, creative, "eyeball attracting" work, if you have strong team skills and supervisory or management skills, if you'd rather show your skills on station programming spots instead of news, we want to hear from you. Send your resume and tape to HR Director, KTZZ, 945 Dexter Ave. N., Seattle, WA 98109. No phone calls please. KTZZ is an Equal Opportunity Employer.

Programming Administrator. KNVA is seeking a highly organized, detail-oriented Programming Administrator. Duties include preparing and disseminating programming information to staff and listing services, meeting with syndicators, updating program information on the web site, maintaining tape library and off-site storage of program tapes, inputting program related data into traffic system, and answering viewer calls and mail. Ideal candidate must be experienced in computer operations, specifically with MS, Word, Lotus, Excel, and Eudora e-mail. Experience in html program language is also a plus. Send resume and salary requirements to: Ron Oliveira, KNVA TV-54, 908 W. MLK Blvd., Austin, TX 78701. No phone calls please. EEO.

Director of Programming/Trafficking/Promotions. Responsible for, but not limited to: (1) the creation of station's entire broadcast schedule; (2) program acquisitions, contracts and changes; (3) programming contract administration; (4) liaison with affiliated network; (5) assurance of smooth operation of all station programming, scheduling, trafficking, and promotion; (6) operations of master control and the hiring, training and supervision of control personnel; (7) all reports, logs and FCC mandates; and (8) assisting sales and accounting with inventory control. Three years or more experience in broadcast programming, trafficking and promotions preferable. Must demonstrate ability of strong management, organizational, promotional and communications skills. Must be able to develop and implement promotion of station's programs and activities to heighten viewer awareness. Must have knowledge of production techniques and ability to operate a personal computer, videotape machines and non linear editing system. Send resume, transcripts and non-returnable videotape resume to: KWBTV-39, PO Box 744, Morgan City, LA 70381-0744. This WB affiliate is an Equal Opportunity Employer.

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BET Movies/STARZ!3 is the first premium movie channel to target black subscribers and the urban market. We're looking for a talented producer with 1-5 years experience to help us make this venture a success. We need you to write and produce creative on-air interstitial segments, cross-channel promos and special feature programming that will seize the viewer's attention. If you have superior writing and creative skills, as well as the ability to produce and supervise edit sessions, this may be just the job you're looking for. We prefer individuals with on-air graphics experience and a background in marketing or promotion to an urban audience. We offer an excellent working environment at the state of the art National Digital Television Center in Denver, Colorado. If you have the talent and desire to be a part of this exciting opportunity, send resume and VHS demo reel to:

Managing Producer
BET Movies/STARZ!3
c/o Encore Media Group, #529
4100 E. Dry Creek Rd.,
Littleton, CO 80122.

Successful candidate will be subject to a drug test. EOE.

HELP WANTED PRODUCTION



SCHEDULER

Encore Media Group, the nation's largest provider of premium movie networks, is seeking an individual with 3 years scheduling experience for our fast-paced planning and scheduling department. Working in the shadow of the rocky mountains at our corporate office in Denver, Colorado you'll screen all titles to become familiar with monthly content, evaluate titles, conduct product research, and create coordinated stunts and festivals. If you have a sincere enthusiasm and knowledge of film, as well as highly developed analytical and organizational skills, this could be the opportunity you've been waiting for. We prefer candidates with a Bachelor's degree in film, film production or related field. Send resume and salary history to: Encore Media Group, #528, P.O. Box 4917, Englewood, CO 80155. Successful candidate will be subject to a drug test. EOE.

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

HELP WANTED SALES

DIRECTOR OF SALES & MARKETING

NorthWest Cable News, a 24-hour regional news network and a subsidiary of the A. H. Belo Corporation, is seeking a Director of Sales & Marketing to lead and motivate an excellent sales staff to meet aggressive sales goals. Other responsibilities include budgeting, forecasting, inventory control, market research and new business development.

Successful candidate will have a college degree with minimum 5 years sales management experience, demonstrated ability to produce aggressive revenue goals, strong leadership skills, and the ability to sell conceptually without the benefit of ratings.

If qualified, send 2 copies of your resume and cover letter to:

NORTHWEST CABLE NEWS

Attn: HR Dept., #N98R47
333 Dexter Ave. N.
Seattle, WA 98109



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HELP WANTED OPERATIONS

CNN, CNN International and CNN/1 are looking for Master Control operators. Master Control responsibilities include: switching commercials and programming, loading program and commercial files, managing break content, timing taped programming, and overseeing outgoing signal for content and quality. Applicants will be expected to learn new technologies as they are implemented in the department. Duties may also include camera robotics, pre- and post-production, and other responsibilities as assigned. Applicants are required to have one (1) year live news master control or three (3) years general master control broadcast experience. Must have the ability to learn new technology quickly and thoroughly. A self-starter who is highly motivated, organized, and able to react well under pressure. Should be able to trouble-shoot problems and find solutions instantly. Should be very comfortable with Windows-based applications. Knowledge and interest in world and national news required. Location of positions are in Atlanta. No phone calls please. Please send resume to: Annie Bach, News Production Supervisor, CNN International, 3rd Floor South Tower, CNN Center, Atlanta, GA 30348 or FAX to 404-827-4056.

HELP WANTED TECHNICAL

Digital Audio Expert

The National Digital Television Center is looking for an expert in audio production to operate a new, all digital, state of the art facility. This is not a job for beginners. The successful candidate will have an associates degree in audio production or equivalent experience. He or she will have five years of solid experience in live audio production and post production, including computer based programs such as Pro Tools. Experience in MIDI is also necessary. A knowledge of live recording with microphones, telephones, telephone interfaces such as ISDN and other pickup devices is essential. Background and understanding of time code and television post production is also desired.

Please send resume to:

Tom Edwards

NDTC

4100 E. Dry Creek Road
Littleton, CO 80122

Selected applicant must pass a drug screening and criminal background check. The National Digital Television Center is an Equal Opportunity Employer.

ALLIED FIELDS

HELP WANTED ADMINISTRATION

Telecommunication. New Communication Technologies/Television News tenure-track assistant professor appointment at Colorado State University. Ph.D. preferred (master's required) in communication, journalism/mass communication. Recent broadcast television news and/or multimedia production experience required. Previous college teaching preferred. Begins August 15, 1999. Apply by October 15, 1998 to Chair, Search Committee-TV/New Communication Technologies, Department of Journalism and Technical Communication, Clark C225, Colorado State University, Fort Collins, CO 80523. (970)491-6310. Colorado State is an EEO/AA employer. E.O. Office: 101 Student Services.

HELP WANTED TECHNICAL

Customer Support Trainers- Technical training professional needed to deliver customer training. Background in broadcast industry or equivalent is required. Must have excellent communications skills. Extensive travel is required. Fax resume to Louth Automation, attn: Mgr of C/S Training (650)843-3666.

HELP WANTED ALL POSITIONS

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A.H. Belo Corporation, one of the nation's largest media companies, is proud to announce an exciting new venture in Dallas, Texas. Texas Cable News (TXCN) will launch a 24-hour regional news channel in January. We are currently recruiting for an entire staff of news, sales, creative services and engineering personnel including:

- News:** News Anchors, Weathercasters, Producers, Assignment Editors, Writers, Videjournalists, Editors, Tape Operators, Technical Directors, Audio
- Sales:** Account Executives, Research Director, Traffic Manager
- Creative Services:** Promotions Producer/Writer/Editor
Commercial Producer/Camera/Editor
Graphic Artist
- Engineering:** Master Control Operators

To apply for one of the positions above, please send your resume, cover letter and tape (if applicable) to TXCN, 714 Jackson, Ste. 800, Dallas, TX 75202 or fax to 214/977-4501 or e-mail to jobs@txcn.com. EEO.

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HELP WANTED FACULTY

Faculty Opening, School of Journalism and Mass Communication, University of Colorado at Boulder. The University of Colorado's School of Journalism and Mass Communication seeks applicants for a tenure track position in television news. Qualifications: Significant industry experience, Ph.D., MFA or MA. demonstrated capacity for research or creative work, a commitment to excellence in teaching. The successful candidate will teach in a live, cable news lab setting and may also be assigned to courses in broadcast news writing, reporting, documentary video or video production. Secondary interest in radio news/programming, digital editing, multi-media, sports, drama, children's, corporate/industrial video, or production management desirable. Appointment intended as assistant professor rank, but other ranks and contract terms may be considered. Salary competitive. Appointment begins August 1999. The University of Colorado at Boulder strongly supports the principle of diversity. We are particularly interested in receiving applications from women, ethnic minorities, disabled persons, veterans and veterans of the Vietnam era. Review begins December 1st and continues until suitable candidate is found. Send letter of application, curriculum vita or resume and the names of three references to: Prof. Stewart M. Hoover, Chair, TV News Search Committee, School of Journalism and Mass Communication, Campus Box 287, University of Colorado, Boulder, Colorado 80309-0287. Phone: 303-492-4833. Fax: 303-492-0969 E-mail: hoover@colorado.edu.

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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. 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), Wash.. 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.

June 13-16, 1999—48th annual **National Cable Television Association** convention and exposition. McCormick Place, Chicago. Contact: Bobbie Boyd, (202) 775-3669.

THIS WEEK

Aug. 24-28—"Harris/PBS DTV Express," DTV dual seminar series featuring technical and business operations seminars presented by **Harris Corp.** and **PBS**. Norfolk, Va. Contact: (888) 733-3883.

Aug. 28-29—CRS Great Lakes, regional seminar presented by **Country Radio Broadcasters**. Cleveland Marriott Downtown at Key Center, Cleveland. Contact: (615) 327-4487.

AUGUST

Aug. 31-Sept. 4—"Harris/PBS DTV Express," DTV dual seminar series featuring technical and business operations seminars presented by **Harris Corp.** and **PBS**. Louisville, Ky. Contact: (888) 733-3883.

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, Lutkin & Jenrette**. Le Grand Hôtel Inter-Continental, Paris. Contact: (212) 892-3000.

Sept. 7-11—"Harris/PBS DTV Express," DTV dual seminar series featuring technical and business operations seminars presented by **Harris Corp.** and **PBS**. Washington. Contact: (888) 733-3883.

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 Tele-**

vision annual convention. Wyndham Washington Hotel, Washington. Contact: (703) 506-3290.

Sept. 10—**Television Bureau of Advertising** broadcasting industry forecasting conference. McGraw-Hill Conference Center, New York City. Contact: David Friedman, (212) 486-1111.

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. 11-13—"Covering the '98 Elections," workshop sponsored by the **Radio-Television News Directors Foundation**. Sheraton Austin Hotel, Austin, Tex. Contact: Kathleen Graham, (202) 467-5216.

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. 13-15—**National Association of Minorities in Communication** 12th Urban Markets Conference. New York Hilton and Towers, New York City. Contact: Vera Vathi, (212) 370-5483.

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. 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—16th annual Everett C. Parker Ethics in Telecommunications Lecture and Luncheon, presented by the **United Church of Christ Office of Communication** and the **National Council of Churches Communication Commission**. Interchurch Center, New York City. Contact: (212) 870-2137.

Sept. 15-18—22nd annual **National Association of Black Owned Broadcasters** fall broadcast management conference. Marriott Wardman Park Hotel, Washington. Contact: (202) 463-8970.

Sept. 16—**National Association of Broadcasters** Service to Children television symposium. NAB headquarters, Washington. Contact: (202) 429-5347.

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. 22-24—**Great Lakes Cable Expo** annual convention and trade show. Navy Pier, Chicago. Contact: 317-845-8100.

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.

Major Meeting dates in red

—Compiled by Kenneth Ray
(ken.ray@cahners.com)

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Woelfel builds CNN's Web presence

When Scott Woelfel was starting his career after graduating from the University of Missouri, the Internet was a relatively arcane medium known only to academicians and the military.

Today the 12-year veteran of CNN directs the most successful online network news operation on the 'Net: CNN Interactive projects profitability by year's end. That's well ahead of the business plan he helped to formulate as editor in chief of that nascent unit of the cable news network in 1995. "Frankly, when we started, I had no idea this would be as big as it is now," he says.

The modest beginnings formed around annual Time Capsule CD-ROMs, year-end multimedia news summaries that CNN started producing in 1993. In 1995, it also produced the CD-ROM *Faces of Conflict*, about wars around the world, before Woelfel started thinking that an entirely new approach to the multimedia interactive business was needed.

Woelfel's staff turned over almost entirely as it geared up for the August 1995 launch of CNN.com. "We launched the way we would launch another TV network," Woelfel says. "We were convinced this was a big part of CNN's future, and we wanted to do it the right way."

Woelfel's own rise was accomplished via a traditional progression of news production jobs, starting as a news photographer for KTUL(TV), the ABC affiliate in Tulsa, Okla. Woelfel lasted there just seven weeks, the victim of layoffs.

His next stop was a two-year stint at WXEX-TV (now WRAC-TV), the ABC affiliate in Richmond, Va., where he got his grounding in the business by producing the 6 p.m. and 11 p.m. newscasts. "Producing 10 newscasts a week is a good way to learn how to do it," Woelfel says.

In 1983 he moved to Orlando, Fla., where he successively produced the 11 p.m. and the 6 p.m. newscast for WESH(TV) before taking the job that helped to define his career. But when he became a full-time "floating" producer for CNN on various segments in 1985, it hardly felt like he had hit the big time: When he submitted the application for his new apartment, his Atlanta landlord had never heard of the 24-hour cable news net.

The timing was just right as far as Woelfel was concerned. Many original CNN staffers already were moving on for



"When we started, I had no idea this would be as big as it is now."

Scott Gerard Woelfel

Vice president, editor in chief, CNN Interactive, Atlanta; b. Aug. 5, 1959, St. Louis; BA, journalism, University of Missouri, Columbia, 1981; news photographer, KTUL(TV), Tulsa, Okla., 1981; news producer, WXEX-TV, Richmond, Va., 1981-83; news producer, WESH(TV), Orlando, Fla., 1983-85; producer, CNN, Atlanta, September 1985-89; executive producer, CNN, 1989-95; named editor in chief, CNN Interactive, January 1995; named vice president January 1996; m. Debra Daugherty, Sept. 17, 1994

one reason or another, opening up opportunities in the organization. And CNN was in the ascendancy, its reputation buoyed by coverage of the Iran airline hijacking and the earthquake in Mexico, a story Woelfel worked on during his first week on the job.

He quickly advanced to a regular position producing the overnight news; then in 1986 he started producing the 10 p.m. newscast. In 1989 he was named executive producer, overseeing several daily newscasts in addition to special assignments, including the resumption of NASA's space shuttle program after the Challenger disaster, the 1992 Democratic Convention and the Helsinki and Moscow summit meetings between then-President Bush and then-Soviet President Mikhail Gorbachev.

He subsequently returned to the overnight shift and then oversaw production of prime time newscasts and the daily *Inside Politics*. After he added production of the Time Capsule CD-ROM series to his other responsibilities in 1993, he helped to crank out a multimedia report on the O.J. Simpson murder trial in mid-1994. "We just threw the thing together in about six weeks," he recalls. "It was an alternative way to get the news out to people."

The job's intensity peaked later that year when—in the space of one week—Woelfel oversaw the finishing touches on the '94 capsule and his imminent wedding while dealing with a breaking news story.

Under the direction of Harry Motro, then CNN's executive vice president, CNN Interactive had begun to move in a new direction, setting up a news content deal with CompuServe. By year's end, plans were in place for creation of CNN's separate interactive division; in January 1995, Woelfel was appointed to direct its editorial operations.

Once he had hired a staff of largely print journalists to write news for the site, the primary challenges were what to write about and how to produce it online. "We had to find a way to stay ahead of the game, not only in what was going on in the news, but also in how we were using the technology to get the news out there," he says.

Woelfel's efforts at building the business have paid off: Last Monday, CNN Interactive recorded 20.4 million hits as President Clinton faced a grand jury and the nation. And as news junkies keep congregating on network sites, that record is just waiting to be broken.

—Richard Tedesco

FATES & FORTUNES

BROADCAST TV



Matson

Patricia Matson, VP, corporate communications, Capital Cities/ABC Inc., New York, named senior VP, communications, ABC Inc. Matson assumes responsibility for the ABC Television network communications department and retains responsibility for ABC Inc.'s overall communications area.

Appointments at the Journal Broadcast Group stations: **Kimberly Buchanan**, producer, 6:00 Report, WTMJ-TV Milwaukee, named executive producer, special projects; **Andy Laird**, VP, engineering, Heritage Media Corp.'s radio group, joins JBG, Milwaukee, as director, radio engineering; **Cathleen Jokerst**, newscast producer, WDJT-TV Milwaukee, joins WTMJ-TV as field producer; **Angela Bettis** joins WTMJ-TV as staff reporter.

Appointments at the Journal Broadcast Group stations: **Kimberly Buchanan**, producer, 6:00 Report, WTMJ-TV Milwaukee, named executive producer, special projects; **Andy Laird**, VP, engineering, Heritage Media Corp.'s radio group, joins JBG, Milwaukee, as director, radio engineering; **Cathleen Jokerst**, newscast producer, WDJT-TV Milwaukee, joins WTMJ-TV as field producer; **Angela Bettis** joins WTMJ-TV as staff reporter.

Carolyn Worford, station manager/VP, program development, WJBK-TV Detroit, joins WDWB(TV) Detroit as program director.

Stephen Wasilkowich, director, finance, KDVR(TV) Denver, named VP, finance and administration.

Appointments at Fox Broadcasting Co.'s network distribution department: **Gina Grant**, VP, network distribution, New York, receives expanded role of overseeing network distribution and affiliate operations in the eastern U.S. markets; **Ciro Abate**, associate director, and **Melissa Rohrer**, manager, named directors, Los Angeles; **Inae Joe**, coordinator, named manager, sports, Los Angeles.

Gene Faulkner, chief engineer, WKBD(TV) Detroit, joins WSB-TV Atlanta as director, engineering.

Susan Kelly, local sales manager, WMC-TV Memphis, joins WIAT-TV Birmingham, Ala., in same capacity.

PROGRAMMING

Jim Fuller, story editor, Viacom Productions, Los Angeles, named manager, creative affairs.

Natalie Anderson, consulting media relations director, online pop culture magazine *Entertainment Drive*, joins WeB, Burbank, Calif., as director, publicity.

Renee Wolf, director, legal and business affairs, Warner Bros. International Television Distribution, Burbank, Calif., named VP.

Jim Barker, general sales manager, WFMT(FM) Chicago, joins Window to the World Communications Inc., Chicago, as VP/general sales manager, broadcasting. Barker will generate sales and marketing strategies for WTTW(TV), WFMT(FM), The Radio Networks and The Chicago Production Center.

Christopher Lane, engineering manager, WETA-TV-FM Washington, named director, production.

Lynn Holst, VP, development, Hallmark Entertainment, New York, named senior VP.

Dan Thomas, VP, sales development and new media, Lifetime Television, joins Univision Network, New York, as VP, sales development and marketing.



Barker

JOURNALISM



Entelis

Appointments at ABC News, New York: **Amy Entelis**, VP, talent recruitment and development, named senior VP; **Derek Medina**, associate, Cleary, Gottlieb, Steen & Hamilton law firm, joins as director, business affairs; **Andrea Cohen**, senior general attorney, legal and business affairs, broadcast division, named VP, business affairs.

Paul Ossmann, host/weather anchor, *Good Day Atlanta*, WAGA-TV Atlanta, joins WXIA-TV Atlanta as weather anchor.

Jay Jefferies, morning and midday meteorologist, WRDW-TV Augusta, Ga., joins AccuWeather, State College, Pa., as client services meteorologist.

Lori Lyle, weekend anchor/reporter,

wave(TV) Louisville, Ky., named weekday co-anchor, 5:30 a.m. and noon newscasts.

Appointments at WHDH-TV Boston: **Randy Price**, co-anchor, 7 News Today in New England, named co-anchor, 7 News at 5, 6 and 11 p.m.; **Kate Lurie**, anchor/executive producer, KERO-TV Bakersfield, Calif., joins as weekend news anchor, 7 News; **Staci Feger-Childers**, executive producer, KPXX(TV) Phoenix/Mesa, Ariz., joins as assistant news director; **Karen Schaler**, investigative reporter/substitute anchor, KSL-TV Salt Lake City, joins as general assignment reporter.

RADIO

Kimberly Dziabis, general sales manager, Chancellor Media Corp.'s WDAS-AM-FM Philadelphia, named director of marketing and sales for the company's Philadelphia stations.

Jacor Communications Inc. has reorganized key broadcast areas following the purchase of Nationwide Communications Inc. **Tom Schurr**, VP/market manager, Jacor's Louisville, Ky. division, joins KHM(X) and KTBZ(FM) Houston in same capacity; **J.D. Freeman**, GM, KDM(X) Dallas, named VP/market manager, Dallas; **Dave Pugh**, GM, KZZP(FM) Phoenix/Mesa, Ariz., named VP/Phoenix market manager; **Lee Clear**, GM, Jacor St. Louis, named VP/market manager for the St. Louis broadcast area, assuming oversight duties for recent acquisitions; **Rick Weinkauff**, GM, WMJI(FM) Cleveland, joins KLOU(FM) and KSD(FM) St. Louis as VP/GM; **Jim Dolan**, GM, WPOC(FM) Baltimore, adds WCAO(AM) and WOCT(FM) Baltimore to his station management duties; **Jim Meltzer**, VP/GM, Jacor's Cleveland broadcast area, named VP/market manager as Jacor's Cleveland presence expands; **John Blassingame**, GM, WGAR-FM Cleveland, named VP/GM WGAR-FM and WMJI(FM) Cleveland.

CABLE

Hans Seger, executive director, sales and production, Germany and Eastern Europe, Walt Disney Television International, London, named VP/managing director, Disney Channel, Germany.

Sherrie Lotito, manager, corporate communications, Jones Intercable Inc., Englewood, Colo., named corporate public relations manager.

Neil Hoffman, VP, programming, USA Network & Strategic Program Planning, USA Networks, New York, named senior VP.

Doug Yates, director, marketing and promotions, FX Networks Inc., joins Fox Kids Network, Los Angeles, as VP, marketing.

Andrea Greenberg, senior VP, business and regulatory affairs, Cablevision's Rainbow Media Holdings Inc., Woodbury, N.Y., named executive VP, Rainbow Sports.



Greenberg

David Meyer, VP, business affairs, Courtroom Television Network, joins Viewer's Choice, New York, in same capacity.

Appointments at Bresnan Communications, White Plains, N.Y.: **Patrick Matthews**, director, operations, Call-Manage Inc., Stamford, Conn., joins as director, information technology; **Donald Toucey**, export procurement manager, Microcom Technologies, New York, joins as purchasing manager, domestic operations.

Appointments at Comcast Cablevision of Carolina, Charleston, S.C.: **Carolyn Rumbarger**, customer retention manager, MediaOne, joins as marketing manager; **David Diebold** joins as personal communications consultant supervisor.

Marta Tracy, VP, programming and development, E! Entertainment Television, Los Angeles, named head of programming for the new style channel due to launch Oct. 1, 1998.

Anne Morgan, director, acquisitions, the Odyssey Channel, New York, named VP, programming and new business.

Jim Corboy, special assistant to the chief marketing officer, The Coca-Cola Co., joins VHI, New York, as senior VP, marketing.

TECHNOLOGY

Gordon Fellows, director, customer support planning and project management, video and networking, Tektronix Inc., joins NDS America Inc., Newport Beach, Calif., as customer service manager.

Appointments at ADC Telecommunications Inc.'s broadband communications division, Minneapolis: **Joseph Coz-**

zolino, VP, North American sales, named VP/GM, digital transport systems; **Frank Little**, VP, engineering, named VP/GM, analog transport systems; **Sal Ternullo**, VP, national accounts, named VP, North American sales.

Jerry Cave, international sales manager, Asia, South Africa and South America, Rockford Corp. (Hafler parent), joins Hafler, Tempe, Ariz., as managing director.

ADVERTISING/MARKETING/PUBLIC RELATIONS

Larry Goldman, founder/partner, Bender, Goldman & Helper, joins Showcase Entertainment Marketing Communications (a new entertainment public relations operations that is a subsidiary of Hill & Knowlton Inc.), as president.

Farid Suleman, senior VP/CFO, CBS Station Group, New York, adds senior VP, finance, CBS Corp., to his responsibilities. Suleman will oversee the CBS treasury department and investor relations operations.



Suleman

Edward Dandridge, executive VP/GM, international corporate affairs, Edelman Public Relations Worldwide, joins ABC Inc., New York, as VP, network communications and public relations planning.



Sarfaty

Ruth Sarfaty, VP, public relations, Radio City Productions (now Radio City Entertainment), joins Dan Klores Associates, New York, as partner. Sarfaty will oversee music, entertainment and hospitality accounts.

Eric Foley, director, mass fund-raising, Los Angeles Mission, joins Russ Reid Co., Pasadena, Calif., as VP.

INTERNET

Paul Gudonis, president, GTE Internetworking Services, Stamford, Conn., named president, GTE Internetworking.

Appointments at Digital Entertainment Network, Los Angeles: **David Neuman**, president, Walt Disney Network Television and Touchtone Television, joins as president; **Lloyd Chao**, senior executive, Golden Harvest, joins as executive VP, international; **Chad Shackley**, co-founder, named chief technology officer.

Paran Johar, manager, business development, Poppe Tyson, joins iXL-Los Angeles, as director, business development.

Scott Leslie, general sales manager, WMC-TV Memphis, joins iXL Inc., Memphis, as president.

SATELLITE/WIRELESS

William Owens, president/COO/vice chairman, Science Applications International Corp., joins Teledesic LLC, Kirkland, Wash., as vice chairman of the board.

Jeffrey McIntyre, GM, WTAJ-TV Altoona, Pa., joins Local TV on Satellite LLC, Raleigh, N.C., as VP, broadcasting.

Steve Smith, president/GM, MGM (Gold) Asia, joins Channel[V] Hong Kong, as managing director.

Robert Hall, VP/assistant general counsel, Hughes Electronics Corp., joins DirecTV Inc., El Segundo, Calif., as senior VP, business affairs and general counsel.

Robert Ross, consultant/business owner, SatTeleNet, Atlanta, joins New Skies Satellites N.V., Amsterdam, The Netherlands, as CEO.

Sallye Clark, senior regulatory manager, Iridium LLC, joins Teledesic LLC, Washington, as director, government and international relations.

Dov Rubin, VP, DTH systems, NDS Ltd., named VP/GM, NDS Americas Inc., Newport Beach, Calif.

Suzanne Doss and **Berto Guzman** named division VPs, Encore Media Group's new media team. Doss will manage the Primestar Inc. account, and Guzman will manage the DirecTV account.

ALLIED FIELDS

Sheila Arnold, senior VP/general merchandising manager, Natural Wonders, joins Discovery Enterprises Worldwide as president, Discovery Channel Retail, Berkeley, Calif.

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

ABC ordered 13 more episodes of its summer sleeper, *Whose Line Is It Anyway?*, as the British improvisational

comedy/game show dominated its Wednesday night time period in its first three outings. ABC spokesman Kevin Brockman said it's possible the show might come back in the fall instead of midseason once the network finishes its current six-episode order. Because shows are improvised and shot only once, the show doesn't require the weeks of lead-time required by a sitcom. "If you can shoot [*Whose Line*] on a week-end, you could get two or three [episodes] in a taping," he said. That would be a boon to star Drew Carey, whose hit *The Drew Carey Show* airs right before *Whose Line's* current 9:30 p.m. slot on Wednesday. Hammering home its decision to cancel *Ellen*, ABC noted that *Whose Line* bettered the performance of summer *Ellen* repeats in the time period by 96% among 18-49-year-olds.

"The Exorcist" is coming to syndication in 1999. Tribune Entertainment and Morgan Creek Productions have entered into a co-development deal to bring the 1973 film to television in the form of a weekly action-hour series. *Exorcist: The Series*, based on William Peter Blatty's best-selling novel, will be available for fall 1999, Tribune executives said last week. Morgan Creek is producing the series, while Tribune will handle distribution chores. Tribune already distributes two action hours: *Gene Roddenberry's Earth: Final Conflict* and *Nightman*.

Satellite distributor PrimeTime 24 no longer

Sutro Tower hearing favors broadcasters

San Francisco broadcasters got one step closer to launching DTV service off Mt. Sutro this fall. The city's board of appeals has ruled 5-0 against an appeal by Mt. Sutro homeowners to overturn the zoning approval for a new DTV transmission facility at the site [BROADCASTING & CABLE, August 17, 1998]. "The only thing that could happen to halt the project now is if they filed for and were successful in obtaining an injunction from a court," says Sutro Tower Corp. general manager Gene Zastrow. "Going by the city's administrative remedies, we're done." John Leira, a Mt. Sutro homeowner and president of the Twin Peaks Improvement Association, says he wasn't surprised by the result. "We gave it our best shot," says Leira. But Leira also says that his homeowner's group will file for an injunction if Sutro Tower proceeds with DTV construction. "If we see a truck rolling in there, we'll get an injunction right now," he says. At press time last Friday, tower representatives and homeowners were scheduled to attend a mandatory settlement hearing over a lawsuit the homeowners have filed against the city regarding the environmental impact report on the Mt. Sutro tower. Both Zastrow and Leira expect the case will go to court.

—Glen Dickson

can retransmit ABC's signals to anyone in Raleigh-Durham, N.C., according to U.S. District Judge Frank W. Bullock Jr. "The court has found that no reasonable fact-finder could fail to find that ... PrimeTime has engaged and continues to engage in a willful or repeated pattern ... of delivering primary transmissions made by a network station to subscribers that are not eligible to receive such service under the [law]," Bullock wrote. Broadcasters last Wednesday wrapped up their case against PrimeTime 24 in Miami. U.S. District Judge Lenore Nesbitt already has ruled that the satellite distributor must turn off the illegally transmitted imported network signals of CBS and Fox to subscribers who signed up after March 11, 1997. Nesbitt now is deciding whether to cut off all PrimeTime 24's subscribers who can receive a clear broadcast signal over the air.

Satellite broadcaster EchoStar last week asked the FCC to intervene in a Florida case that would prevent 1 million-2 million households from receiving broadcast signals via

satellite. EchoStar wants the FCC to change the definition of a "served" television household to one that can get clear network signals over the air at all times. The FCC currently says that a served household—and therefore one that cannot legally receive broadcast television via satellite—is one that can receive network signals clearly half the time. The National Rural Telecommunications Cooperative, a distributor for DirecTV, filed a similar petition at the FCC earlier this summer.

The CNN Websites and ABCNews.com claimed record traffic days on Monday, sparked by President Clinton's grand jury testimony and his address to the nation on Monday night. CNN's sites hit 20.4 million page views, a 31% jump over their previous one-day high. ABCNews.com claimed 7 million page views for the day.

Ameritech New Media has withdrawn a complaint at the FCC against MediaOne Group after MediaOne agreed not to distribute ESPN Classic Sports exclusively in Detroit. ANM

earlier this summer complained that Time Warner and MediaOne's exclusive agreements to distribute the network starting on Jan. 1, 1999, would have forced ANM to stop providing the network to its customers. "We continue to look to Congress to broaden its prohibition of exclusive contracts to safeguard consumers and competition in this ever-changing market," ANM President Deb Lenart says. "We are not interested in expending energy and resources on this," says Steve Lang, MediaOne Group spokesman. "It's not worth it. However, had we done so, we're confident we would have prevailed."

Special-effects firm Discreet Logic of Montreal is being acquired by computer-aided design giant Autodesk of San Rafael, Calif., for some \$520 million in Autodesk stock. The deal will combine Discreet's high-end effects workstation-based software, used in the post-production of movies and TV commercials, with Autodesk's Kinetix PC-based 3-D animation software, used to create the dancing baby on Fox's *Ally McBeal*. Discreet

and its 350 employees will remain in Montreal. Its product families will become integrated with Kinetix into Discreet (the Kinetix name will be dropped), a new division of Autodesk that will be managed by Discreet current president Richard Szalwinski. In San Francisco, Kinetix VP Jim Guerard will head Autodesk's New Media Group, which will include PC-based products from both the Kinetix and Discreet lines. Autodesk will issue 0.525 share of common stock for each outstanding share of Discreet Logic stock in the deal, which is expected to close in November. "Now we get to concentrate on what we're good at, which is the high-growth entertainment space," Zalwinski says.

Dallas-based **Chancellor**

Media Corp. has organized itself into three operating divisions to reflect its various media interests. Chancellor Chief Operating Officer James E. de Castro will be president of Chancellor Radio Group; Gary R. Chapman will be president of the Television Group, and James A. McLaughlin will head the Outdoor Group. Chapman was president of LIN Television Corp., which Chancellor bought in July, and will join the company's board when that deal closes in the fourth quarter. McLaughlin most recently was chief executive of Triumph Outdoor Holdings LLC and has been managing partner of Turner Outdoor Advertising. Besides buying LIN's 12 TVs, Chancellor owns 108 radio stations and operates 14,500 outdoor display faces.

PanAmSat's PAS-7 satellite arrived in French Guiana last week in preparation for its mid-September launch as part of PanAmSat's plan to launch nine new satellites over the next 18 months. As the company's second satellite for the Indian Ocean region, PAS-7 will bolster PanAmSat's ability to provide video and telecommunications services throughout Europe, Africa, the Middle East and Asia. The satellite contains 14 C-band and 30 Ku-band transponders.

In what the agency calls its "most successful, large-scale enforcement action... to date," **the FCC last**

week said it has shut down 15 pirate broadcasters operating in and around Miami. Commission officials conducted the radio bust in conjunction with the U.S. Marshals Service, confiscating a variety of gear—ranging from homemade transmitting components to illegally imported professional equipment. Among the seized equipment were two 2,000 watt transmitters. Said FCC Chairman Bill Kennard: "This Commission has enforced and will continue vigorously to enforce the law against unlicensed broadcasters."

Profits were up 40% in the second quarter at Metro Networks Inc., to \$5.6 million, while revenue jumped nearly 30%, to \$43 million. The local news- and traffic-reporting service also says that the number of its TV-station affiliates has grown to 145 from 123 in the second quarter of last year, while radio affiliations have grown to 1,586, from 1,459.

Big City Radio Inc. lost \$5.5 million in the second quarter of the year, compared with \$2.2 million in the same period last year, while net revenue rose from \$2.8 million to \$3.5 million. There was a broadcast cash deficit of \$1.3 million in this year's second quarter. "As the company is in the early stage of development, [it] expects to generate significant operating and net losses as it continues to expand its presence in major markets," the company said in a news release. Big City owns radio stations in New York, Los Angeles and Chicago.

Saga Communications Inc., saying its stock is undervalued, plans to buy back its shares through open-market purchases. Saga's stock price hit a 52-week low of \$14 per share on June 24 and last Friday closed at \$16.75. Saga, based in Grosse Pointe Farms, Mich., owns 37 radio stations and one TV station.

Clarifications

Aug. 10 cover story on PBS said Nickelodeon had acquired rights to the entire Children's Television Workshop (CTW) for the planned Noggin network. Noggin, a 50/50 joint venture of CTW and Nickelodeon, will carry CTW library programming. First-run *Sesame Street* episodes will remain on PBS.

An article in the August 10 Internet section indicated that Diva Systems' DivaTV video-on-demand service is delivered online. DivaTV is a cable VOD service delivered via analog and digital set-top boxes.



"That's not the comedy channel—it's the tape of our last sales staff meeting."

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Incorporating The Fifth Estate TELEVISION Broadcasting

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COMMITTED TO THE FIRST AMENDMENT AND THE FIFTH ESTATE

Pearly Gates and Golden Arches

For our cover story on Pax TV, Bud Paxson gave us permission to print excerpts from his new book. There was just one catch. We had to run an 800 number so readers could order the \$25 book. The man doesn't miss a trick. If he did, he wouldn't have been able to assemble (mostly through buying) a 90-station TV network in less time than it takes the FCC to review its TV ownership limits. Admittedly, many of his stations are weak UHF's on the fringes of markets with stunted over-the-air reach. But every one comes with what amounts to a federally insured coupon that guarantees it carriage on the local cable systems, at which point the difference between a weak U and a strong V becomes academic. Nobody knows the value of the must-carry law better than Paxson, who literally prayed for its survival when it came under constitutional challenge.

Paxson made his first millions in TV home shopping—high-volume retailing. You don't have to make a lot off each item, if you're selling a lot of them. That seems to be the basis of his Pax TV strategy, and one some analysts think it has a good chance of working. You don't have to have particularly high ratings if you have a lot of stations and you keep costs down. He likens it to operating McDonald's outlets: "If you own one, you'll be flipping hamburgers; if you own a bunch, you'll be flipping the financial pages."

Every broadcaster should check out the list of Paxson stations on page 25. If your market is on the list, expect an onslaught of eager young men and women selling time against you in Pax TV's slate of family-safe, off-network programming (Paxson prefers to sell time locally because he can get more dollars per viewer than he can nationally). They may not take enough money out of the market to hurt

you much, but they and their colleagues in other markets will likely funnel enough back to headquarters to make Pax TV profitable and keep Bud happily scanning the financial pages. We're not betting against him.

CNN is now reporting

While the long-term effects of the president's testimony and speech last week remain an open question, they provided one answer to the TV news community: CNN is still one of the strongest brands in breaking news. "CNN is now reporting" is a fixture of the TV news lexicon, as often as not a preamble to a report by a broadcast station citing the cable network's beat on a story.

In the first test of that reputation since its own very public mea culpa over the Tailwind story, the news network reaped its highest ratings since the O.J. Simpson trial with its coverage of the president's speech. That is still less than ABC, CBS or NBC got, but far more than Fox or any of CNN's cable news rivals. The fact that CNN drew such a large prime time audience suggests that the Tailwind retraction will not have lasting negative effects and that CNN's credibility has not been irreparably damaged. Later in the week, after the president launched missiles at terrorists in the Sudan and Afghanistan, viewers returned to CNN, knowing they could track the story even after the broadcast networks had returned to entertainment.

CNN has more ground to make up in attracting an audience to its newly minted magazine shows—*NewsStand* was, after all, the home of the Tailwind story. But prime time appointment television is new ground for the network anyway, and it would take time to attract a new audience even with no Tailwind-turned-headwind to hold it up. But if last week was any gauge, CNN remains a news force to be reckoned with.

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HALL of FAME

Broadcasting & Cable welcomes ten media luminaries into its Hall of Fame in recognition of their substantial and lasting contributions to the medium.

The Eighth Annual Hall of Fame inductions will be celebrated with a black-tie dinner on November 9, at the Marriott Marquis in New York City. A special souvenir program will be distributed at the event and will



also be included in the November 9 issue of Broadcasting & Cable, reaching 37,000 readers across the country.

Don't miss your opportunity to applaud these outstanding television and radio professionals with a message in this section. Call today to reserve your ad space. And, join us at the event. It will be a night worth remembering!

ISSUE DATE: **November 9** ♦ AD CLOSE: **October 30**

For table reservations contact Steve Labinski 212.337.7158

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