

SEPTEMBER 7, 1998

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THE

Class of '98

Network expects high marks from freshman 'Felicity'

SPECIAL REPORT

Our Top 25 Media Groups

Cable Stocks Hang Tough in Market Slide

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TOP OF THE WEEK / 5
BROADCASTING / 36
CABLE / 45
TECHNOLOGY / 51
INTERNET / 54



**Young
Hercules**

**Home
Alone 2**

**Earthquake
In New York**

**National Lampoon's
Golf Punks**

MOVIES

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

**Ohh Nooo!!!
Mr. Bean Presents
With Mr. Bean**

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

**Kristen Eykel
Life, Camera,
Action**

**Idalis
Outrageous!**

**The New
Addams Family Series
Coming In October**

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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
Show
The Fu**



**ALL ORIGINAL
PRIMETIME**

Starts **6PM** E/P

"Fox Family's New Formula Finds Right Mix"

The Hollywood Reporter

"New Fox Family Channel Opens Big"

"Fox Family Channel jumped out of the gate last week, drawing more viewers in both prime time and daytime than it's predecessor - and few complaints from devotees of the old Family Channel."

Electronic Media

"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*

"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

"Life, Camera, Action With the change in network ownership comes some excitement in the form of this new series."

Boston Herald

Kristen Eykel
Life, Camera, Action



**"Fox changes the channel but
keeps it a family affair."**

Boston Herald

**"Fox Family Channel
Enjoys Strong Debut."**

Multichannel News



C H A N N E L

More Family Than Ever!

TOP OF THE WEEK / 5

Cable stocks bull through The cable sector has weathered the market meltdown better than most broadcasting stocks. / 5



Pax TV's lineup of family-friendly fare, like 'Touched by an Angel,' drew surprisingly large initial numbers. / 14

News Corp., TCI close in on Primestar News Corp. and Tele-Communications Inc.'s United Video Satellite Group are close to securing control of Primestar. / 7

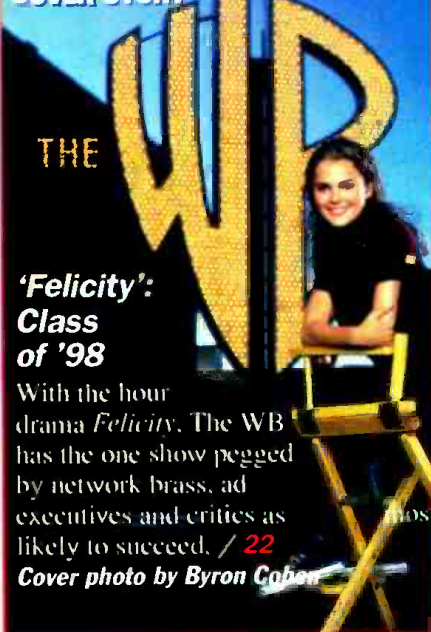
Kennard wants more time for DBS subs FCC Chairman William Kennard wants more time for his agency to sort out things between broadcasters and the satellite industry, which are fighting over the cutoff date for illegal network TV feeds to satellite customers. / 10

Issue ads to boost political spending Broadcasters may reap as much money from this fall's off-year campaigning as they did two years ago during the presidential-year elections—due in large part to issue advocacy advertising. / 11

Election primer A few lawmakers who get their hands dirty with broadcasting, cable and satellite legislation face tough campaigns. BROADCASTING & CABLE charts the races. / 18

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

COVER STORY



'Felicity': Class of '98

With the hour drama *Felicity*, The WB has the one show pegged by network brass, ad executives and critics as most likely to succeed. / 22

Cover photo by Byron Cohen

SPECIAL REPORT

Top 25 Media Groups

The big grow bigger, according to the annual ranking of BROADCASTING & CABLE's top 25 media and entertainment groups. Time Warner stays atop the heap, with Disney nipping at Time Warner's heels. / 26



BROADCASTING / 36

Two stations drop Stern The self-proclaimed King of All Media had his kingdom reduced a bit, as his TV show drew a couple of cancellations and lower ratings in its second week. / 36

Kim Coles comes to daytime Buena Vista Television signs a development deal with former *Living Single* and *In Living Color* star Kim Coles for a possible syndicated talk show to debut next fall. / 39



A spin through time. / 42

UPN powers up in Florida

With help from MediaOne, low-power WEVU(TV) morphs into a UPN affiliate covering most of Fort Myers/Naples, Fla. / 39

Changing Hands.....56	Datebook.....68	Fifth Estate.....69
Classified.....58	Editorials.....74	Nielsen Ratings.....40, 46
Closed Circuit.....15	Fates & Fortunes.....70	Washington Watch.....18

CABLE / 45

Falcon spreads its wings

Falcon Cable Holdings chairman Marc Nathanson is a couple of weeks away from completing a deal with Tele-Communications Inc. that will boost the system portfolio he controls by 40% percent, past a million subscribers. / 45

C-SPAN 2 launches weekend book block

As the weather grows wintry, C-SPAN 2 is inviting viewers to curl up with Book TV. / 49



DirectTV last week signed up an entire planned community of more than 800 homes. / 48

TECHNOLOGY / 51

C-Cube intros DVxpress-MX

Silicon chip supplier C-Cube Microsystems has developed a single-chip codec, DVxpress-MX, that can transcode video between the DV acquisition standard and the MPEG-2 compression standard. / 51

Group W Network Services of Stamford, Conn., has purchased SeaChange International's Broadcast MediaCluster MPEG-2 video server system. / 51



INTERNET / 54

Major sports sites reboot for football As the National Football League regular season approached last week, online sports revamped, adding pregame shows, game highlights, and links. / 54

Cable bulls through

Among media stocks, broadcast TV companies bear brunt of market woes

By Price Colman and
Steve McClellan

The market meltdown that started as a trickle in July and turned into a torrent in early September has hurt cable stocks considerably less than stocks in the broadcast TV and radio sectors.

Despite the hits they've taken in the eight weeks since the market slide started, cable stocks are up—in some instances strongly—since Jan. 1.

The strongest performer in the group of top-10 publicly traded MSOs is Century Communications—up 145.5% since the beginning of the year, closing Friday at \$23.625. Century's also one of the few cable stocks that has improved since the market peaked in mid-July, and that's largely the result of talk that it's on Paul Allen's acquisition list. Adelphia Communications has been the second-best performer year to date, climbing 104.5% to close Friday at \$37.062.

For broadcast television stocks, Paxson is about the only bright spot. It's up 41.67% for the year, although like virtually every company in its peer group it's down since the mid-July market turn. McGraw-Hill is up a slight 2.36% since Jan. 1. Otherwise, it's mostly red ink, with Granite stock—down 35.17%—leading the descent, followed by Belo, down 32.52%.

DBS companies also have suffered. EchoStar Communications Corp. (Nasdaq: DISH) is down 41.5% from its 52-week high of \$31 and down nearly 40% since mid-August. DirecTV is down 39% from its 52-week high of \$57.87 and down more than 30% since mid-July.

It's more of a mixed bag in the radio sector. Telescan, an online stock tracking service, shows the broadcasting/radio sector down 25.5% over the past six weeks but up 25.3% for the past 12 months.

HOW STOCKS FARED IN FOUL MARKET

SELECTED CABLE TV STOCKS

Company	Jan. 2	July 20*	Sept. 4	YTD % Change
TCI Group	28.31	40.81	38.13	27.6
Time Warner	60.84	95.56	83.31	36.7
MediaOne Group	28.38	48.06	43.83	53.8
Comcast	32.13	46.75	39.06	21.6
Cox Comm.	40.13	49.69	47.13	17.5
Cablevision Sys.	23.31	43.25	34.89	48.8
Adelphia Comm.	18.13	41.75	37.06	104.5
Jones Inter.	17.56	30.06	23.56	34.2
Century Comm.	9.83	19.75	23.63	145.5
TCA Cable TV	23.19	29.50	25.88	11.8

SELECTED BROADCAST TV STOCKS

Company	Jan. 2	July 20*	Sept. 4	YTD % Change
Belo	26.97	23.56	18.94	(29.7)
CBS	28.56	34.31	26.06	(8.7)
Chris-Craft	50.06	56.44	42.89	(14.7)
Gannett	60.50	66.63	57.50	(4.9)
Granite	8.94	12.88	5.88	(34.2)
McGraw-Hill	72.13	85.75	75.75	5.0
Meredith	35.89	41.63	32.88	(7.9)
Paxson	7.56	12.19	10.63	40.6
Sinclair	21.44	26.25	18.44	(13.9)
Tribune	60.81	71.94	62.13	2.1

*The Dow Jones Industrial Average hit its record high of 9367.84 on July 20. The Dow is off 4% from its Jan. 2 open, and down 17.9% from its July 20 high.
Source: Bloomberg

From all-time highs reached in mid-July, the Dow Jones Industrial Average is down nearly 18%. The Nasdaq is down 22.5% from its 52-week high, and the S&P 500 is down 17.5% as of last Friday.

Cable shares actually have been one of the stronger sectors of the technology-heavy Nasdaq.

"Through Wednesday, TCI was off 17%, Cablevision was off 18%, Adelphia and Comcast were off 14%, Liberty was off 17%, TCI International was off 15%," says Mark Greenberg, who manages the heavily cable-weighted Invesco Leisure Fund. "All are close to being market performers."

Telescan shows cable stocks are up an impressive 72.9% in the past 12 months after sitting out much of the '90s bull market. Now that the market has turned bearish, cable—along with everyone else—has been bruised. But that's more a function of secondary factors than of investors' concerns over industry fundamentals.

"They're holding up OK compared

to a lot of other things," says Arden Armstrong, manager of small- and mid-cap portfolios at Miller Anderson Sherrerd [MAS], of cable stocks. "The thing that worries me a little is that people have a lot of profits in them [cable companies] in the recent past. There are good reasons to hold. I just worry about people who want to take profits."

For various hedge funds heavy in cable holdings, profits have been secondary to fluidity. Over the past several years, hedge funds have been attracted to cable because cable companies typically are highly leveraged. The hedge funds buy both cable stocks and bonds, figuring they can shift the balance if one side is stronger than the other.

But such hedge funds have taken a severe beating in the recent downturn, since they often buy on margin. When the Dow dropped 500 points, the hedge funds were forced to sell more-liquid holdings—namely cable stocks—to come up with the cash to meet margin calls. Comcast (Nasdaq: CMCSA) was particularly affected by that, as one

unidentified hedge fund dumped tens of thousands of shares on Monday and Tuesday (Aug. 31 and Sept. 1), depressing the price. Comcast responded on Tuesday by announcing board approval to buy back up to \$500 million in shares, helping to boost the stock price.

Comcast isn't alone in exploiting the market downturn to buy back stock. Sinclair, Gannett and Viacom all announced stock repurchase programs to take advantage of their falling share prices. "If we can buy the stock at 10 times cash

"The market is applying more risk to that deal happening," says PaineWebber's Tom Eagan. It is unclear whether the skepticism focuses on the deal not happening or on it being delayed. "Both are reasons why the discount should increase," he says.

Despite that widening gap, the general sentiment in financial circles is that the deal will close.

The state of the deal

The slide in stocks also is raising concerns about whether what's been an active deal market in cable and broadcast will dry up. Probably not, industry experts say, although terms may change.

"I think consolidation keeps going, one way or the other," says Mark Riely of Media Group Research. "When the crash of '87 occurred, there were a couple of deals in the hopper. Cable stocks took it harder then, but the deals happened and brought cable stocks back."

"We may see somewhat lower prices than before, because assets around the world have been marked down. Therefore, the seller may be willing to take somewhat less. But Paul Allen is still going to want to consolidate southern California."

Brian Sweeney, senior vice president of Communications Equity Associates, sees the potential for current market conditions spurring potential sellers to take action.

"We have had over the past year a very low supply of available companies, and there's been a hold-off by potential sellers," says Sweeney. "They have not raced into the market as multiples have increased, with some noteworthy exceptions. This market fluctuation—or whatever you want to call it—has taken a bit of the euphoria away. It could potentially affect sellers holding off to enter into the market and increase supply. ... They've been waiting for an event or point where it becomes more reflective of how cycles work, and things could turn around and go negative."

Another factor benefiting cable in the market downturn is that it's considered a relatively recession-resistant industry—because it generates the bulk of its revenue from subscriptions, not ad sales.

"Looking at the broadcast side, if we do have a recession, the ad environment is going to get pretty soft," says one analyst at a large investment firm. "Given that's the only revenue stream [for broadcasters] and fixed costs are increasing, that's a really nasty equa-

tion. Throw in something like Disney with so much exposure to park visitation and retail sales, and I think that's what's hitting them."

Disney shares (NYSE: DIS) are down 34.2% from their 52-week high of \$42.75 and down 14% since the beginning of the year.

No time for panic

No one's running for the life boats yet, however. Broadcasters and analysts were cautiously optimistic last week that the long-term impact of the market's volatility on their businesses would be minimal. Fourth-quarter ad sales are shaping up pretty well, they say, at the same time acknowledging that with the market still in turmoil, it's too early to draw conclusions.

On the other hand, the market sag may alter IPO plans.

Bishop Cheen, senior media analyst at First Union Capital Markets, says the market turmoil may delay a planned spin-off by News Corp. of 20% of its Fox assets. "It's certainly stalled," Cheen says. News Corp. says it hopes to file related documents by the end of September.

CBS's planned spin-off of 20% of its radio and outdoor advertising also may feel a squeeze, although CBS executives say it's on track. Cheen predicts both spin-offs will happen once the market stabilizes, and "probably very close to each other."

Cheen also says pricing for broadcast properties is holding up well. "I haven't seen a major dislocation in multiples," he says. "The market will feel a little more secure when it sees what multiple [of cash flow] Young Broadcasting fetches."

On the financing side, the high-yield market is, for all practical purposes, closed, says Steve Pruett, vice president, Communications Equity Associates. Pruett says high-yield should come back in stages once the market stabilizes. In the meantime, he says, banks will fill the void. "The quality deals are going to get done," he says.

As for equities markets, the key question now is rebound or continued retreat. Analysts and money managers are beginning to factor the potential for a recession into their strategies. "I think there are buying opportunities, with the caveat that the market has not discounted a recession yet," says MAS's Armstrong. "If there is one, you're going to see a little lower lows. If not, you want to buy now." ■

"This market fluctuation or whatever you want to call it has taken a bit of the euphoria away. It could potentially affect sellers holding off to enter into the market and increase supply."

—Brian Sweeney, senior VP,

Communications Equity Associates

flow versus private-market values, why wouldn't we do that?" asks one executive involved in a repurchase program.

TCI shares (Nasdaq: TCOMA) also have taken a hit, falling to the low \$30s after peaking at \$44 on news of the merger with AT&T. Hedge-fund selling is one driver, but arbitrageurs are also getting antsy, and the gap between share prices of TCI and its soon-to-be-parent AT&T is increasing, a sign of growing concern that there may be glitches.

When the TCI/AT&T deal was announced, the gap—or discount—was roughly 9.4%. As of last Thursday's close, it was 17.3%. If confidence were high, the gap should be narrowing, with arbitrageurs buying TCI and shorting AT&T.

News Corp., TCI close in on Primestar

MSOs agree to sell for \$6 per share in cash for \$780 million total

By John M. Higgins

News Corp. and Tele-Communications Inc.'s United Video Satellite Group are close to securing control of Primestar, revising their offer to buy out the DBS service's MSO partners in hopes of appeasing antitrust regulators who are delaying the planned acquisition of American Sky Broadcasting.

Executives involved in the discussions say the MSOs—Time Warner Inc., Cox Communications Inc., Comcast Corp. and MediaOne Group Inc.—have agreed to sell for \$6 per share in cash. News Corp. and UVSG had been offering to pay \$8 per share, but only half of it in cash and the rest in notes. At \$6 per share, the two companies will pay \$780 million to buy out the MSOs' 61% Primestar stake.

After the agreement is signed, News

Corp. and UVSG have 30 days to arrange financing. UVSG President Peter Boylan was in New York early last week to meet with bankers about loans to finance the deal and to provide working capital for Primestar.

News Corp. will be putting some money into the deal, but Chairman Rupert Murdoch's primary contribution will be ASkyB's orbital satellite slots and high-power DBS satellites under construction. The initial ASkyB merger plan called for News Corp. and partner MCI Corp. to take a much more passive role in the operation and



It remains unclear whether U.S. Justice Department antitrust division chief Joel Klein will sign off on the new deal for News Corp. and TCI to secure control of Primestar.

essentially escape the DBS business.

News Corp. will in part get the cash from UVSG, which is buying Murdoch's TV Guide magazine for \$2.8 billion in stock and cash.

Sources involved in the deal say that Justice lawyers have been fully briefed on the restructuring plan but have given no formal assessment.

In going to court to block the Primestar/ASkyB merger, Klein's chief objection to the

ASkyB takeover has been that a Primestar owned by cable operators won't compete aggressively with cable systems for subscribers. ■

Hindery triggers fashion crisis

It's tuxedo disjunction as TCI executive leads revolt of the penguins

By John M. Higgins

Tele-Communications Inc. President Leo Hindery stands behind what could become the second-biggest quandary among cable executives (the first being whether it's time to cash in their options and sell): what to wear to the Kaitz dinner. Hindery is making waves as chairman of this year's fund-raiser for cable's biggest charity, the Walter Kaitz Foundation, which promotes minority hiring by operators and networks. Hindery demanded that the normally formal event go black tie optional. The reason: He hates climbing into a tuxedo. "I don't care about people, I care about me," says Hindery. "It will go down as one of the great tests in history—who's got the cojones to come in a suit."

This is pretty dramatic for a guy who shows up on TCI's casual Fridays in a suit, white shirt and tie.

The annual Kaitz dinner is cable's flashiest power scene. Scheduled in



It took a computer and a graphic artist to get TCI's Leo Hindery into a tux.

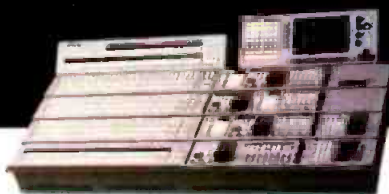
New York next Wednesday (Sept. 16), the affair often is derided as the cable prom but always is loaded with top industry executives schmoozing and deal-making in plain view.

Executives contacted didn't know about the switch, but some say that if Hindery's leading the way in a necktie, they're following. "I support Leo Hindery in his drive toward casual dress," says MTV Networks Chairman Tom Freston. "My tuxedo is getting a little shiny anyway." C-SPAN President Brian Lamb concurs. "It's a marvelous idea. I'd love to leave mine at home." However, Spencer Kaitz, president of the California Cable Television Association, says he's coming black tie. (Spencer Kaitz is the son of the late Walter Kaitz, who was a cable lobbyist.)

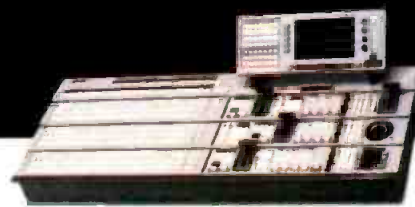
Home Box Office chairman Jeff Bewkes says that the quandary is a big improvement over years past. He recalls going to a cable function in the 1970s, when the industry was still young, and being asked whether he was going "half-Cleveland" or "full-Cleveland." Half is wearing either white shoes or a white belt. Bewkes explains. Full-Cleveland is both. "How far we've come," he says. ■



**W e ' l l n e v e r
l e a v e y o u a l o n e
i n t h e d a r k .**



DVS-7350 System



DVS-7250 System



Sometimes the only thing that can turn a crisis into a creative opportunity is the company you keep. At Sony, your performance is our priority. Whether you're on-air or on-line, Sony has the features  you want and the critical support you need to beat the clock. The Sony DVS-7000 series of digital video switchers can help you handle anything from a large studio production to a small mobile application. Choose from four models with 18 panel styles or custom configure your switcher with drop-in panels. We'll do whatever it takes to get you through the night. Extensive training, on-going SUPPORTNETSM services, SOFTWAREPLUS[®] upgrades, and on-call technical support 24 hours-a-day, every day just for starters. To arrange a demonstration, contact your Sony Account Manager, call 1-800-635-SONY, ext. DVS, or visit our website at www.sony.com/professional.

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DVS-7300 System

Features and specifications are subject to change without notice.

Kennard wants more time for satellite subs

Says FCC can finish rule by Feb. 1

By Paige Albinak

FCC Chairman William Kennard told key lawmakers Friday that his agency can sort things out between broadcasters and the satellite industry by Feb. 1.

The two industries are warring over when to cut off the illegal network TV feeds of more than a million satellite TV customers. The broadcasters want to delay until Jan. 1, 1999, two months after midterm elections Nov. 3. The satellite industry plans to proceed with plans to turn off subscribers by Oct. 8, the date set by a federal district court.

To end the standoff, Congress needs to pass a bill, the FCC needs to issue a rule or the parties need to negotiate a truce.

Neither Congress nor the FCC can accomplish its respective task by Jan. 1, so both would like more time.

"This is an impending 'train wreck' that need not occur," Kennard wrote in

a letter to House and Senate Commerce Committee Chairmen Tom Bliley (R-Va.) and John McCain (R-Ariz.).

Staffers from the offices of senators Trent Lott (R-Miss.), Ted Stevens (R-Alaska), McCain and Hollings Thursday discussed the option of delaying the cutoffs until February or longer with PrimeTime 24 President Tom Casey.

Casey suggested at least a six-month delay. Six months is the same time that two bills being floated by Senators McCain and Orrin Hatch (R-Utah) (see box below) would give the FCC to determine who can legally receive imported network signals. The current definition, which is what the Miami court relied on when it

decided to cut off satellite TV subscribers, says only households that do not get clear pictures more than 50% of the time are eligible to receive such signals.

Kennard prefers the parties to work out their differences in private negotiations, he wrote. Rumors were flying last week that Kennard planned to call the parties in to start negotiations, but Kennard's office denied he had planned such a meeting.

The commission also is considering filing a "friend of the court" brief asking it to postpone the Oct. 8 date, possibly for six months or more, says an FCC source.

Larry Irving, the Clinton administration's top telecommunications official, last

week urged Kennard to quickly review the court decision and start a rulemaking to determine who is legally eligible to receive imported TV signals.

While broadcasters want the satellite industry voluntarily to stay the cutoffs until Jan. 1, 1999, they do not want the FCC to get involved, and they do not want Congress to take any "action that would in any way offer relief to satellite companies that have so clearly and repeatedly violated the law," wrote NAB President Eddie Fritts to members of the House and Senate Commerce and Judiciary committees.

"We continue to believe that the FCC does not have the authority to redefine the Grade B standard and find it absolutely extraordinary that the FCC would even consider filing during ongoing litigation under these circumstances," says Jeff Baumann, NAB's executive vice president.

Sources also say that broadcasters have been calling FCC staffers to lobby against any rulemaking that would redefine which households are eligible to receive distant network feeds.

The broadcasters last week asked PrimeTime 24 to submit a jointly signed document to the court that would officially change the cutoff date to Jan. 1. The satellite industry has said that it does not want to delay turning off subscribers without an official sanction from the court.



FCC Chairman William Kennard wants broadcasters and the satellite industry to negotiate a compromise about imported network signals.

The twain meet, thanks to Lott

Senate Majority Leader Trent Lott (R-Miss.) is concerned about the million-plus satellite TV subscribers soon to lose their network signals—concerned enough to engineer a compromise between the squabbling chairmen of the Senate Commerce and Judiciary committees. Soon after Lott's intervention, the senators began floating a combined bill.

The result is draft legislation that merges a bill introduced earlier this year by Senate Judiciary Committee Chairman Orrin Hatch (R-Utah) and one floated by Senate Commerce Committee Chairman John McCain (R-Ariz.).

The McCain portion of the bill would give satellite broadcasters permission to offer some, but not all, local network TV signals in local markets, allowing them three years to ramp up before they would have to offer all broadcasters' local signals. In the meantime, satellite TV companies would have to compensate broadcasters they chose not to carry, using an FCC-derived formula. Sources say compensation would be a negligible part of satellite TV providers' revenue.

The FCC also would have to institute a rulemaking by April 1, 1999, to determine which subscribers are eligible to receive distant network feeds from satellite TV providers.

Hatch's bill would be added to McCain's on the Senate floor. It would lower satellite TV providers' compulsory copyright fees to about 19 cents per subscriber per month for networks and to 15 cents for superstations. The current rate is 27 cents for each.

Hatch's amendment also would extend satellite broadcasters' compulsory copyright licenses through Dec. 31, 2002.

—Paige Albinak

Issue ads to boost political spending

Off-year expenditures on TV spots could hit \$400 million, TVB says

By Richard Tedesco

Because of increased spending on advocacy spots, broadcasters may reap as much money from this fall's off-year campaigning as they did two years ago during the presidential-year elections.

This year's spending could match 1996's \$400 million, says Television Bureau of Advertising President Ave Butensky—although he warns that predicting spending this early in the political season is an iffy business. Spending in the last off-year election, 1994, was \$355 million.

If spending hits the \$400 million mark, it will be due in large part to issue advocacy advertising: spots paid for by companies and special interest groups but aimed at influencing elections.

"The percentage of issue advocacy advertising is increasing and in some cases increasing in significant amounts," Butensky says.

"We're going to see more advocacy advertising than we did in 1996 [\$135 million–\$150 million]," says Kathleen Hall Jamieson, dean of the University of Pennsylvania's Annenberg School of Communications. "Since it's unaccountable money, it's going to be used. Parties will tacitly encourage its use because it will benefit them."

Issue advocacy spending by national or local special interest groups remains outside the restrictions placed on regular campaign fund-raising and spending. Companies, unions and other special interest groups can pay for ads from general funds rather than raising the money through political action committees, which have limits on contributions. The sources and amounts of so-called "soft" money are not subject to public disclosure.

Broadcasters like advocacy ads because they can bill at the going rate rather than the reduced rates that TV stations are obliged by law to provide candidates.

Jamieson expects the traditional special interest groups to be most active in the current season, including pro-abortion and anti-abortion groups; advocates on both sides of environmental issues, and labor unions and big business.

And while stations can reap full-rate

These spots from The Sierra Club address environmental issues in congressional races.



benefits from the advocacy spots, Jamieson warns of a downside: The spots can expose stations to libel suits—a liability that candidate ads don't carry.

Advocacy advertising already has been a factor this year.

In a special election earlier this year in California's 22nd congressional district, the anti-abortion Campaign for Working Families squared off against the National Abortion and Reproductive Rights Action League in support of the Republican and Democratic candidates, respectively. Lois Capps, widow of Democratic Rep. Walter Capps, prevailed in a race against Republican state assemblyman Tom Bordonado.

NARAL is contemplating running TV ads in Illinois to aid Sen. Carol Moseley-Braun (D) in her tight race against Peter Fitzgerald (R), according to Gloria Totten, NARAL political director. NARAL already has run radio spots in the New York Senate race, casting Sen. Al D'Amato (R) as the anti-abortion candidate. Like other advocacy groups, NARAL is carefully targeting spending in this off-year election, when voter apathy is anticipated to be high.

But advocacy spots will be a factor in key races. "A filibuster-proof Senate is at stake here, and special interest groups will spend whatever it takes to

make that happen," says Democratic media consultant Henry Sheinkopf.

Sheinkopf, who works with labor and family planning groups, doesn't expect the AFL-CIO to approach the \$35 million that it spent in the 1996 campaign. He also expects abortion rights spots to play prominently in certain regions. "Women's reproductive freedom and choice are not overriding issues [overall], but they are in particular districts around the country," says Sheinkopf, who reports already having seen some particularly "tough" anti-abortion

spots in Southern markets.

Increasingly regionalized, advocacy campaigns also appear to be lasting longer. The tobacco industry has spent \$22 million on TV ads since April as part of a campaign that could top \$40 million



on broadcast and cable outlets this year. The Sierra Club is in a two-year, \$5 million spending cycle that it started with spots airing on Earth Day in April. Sierra Club has spent \$600,000 on TV and radio spots over the past two weeks in 27 markets around the country where environmental issues figure prominently in current congressional campaigns. Those include Los Angeles and Orange County, Calif.; Buffalo/Albany, N.Y.; Raleigh/Greenville, N.C.; Santa Fe, N.M., and Cincinnati.

Among the key races around the country likely to generate significant TV spending are these Senate contests:

■ **California:** Incumbent Barbara Boxer (D) vs. state treasurer Matt Fong (R)

■ **New York:** Incumbent Al D'Amato (R) vs. one of three Democratic challengers, with former VP candidate Geraldine Ferraro leading that pack

■ **Illinois:** Incumbent Carol Moseley-Braun (D) vs. state senator Peter Fitzgerald (R)

■ **Ohio:** Gov. George Voinovich (R)



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■ **Nevada:** Incumbent Sen. Harry Reid (D) vs. Rep. John Ensign (R)

■ **Kentucky:** Rep. Jim Bunning (R) vs. tobacco farmer Scotty Baesler (D)

Democratic media consultant John Franzen expects Republicans to run spots that play off Bill Clinton's per-

sonal foibles, both directly and obliquely. "With candidate ads, you'll see that happening where Clinton is unpopular. In issue ads, you can attack a candidate voting with Bill Clinton," says Franzen, who expects images of Monica Lewinsky to be conspicuous in such spots.

Franzen expects Democratic candidates to pay serious attention to Social Security reform in their spots, while both Democratic and Republican

incumbents will take credit for balancing the federal budget.

Republican media consultant John Gautier, whose agency works with the American Association of Health Plans, sees Democrats hitting health care as a "scare tactic" in some races. He also expects Democratic spots to hit the Social Security issue, while Republicans promote IRS reform and further budget-balancing.

While he notes that some anti-Clinton spots already have aired in North Carolina, he doubts that Clinton's integrity will be played heavily elsewhere. And he believes more substantive candidate spots will be the rule. "The real issue this time is going to be the candidates themselves," Gautier says. "There's been a general cynicism among voters. You see a drop-off in turnout and a drop-off in intensity." ■

Daniels gets free airtime green light

FEC will allow cable operator to give candidates time

By Paige Albiniaak

Cable pioneer Bill Daniels last week received the OK from the Federal Election Commission to offer free airtime to some of California's candidates for federal elections.

Daniels had to ask for the FEC's permission to be sure he was not violating federal campaign spending laws. He intends to air up to 750 free 30-second campaign advertisements per week. The ads will run during the eight weeks leading up to Election Day on Nov. 3. Daniels estimates the total value of the ads as \$86,250.

The FEC found, in accordance with Daniels' proposal, that free airtime from Daniels Cablevision could be considered media "commentary" and not a corporate political contribution. Daniels argued in his FEC request that his two San Diego County cable operators are media outlets because they cover local news and politics.

The FEC was helped in its analysis by FCC General Counsel Christopher Wright, who found that the Daniels plan "is consistent with congressional intent behind enacting the lowest unit charge rule, i.e., the reduction of campaign costs."

Daniels says he is offering the time because he believes overemphasis on money in campaigns is threatening the democratic process.

"This is a small step in the right direction toward curbing the campaign abuses that we've seen," says John Dodge, Daniels' attorney at the Washington law firm of Cole, Raywid & Braverman.

Daniels' efforts will go directly toward helping candidates for U.S. Senate in California, as well as those running for the House in the 44th, 48th and 51st districts.

The FEC said that federal candidates who take advantage of Daniels' offer must include a disclaimer attributing the free airtime to Daniels. One FEC commissioner amended the ruling to ensure that Daniels provides equal time for all federally qualified candidates.

Daniels always planned to open the offer to "bona fide"—or federally registered—candidates. "No bona fide candidate is left out of opportunity to provide Daniels with a spot advertisement, and each candidate receives from Daniels the same amount of cable airtime as her or his opponents to express political ideas," Dodge wrote in Daniels Cablevision's initial request to the FEC.

Daniels hopes his effort will encourage other cable operators to do likewise, he states on his Web page. While no operators have accepted Daniels' challenge, the cable industry supports his efforts. "The industry has a strong record of providing free airtime for candidates," says Torie Clarke, spokesperson for the National Cable Television Association. ■



Bill Daniels is providing eight weeks of free ads to candidates

Pax hopes to turn ratings into revenue

By Michael Stroud

Bud Paxson's Pax TV is off to a flying start: Now the question is whether advertisers will sit up and take notice. The self-proclaimed seventh network scored a average 1.4 rating in 31 Nielsen metered markets last week, beating the network's own predictions for the early performance of the service.

In an interview, Paxson said he has maintained that the new network, which launched on Aug. 31, would break even with a 0.6 rating and do "very well" with a 1.0. "We're absolutely ecstatic," he said. "There's no reason to believe we won't be [doing as well] in the national markets and the cable markets."

The network's start has resulted in a "slew of orders" in recent days, Paxson said, although he acknowledged that many of the orders already in the network's pocket assumed lower initial ratings than Pax TV actually achieved.

Getting advertisers on board in the weeks and months ahead is critical to the young network's future, analysts and advertisers say. Paxson "has great prod-

ucts and it's a great idea," says Bishop Cheen, senior media analyst at First Union Capital Markets in Charlotte, N.C. "The challenge will be turning the [ratings] numbers into ad revenue."

To convince Madison Avenue, Pax TV will have to sustain its initial performance. The first true test will come Wednesday (Sept. 9) when Pax TV is expected to get its first national Nielsen numbers, a more accurate measure of performance than the metered markets.

Indeed, analyst Marc Berman of media rep firm Settel says that the metered-market results indicate that while Pax TV performed "very well" in some markets, such as Sacramento, Calif.; Kansas City, Mo., and New York, the network didn't do nearly as well in others, such as Columbus, Ohio, and Jacksonville, Fla.

The network also must convince the youth-crazy advertising community that its family fare—including CBS reruns of *Touched by an Angel* and *Dr. Quinn, Medicine Woman*—will appeal to their customers. "If you're an advertiser looking to sell a product geared toward an older audience, it could be of interest," Berman says. "You're not going to see the same advertisers advertising on Fox as on Pax TV."

Paxson maintains that plenty of advertisers targeting the 25-54 market will be interested in the network, particularly since they can reach that audience much less expensively than on the other networks.

To give Pax TV its best chance against the other networks' fall premieres, it will spend \$25 million on advertising and promotion over 18 weeks beginning Aug. 17, says Jeff Sagansky, Pax TV president.

To extend the network's reach, Paxson continued an aggressive program to roll out Fax TV on cable last week, announcing an agreement with Century Communications to carry Paxson programming on its 73 cable systems serving 1.3 million customers.

Including pending transactions, Paxson's 95 stations broadcast to more than 76 million households. Cable distribution gives Pax TV access to 74 of the top 75 U.S. TV markets, Paxson estimates. ■



Pax TV prays that advertisers are touched by its better-than-predicted ratings.

CLOSED CIRCUIT

BEHIND THE SCENES, BEFORE THE FACT

NEW YORK

Take a letter

Late last Friday, according to sources, ABC was preparing a letter to all affiliates making its case for the stations' contribution to help pay for NFL rights, an issue that has become linked to program exclusivity. A month ago, rights talks stalled after the ABC affiliate board of advisers said it could not support an ABC offer of one year of program exclusivity in exchange for a year's NFL contribution. The contribution would have come in the form of an inventory buyback program similar to one in a football rights agreement between Fox and its affiliates earlier this summer. The ABC board wants a longer-term agreement; ABC wants flexibility on exclusivity.

HOLLYWOOD

Springer loses Luster

Chicago-based Luster Products has agreed not to advertise on the *Jerry Springer Show* after a Chicago clergyman sent letters to Luster and 18 other advertisers. "The negative talk and people bashing the show and the content of the show led to the decision by our advertising agency and myself not to advertise on the show," says Michelle Pruitt, marketing services manager for Luster Products, a line of hair care products targeted to African Americans. The company last advertised on the show in February. "We found our target audience was reached by *Jerry Springer*, but there are so many other ways to reach that audience." Chicago-based the Rev. Michael L. Pfleger, who revived a campaign against *Springer* after concluding that syndicator Studios USA reneged on a deal to remove the violence, says he is awaiting responses from other sponsors. Pfleger has called on supporters to arrange meetings with general managers of stations carrying *Springer*. Pfleger also sent letters to the heads of video chains Hollywood Video and Blockbuster, asking them to pull *Springer* videos from the shelves. Studios USA Domestic

Television President Steve Rosenberg says the syndicator has taken steps to reduce footage of violent confrontations. Asked whether there will be physical confrontations on upcoming shows, Rosenberg responded: "Watch the show and be the judge." As for the campaign targeted to advertisers, he said: "We have terrific ratings and advertisers selling products will continue to buy time on shows with good ratings."

WASHINGTON

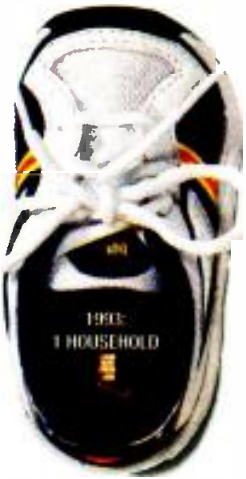
Few Stern complaints at FCC

Television stations may be getting flak for airing Howard Stern's new TV show, but the program is barely causing a ripple at the FCC. Chuck Kelley, the agency's enforcement chief, says fewer than a half-dozen complaints have been lodged with federal regulators. No surprise, he says. "Given the time of day it airs, there's very little we can do." Programs broadcast between 10 p.m. and 6 a.m., such as Stern's, are permitted to air material falling under the legal definition of "indecent," which includes showing women's bare breasts. Stern's program regularly shows topless women but blurs out breasts. "Unless he ventures into the obscene, which is not easy to do, we wouldn't have the ability to do anything," Kelley says. "Our general response is to tell viewers to call the station and let them know about their complaint."

LOS ANGELES

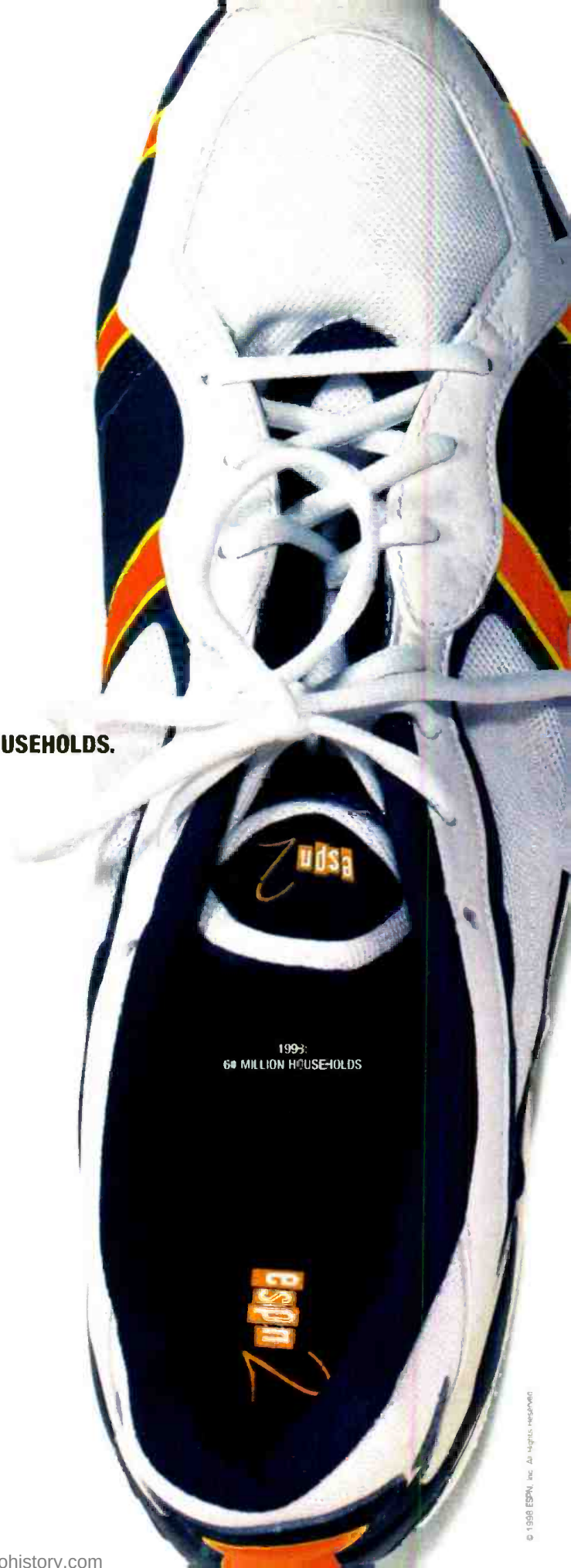
Speaking freely

Syndicator Studios USA is developing a pilot for a series tentatively titled *Free Speech*. Produced by documentary video company Broadcast News Networks, the show would feature homemade videos. Studios USA plugged the show last week in commercial breaks during *The Jerry Springer Show* and invited viewers to call a toll-free number with their stories. BNN executive producer Steven Rosenbaum says the promo generated some 8,000 calls.



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Countdown to Nov. 3: A Primer

Good head-to-head races are hard to find in 1998's midterm elections. But a few lawmakers who get their hands dirty with broadcasting, cable and satellite legislation are facing tough campaigns. BROADCASTING & CABLE plans coverage of select races from now through election day, Nov. 3.

Sen. Ernest "Fritz" Hollings (D-S.C.)—one of the Senate's old guard, famed for his mumbled drawl—is in full battle with the GOP down south. Hollings is up against Rep. Bob Inglis (R-S.C.), and polls show Hollings having only a slight lead over Inglis.



Senator Russell Feingold (D-Wis.), best known for partnering with Senate maverick John McCain (R-Ariz.) on campaign finance reform, is running neck and neck against Republican Mark Neumann. In a rare feat for a nonincumbent, Neumann has raised nearly as much money as Feingold while deep in Democratic territory. Feingold's tight race at home may keep him away from Washington, where the campaign finance reform rematch is coming soon in the Senate.



TRACKING THE RACES

(Figures given below come from the Center for Responsive Politics, which compiles Federal Election Commission numbers.)

HOUSE



Commerce Committee ranking member John Dingell (D-Mich.): A member since 1955, the "dean of the House" likely will continue his run. He faces Republican William Morse, who had not reported having any funds to the FEC by Aug. 1. Dingell so far has raised \$840,101, but has spent only \$387,988.

Telecommunications Subcommittee ranking member Ed Markey (D-Mass.): The ever-eloquent Markey has a familiar opponent, Republican Patricia Long, whom he has beaten decisively in the past three elections. Perhaps part of Long's problem is her lack of cash—she has filed no fund-raising activity with the FEC.

Commerce Committee member Mike Oxley (R-Ohio): The chairman of the House Finance Subcommittee has applied his money skills to his campaign. With \$359,767 to Democratic challenger Paul McClain's \$8,777, he should have no problem returning to the chairmanship.

Commerce and Judiciary Committee member Rick Boucher (D-Va.): Known for his intricate understanding of all things broadcasting-cable- and satellite-related, Boucher is against Republican Joseph Arthur Barta Jr. Barta is running a spirited campaign, challenging the articulate Boucher to debates. Barta had raised \$157,841 as of Aug. 1, while Boucher had gathered \$352,295.

Commerce Committee member Rick White (R-Wash.): White, who often steps in on issues relating to software giant Microsoft, is competing against Democrat Jay Inslee. Both received money from Gates & Co., but Inslee got nearly \$3,000 more, if that small amount indicates where the software baron's loyalties lie. White has a total of \$662,565 in the bank, while Inslee has \$286,763.

Commerce Committee member Bart Stupak (D-Mich.): Republicans consider this district vulnerable, so challenger Michelle McManus has put \$106,206 into her war chest. That's still less than half of Stupak's \$257,613.

Judiciary Committee member Mary Bono (R-Calif.): Until last Tuesday, Sonny Bono's widow was fighting off a challenge from Democrat Ralph "Pa Walton" Waite, whom she beat last April when she first took over Sonny's seat. But Waite realized his was an uphill battle in Southern California's very-Republican District 44 and dropped out last week, leaving Bono with not much to do between now and Nov. 3.

Members running unopposed: House Commerce Committee Chairman Tom Bliley (R-Va.), House Telecommunications Subcommittee Chair-

man Billy Tauzin (R-La.),* House Commerce Committee member Cliff Stearns (R-Fla.), House Judiciary Committee Chairman Henry Hyde (R-Ill.), House Courts and Intellectual Property Subcommittee Chairman Howard Coble (R-N.C.), House Courts and Intellectual Property ranking member Barney Frank (D-Mass.)

*Note: Louisiana politics being the strange Cajun confection they are, Tauzin won his qualifying race last month and was declared "re-elected without opposition."

SENATE



Commerce Committee Chairman John McCain (R-Ariz.): Opponents include Democrat Ed Ranger Jr., independent Bob Park and Libertarians Rex Allen Warner and John Zajac—none of whom is expected to pose a challenge. McCain has nearly \$3 million in his campaign coffers as of June 30, according to the FEC.

Commerce Committee ranking member Ernest Hollings (D-S.C.): Hollings holds the clear financial edge with more than \$3 million, but House member Bob Inglis is coming on strong in the polls. Republicans say Hollings is vulnerable because South Carolinians feel the six-term senator is too remote to serve their interests.

Commerce Committee member Byron Dorgan (D-N.D.): Dorgan should have no problem winning this race. His challenger, Republican Donna Nalewaja, has \$14,940 to Dorgan's \$1.5 million.

Commerce Committee member Daniel Inouye (D-Hawaii): Many opponents have officially registered, but none of 12 would-be challengers has raised any reportable money. Pollsters expect Inouye to win easily.

Commerce Committee member Sam Brownback (R-Kan.): Freshman Senator Brownback is best-known to the broadcasting and cable industries as a strong proponent of the volunteer TV ratings system. He is up against Democrat Paul Feleciano Jr., whose reported \$1,130 pales next to Brownback's \$1,429,891.

Commerce Committee member Ron Wyden (D-Ore.): Wyden has more than \$2.5 million in funds to fight off Republican John Lim. Lim so far has reported raising \$171,928.

Judiciary Committee ranking member Patrick Leahy (D-Vt.): Leahy, so far has more than \$1 million to combat Republican John McMullen, who had raised nearly \$300,000 as of June 30.

Senator Russell Feingold (D-Wisc.): Feingold, who weighed in on rising cable rates before Congress left for its August recess, faces perhaps the tightest race in the Senate. Republicans see Mark Neumann's candidacy as one of their best shots toward gaining the magic number 60—the majority needed to quash filibusters.

—Paige Albiniak

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Guest Check

TABLE NO.	NO. PERSONS	SERVER NO.	CHECK NO.
			4446

Titanic salad
-hold the
iceberg lettuce!

TAX

Thank You — Call Again

GUEST RECEIPT

NO. PERSONS	DATE	CHECK NO.	AMOUNT
		444600	

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*Source: Request TV/ THE BOX Music Network Select Market Test October 1997 **Source: Marketing Advocates, Inc., July 1997
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FCC overbills daytimers

Fees for Class D radio stations based on incorrect data

By Bill McConnell

A billing snafu has caused the FCC to overcharge scores of radio stations for their 1998 regulatory fees.

Because of the error, many stations that operate only during daylight hours were billed as if they were on the air 24 hours a day.

FCC officials said last week that they were aware of the mistake, which was reflected in bills issued to radio stations on Aug. 3. To figure the correct amount, agency officials said, stations should consult a fee chart accompanying the bills.

An FCC staffer last Wednesday said that the agency had received some 40 complaints from stations, but the total number of overbilled outlets is unknown. The mistake affects only some Class D stations, whose broad-

casts are limited to daytime hours.

"When you receive something in writing from the FCC, you expect it to be correct, but stations should be checking their assessments very carefully," says John S. Neely, a lawyer with Miller & Miller in Washington.

Mortenson Broadcasting Co. in Lexington, Ky., one of Neely's clients, was overbilled a total of \$6,000 for seven daytime-only stations in Dallas; Pittsburgh; Nashville; Nicholasville, Ky.; Kansas City, Kan.; Indian Head, Md., and Monroeville, Pa.

Neely says he is reviewing the bills of other clients to determine whether they were affected.

Dick Marsh, Mortenson Broadcasting's executive vice president, also urges radio operators to examine their bills closely. "This could easily slip through the cracks, especially for own-

ers with multiple stations."

Jerrold Miller, also a partner with Miller & Miller, urges the FCC to do a better job of warning the industry: "There is no indication that the FCC plans to revise their bills or notify stations of the error." He notes that payments are due Sept. 14–Sept. 18 and a 25% penalty will be levied on those who pay late.

FCC staffers blamed the mistake on faulty information originally provided to the National Association of Broadcasters by a private vendor. NAB spokesman Dennis Wharton played down the slipup: "There were just a few errors out of a data base of 12,000 radio stations, and they are being corrected."

The FCC began relying on NAB billing data after new rules two years ago required each station's market size to be a factor in setting fees. ■



By Bill McConnell and Paige Albinak

Wireless Internet

Federal regulators are preparing to adopt rules aimed at revamping the troubled wireless cable business. The FCC next week is expected to adopt technical standards allowing the industry to use its two-way communications capability to offer Internet access and interactive TV. An FCC plan unveiled in December would allow wireless companies to communicate with subscribers via systems akin to cellular telephone networks. Currently, customers receive broadcast signals from wireless operators, but generally they must respond via telephone lines. Wireless operators are counting on the new business to res-

cue their sagging fortunes. Slow growth and mounting losses have beaten down the stock prices of many wireless providers to less than \$1.

Enough competition, already

Cable executives last week urged the FCC to reject proposals that would require the industry to provide emerging competitors with better access to programming and customers. The National Cable Television Association wrote (in Aug. 31 reply comments) that telephone, wireless, and other alternative video distributors are seeking an "artificial competitive advantage."

The program-access rules in the 1992 Cable Act require cable operators to make their programming available to direct broadcast satellite providers, but they do not cover other new competitors. Alternative providers also complained that the FCC's inside wiring rules, which govern access to wires in apartment buildings and condominiums, are blocking their access to 35% of U.S. consumers.

More closed-captions sooner

The FCC next week is expected to amend its closed-captioning rules. In August 1997 the agency adopted rules requiring

95% of all new shows to be closed-captioned by 2006. Agency officials now are mulling whether to require an earlier deadline for emergency messages. The commissioners also will consider whether to narrow exemptions for traditional programming.

NAB Radio Show smokin'

NAB Radio Show attendees will close out the conference by partying to the rhythm and blues of former Miracle Smokey Robinson. Robinson is famous for writing such songs as "I Second That Emotion," "Going to a Go-Go," "The Tracks of My Tears," "My Girl" and "The Way You Do the Things You Do." Robinson will perform Oct. 17 in Seattle at the Marconi Awards, which honors the best radio stations and personalities. Radio personality Tom Joyner will host.



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'FELICITY' VOTED Most Likely to Succeed

Buzz over new series has helped draw new advertisers and their wallets to The WB; show cited as bright spot in dull fall

By Michael Stroud

In the pilot for *Felicity*, the young protagonist abandons plans to attend Stanford and transfers to a New York university because she has developed a mad crush on a high school acquaintance who's going there. The decision, *Felicity* admits in a letter to a confidante, "might be a colossal mistake."

Not from The WB's standpoint. With the hour drama *Felicity*, the three-year-old network has the one show pegged by network brass, ad executives and critics as most likely to succeed. Just two weeks ago, advertising giant BBDO Media identified the show as the potential breakout hit among the 37 new shows premiering this fall.

On *Felicity*'s strength alone, analyst Harold Vogel of SG Cowen & Co. projects that the network will cut its fiscal 1999 losses from about \$90 million to about \$65 million—even as programming costs jump 20%, to more than \$200 million, to pay for adding Thursday night to its schedule. If *Felicity* hits as predicted, Vogel projects that the network will be on target to make a small profit in fiscal 2001.

Unlike the spur-of-the-moment decision-making of *Felicity* (the character), *Felicity* (the series) is part of a carefully crafted WB business plan targeting viewers 18-34. It is a plan that resembles nothing so much as Fox in its early days. President Jamie Kellner and programming chief Garth Ancier—who, not incidentally, helped to launch Fox—are betting that *Felicity*'s mix of angst, humor and romance will appeal to adults recalling their own formative years, as well as to college-age kids. It should also attract high schoolers, who traditionally like to identify with the older, cooler set.

"If *Felicity* can help WB maintain its momentum, [The WB] will be well on their way to becoming the fifth network," says Audrey Steele, manager of strategic media resources at ad buyer Zenith Media. The WB's formula paid off in spades last season for surprise hit *Dawson's Creek*, a



drama about high school life that surprisingly grabbed half of its audience from advertisers' coveted 18-49-year-olds. The WB's other hit, *Buffy the Vampire Slayer*, a cult comedy among the high-school set, also performed well in its Tuesday night time slot among 18-34-year-olds last season.

Together, those shows helped the network to raise its average nightly viewership to 4.43 million people, up 24% over the previous season. They also helped to boost ratings among its core 18-34-year-old audience by 29%, to a 1.8 rating/5 share. "With *Felicity*, we're positioned to take another giant step," Kellner says.

To give *Felicity* its best shot, The WB has slotted it after *Buffy*, in a choice 9 p.m. Tuesday night time period—betting that young audiences will turn off such competing shows as ABC comedy *Spin City* and Fox's new drama, *Brimstone*. To hedge its bet, The WB is launching a \$3 million print, TV and radio campaign to build awareness for the show's Sept. 29 premiere.

Already, *Felicity*—owned and produced by Imagine Television and Disney's Touchstone Television and licensed for five years to The WB—has generated more buzz than any other show on the fall schedule.

Star Keri Russell, relatively unknown last winter, is set to appear on Jay Leno's *Tonight Show*, and she hits the covers of *Seventeen* and *YM* in later this fall. Other photo shoot requests have come from *People* and *TV Guide*.

Felicity's strong prospects were a key reason that 32 new advertisers opened their pockets to The WB at last May's presentations in New York, doubling their commitments to \$300 million. "I saw 37 pilots this season, and none of them was as good as *Felicity*," says media buyer Paul Schulman. "This is the one the buyers are clamoring for."

A hit of the caliber of last season's midseason *Dawson's Creek*, which scored an average 3.0 rating/8 share among viewers 18-34, would help to boost The WB's upfront revenue next May by some 30%. That would take revenue to about \$390 million, more than offsetting about \$50 million in increased programming costs to pay for the network's Thursday night lineup, analysts and media buyers estimate. To break even on *Felicity*, The WB needs at least a 2 rating and a 6 share among 18-34-year-olds, according to WB estimates. And if the show succeeds in its bid to pull in more older viewers, it has a shot at grabbing more viewers than *Dawson's Creek*, Zenith's Steele points out.

To be sure, the TV landscape is littered with the bodies of hyped shows—like the Ted Danson vehicle-turned-junker *Ink*, or producer Steven Bochco's *Brooklyn South*. But *Felicity* differs in that the hype stems from the show itself, rather than from any big names associated with it. Star Keri Russell and co-executive producers J.J. Abrams and Matt Reeves are little-known outside Hollywood. (One of the few other recent examples of comparative unknowns grabbing so much press attention prior to launch, interestingly, was *Dawson's Creek* last spring.)

Felicity could fail, its producers acknowledge, if it is perceived as a "college show" that appeals only to the sensibilities of an elite, affluent portion of the American population and excludes tens of millions of others. But critics and advertisers have been struck by the show precisely because its wistful coming-of-age story apparently appeals to a

broader demographic than any previous WB show.

"You wouldn't have to experience firsthand the war in Korea to fully appreciate *M*A*S*H*," says Tony Krantz, co-chairman and chief executive of Imagine Television. "You wouldn't have to go to college to relate to *Felicity*." In youth-obsessed Madison Avenue, the show has found an enthusiastic audience.

"We target strongly to the youth market, and this is a show that looks like it will deliver very well," says Rick Rock, Pepsi's vice president for media and entertainment marketing. Disney's Miramax has bought spots on *Felicity* to promote its upcoming sci-fi film, "The Faculty." The film is produced by Miramax's Dimension Films ("Scream"), which also targets 18-34-year-olds. "There's an almost perfect match between the demographics of *Felicity* and the demographics of Dimension Films," says Caryn Picker, Miramax's vice president of broadcast marketing.

The show also has succeeded in attracting Procter & Gamble's Crest, which typically aims at much broader demographics, Kellner says.

If *Felicity* performs as expected, The WB will easily make



"I saw 37 pilots this season, and none of them was as good as *Felicity*."

—Media buyer Paul Schulman.

a profit in its first season on the show. The network, which has a five-year contract for the show with co-owners Imagine Television and Touchstone, is picking up \$850,000-\$900,000 of *Felicity*'s \$1.3 million cost per episode.

The show is commanding \$110,000-plus for some of the sixteen 30-second spots per episode. If its ratings approach those of *Dawson's Creek*, the network can clear a profit on *Felicity* right from the start, sources close to the show say. Counting advertising from repeats and rate increases in the show's first two seasons, a *Dawson's Creek*-sized hit would add as much as \$25 million in profit to The WB's coffers in fiscal 1999, sources estimate. Over The WB's five-year contract with Imagine and Touchstone, the network's profit from a successful show could jump to more than \$150 million, Vogel says.

"If *Felicity* hits, The WB will substantially reduce its losses," he says. With that type of profit at stake, why did *Felicity* end up at The WB and not at a much bigger network, like ABC? ABC, in fact, did consider *Felicity*'s pilot, sources close to both networks say. But the two sides couldn't cut a deal: ABC, concerned that the show wouldn't appeal to older audiences, was lukewarm about the series, executives involved in the talks say.

Steve Tao, ABC's vice president of drama series, says he doesn't regret the decision. "*Felicity* is a high-quality, entertaining program with a certain appeal, but we simply felt it was too narrow for our schedule," Tao says. Unlike The WB, ABC can't risk keeping a show with a share of less than 14 or 15 or so on the air—even if it's profitable—because it would pull down the ratings of other shows that surround its time slot. ABC executives point out. Doing so, they say, would alienate advertisers who pick ABC because it offers a much broader range of viewers than The WB.

Felicity will be renewed for another year if the show attracts a 1.6 rating and a 5 share in its first 13 episodes, sources close to WB say. Ironically, ABC parent Disney will end up sharing in *Felicity*'s payoff. Imagine and Disney's Touchstone stand to make millions from the show through their ownership of foreign rights and domestic syndication rights. (*Buffy* sold into the cable and broadcast syndication

market last year for an estimated \$1 million per episode.)

How much profit The WB makes on *Felicity* is also tied to how fast it can grow its audience and ramp up its ad rates. Currently, only about 48% of the roughly 86 million households reached by The WB's signal tune in to the network's stations: Kellner figures he can double the figure over the next three to five years through stronger programming, like *Felicity*.

Improved programming already has paid off for Tribune Corp.'s 11 WB stations—particularly less-developed stations in Boston, Philadelphia, San Diego and Seattle, according to Tribune Television Executive Vice President Michael Eigner. "We're seeing significant increases in prime time viewing on WB that we attribute directly to shows like *Buffy*, *7th Heaven* and *Dawson's Creek*," he says. "Our hopes are that *Felicity* will have similar success."

The network currently reaches 88% of the country, compared with the high 90s for CBS or NBC. To expand its

High hopes from the Big 6

NBC

NBC kicks off its fall season by returning *Suddenly Susan* on Monday, Sept. 21. New comedies *Conrad Bloom* and *Will & Grace* are candidates to boost an evening that trailed expectations last season. *Encore! Encore!*, debuting on Tuesday and starring Nathan Lane as a former opera



singer turned vintner, is considered NBC's best hope for revitalizing Tuesday night now that *Frasier* has taken over *Seinfeld*'s spot on Thursday (not that there's anything wrong with that).

CBS

CBS launches the 31st season of *60 Minutes* on Sunday, Sept. 20, feeding into the *Touched by an Angel* and *CBS Sunday Night Movie* lineup that advertisers predict will allow it to continue its Sunday night household dominance in the 1998-99 season. Comedy *The King of Queens* and drama *L.A. Doctors* are con-



sidered the shows to watch on CBS's schedule as the network tries to rebuild its once-dominant Monday night.

ABC

ABC is counting on *Monday Night Football*, premiering tonight, (Sept. 7) at 8 p.m., to anchor its Monday through the fall. Black comedy *SportsNight*, debuting on Tuesday, Sept. 22, is considered the network's best chance for a hit. Analysts expect *Two Guys, a Girl and a Pizza Place*, returning on Wednesday, to improve on *Ellen*'s ratings last season, but they are divided as to whether the show has hit potential.



Fox

Fox got a big jump on the competition by launching *Melrose Place* on Monday, July 27. *That '70s Show*, a nostalgic look at the 1970s, got off to a strong start with its Sunday, Aug. 23, debut. Some critics say it could be one of Fox's breakout series for the new season. *King of the Hill* launches in its new Tuesday night time slot on tomorrow (Sept. 8), in a bid to juice up



that evening's ratings. *Brimstone*, set to launch on Oct. 27 after heavy promotion during the World Series, is considered the network's best shot at a breakout drama.

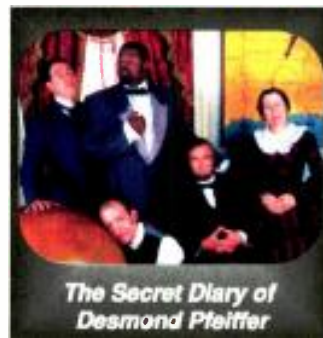
The WB

The WB rolls out its fifth season Sunday (Sept. 13) with *7th Heaven*, rescheduled for Sundays at 7 p.m. *7th Heaven* leads in to returning show *Sister, Sister*. Critics and advertisers believe new drama *Felicity*, premiering on Tuesday, Sept. 29, is the most likely

breakout hit of 37 new shows debuting for the 1998-99 season. The network launches a new night of programming on Thursday, Sept. 17, with a block of urban-leaning shows, led off by *The Wayans Bros.*

UPN

Seeking to escape September's network traffic jam as it launches a remade prime time schedule, UPN will debut three new series on Monday, Oct. 5: *Guys Like Us*, *DiResta* and *The Secret Diary of Desmond Pfeiffer*, a Monty Pythonesque look at the Lincoln White House. *Legacy*, a drama about a post-Civil War family premiering on Friday, Oct. 9, is considered one of the net-



work's best hopes for a hits. Midseason animated show *Dilbert* has been getting favorable early attention from critics and advertisers.

reach further. The WB network is buying or launching new stations in areas where it doesn't have coverage. It is also launching a cable service—The WeB—on Sept. 21, putting network programming on cable channels in areas where the network doesn't have a broadcast affiliate. That potential for growth in the distribution system "is a positive for us because it shows that there is tremendous upside for our network that is independent of improving the quality of our programming," Kellner maintains.

And what if *Felicity* doesn't pop? The WB has backups in 1998-99: *Charmed*, a *Buffy*-esque drama about three sisters with supernatural powers who battle warlocks and wizards;

Hyperion, a drama about sibling rivalry starring *Dawson's Creek*'s Dylan Neal, and *Angel*, a spin-off from *Buffy*.

And while The WB's fortunes are boosted by a hit from *Felicity*, The WB game plan doesn't presuppose it. If *Felicity* flops, the network still will break even and possibly will make a small profit in fiscal 2001, Kellner says.

The excitement about *Felicity* may speak as much to the paucity of high-quality new programs on other networks as to *Felicity*'s strength. Outside of *Felicity*, advertisers are hard-pressed to cite more than a handful of promising shows in the new season. "This is one of the worst fall lineups I can recall in years," says Zenith's Steele. ■

'Felicity' heads to college

With show already dubbed a hit, producers work to make series match its advance notices

By Michael Stroud

F*elicity* doesn't air until Sept. 29, but its producers already are worried that plot twists will be revealed in the press. On a recent visit to the set in Culver City, this reporter had to promise not to write about a climactic scene involving the title character.

Such concerns are far more common with established hits like *Beverly Hills 90210* or *NYPD Blue* than they are with pilots. But the publicity surrounding *Felicity* has been so intense and demands for interviews so frequent that the producers aren't taking chances.

The buzz is all the more surprising because *Felicity*'s cast and producers are so little-known.

Keri Russell, the show's 21-year-old star, appeared in last summer's short-lived Fox drama *Roar* and has had smaller roles in other network shows, but she hardly has been a household name. She seems as surprised as anybody that her picture is being plastered on billboards and bus stops as part of The WB's \$5 million-plus promotional campaign.

"It's totally bizarre," she said in an interview during a break in shooting. "Maybe we just lucked out in a season where there weren't a lot of good shows. Thank God for us. I would never have imagined."

Producers J.J. Abrams and Matt Reeves are experienced in film but much less so in television. Abrams wrote the critically acclaimed "Regarding Henry" and co-wrote last summer's hit movie "Armageddon"; Reeves produced "The Pallbearer." Abrams and Reeves, in fact, originally considered—and rejected—the story of a girl's college experiences in her first years away



"There are going to be lots of [relationship] triangles."

—*Felicity* producer J.J. Abrams

from home as a film project.

"If [*Felicity*] were a movie, we would have had to create a central event that would be resolved, and nothing felt genuine that way," Abrams says. "It all felt very manufactured and phony. [Television] allows us to tell the story over a period of time."

Without big names, *Felicity* has had to rely on its writing and acting to sell the network, advertisers and critics. Russell manages to convey a combination of vulnerability, precociousness and eccentricity that has led some reviewers to compare her to Calista Flockhart of Fox's *Ally McBeal*. "It's flattering," Russell says.

Shooting an hour drama for television is tough work. Each scene is shot four or five times to get the best angle and lighting. Each episode must be shot in eight days to accommodate the network's 22-

week schedule and requires a crew of 150 to 200 people and about \$1.3 million.

Add to that the pressure of being the fall season's most-hyped show and the attendant interviews, photo shoots and professional jealousy.

"We've been put in a place where some people may want us to fail," says co-star Scott Foley, who plays *Felicity*'s dorm adviser.

For the record, *Felicity*'s Tuesday night 9-10 p.m. slot puts it up against ABC's *Spin City* and newcomer *Sports Night* (also created by *Felicity* producers Imagine Television and Touchstone Television); NBC's *Just Shoot Me* and *Working*; CBS's Tuesday movie; Fox's new sinister drama, *Brimstone*, and UPN sci-fi drama *Mercy Point*.

An NBC spokesperson declined comment, noting only that *Just Shoot Me* scored "stellar" ratings over the summer (it tied for eighth last season among adults 18-34).

Although *Felicity*'s pilot was applauded by critics, it's another thing to sustain plot momentum through an entire season. *Felicity*'s central premise, at least initially, is a love triangle that develops among *Felicity*, Noel (Foley's character) and the boy *Felicity* impulsively follows to New York, played by Scott Speedman.

"If the story is just about a love triangle, it could peter out by the middle of the first season," says Audrey Steele, media director for Zenith Media in New York. Acutely aware of that fact, the producers are adding other plot lines and story arcs to complicate the emotional geometry of the show, including focusing on *Felicity*'s relationships with her parents, friends, roommates and teachers. ■

SPECIAL REPORT

Broadcasting & Cable's Top 25 Media Groups

- | | |
|--|------------------------------|
| 1. Time Warner Inc. | 13. Hearst Corp. |
| 2. The Walt Disney Co. | 14. McGraw-Hill Corp. |
| 3. Sony Corp. (media and entertainment only) | 15. New York Times Co. |
| 4. Viacom | 16. Tribune Co. |
| 5. News Corp Ltd. | 17. MediaOne Group |
| 6. Tele-Communications Inc. | 18. The Washington Post Co. |
| 7. Seagram Co. Ltd. (Universal) | 19. Cablevision Systems Co. |
| 8. CBS Corp. | 20. Primestar Partners |
| 9. General Electric (NBC) | 21. General Motors (DirecTV) |
| 10. Cox Enterprises | 22. A.H. Belo Corp. |
| 11. Comcast Corp. | 23. E.W. Scripps |
| 12. Gannett Co. | 24. Media General |
| | 25. Meredith Corp. |
| | 25. Discovery Communications |

The big grow bigger.

That's the lesson of this year's annual ranking of BROADCASTING & CABLE's top 25 media and entertainment groups. Time Warner stayed atop the heap with \$24.622 billion in 1997 revenue. Disney still is nipping at Time Warner's heels with \$22.473 billion in revenue. Viacom surpassed News Corp. by \$400 million, posting \$13.2 billion in revenue to News Corp.'s \$12.8 billion.

Aggressive consolidation in broadcasting should bring newcomers on board next year. Venture capitalist Tom Hicks' Chancellor Media likely will join as the nation's largest radio company. It now has 465 radio stations in addition to its 12 TVs and a booming outdoor advertising business.

BROADCASTING & CABLE's top 25 includes only companies with significant TV, radio, cable or satellite broadcasting interests in the U.S. It includes both media and entertainment holdings—so Disney's theme parks count as do Sony's interactive games. For conglomerates that own significant media companies—such as General Electric (NBC), Seagram (Universal) and General Motors (DirecTV), only the revenue of the media subsidiary was included. Revenue is cited from each company's last available annual report.

1 Time Warner Inc.
New York (NYSE: TWX);
Fiscal year ends: Dec. 31, 1997

TIME WARNER

Revenue: \$24.622 billion

Operating cash flow:
\$5.412 billion

Operating income:
\$2.728 billion

Television: Warner Bros. Television, WB Television Network (69%)

Cable: Time Warner Cable (cable systems serving 12 million subscribers), Time Warner Communications, CNN, Cartoon Network, Cartoon Network Latin America, Cinemax, CNN International, CNNfn,



Gerald M. Levin,
Chairman/CEO

CNNsi, Comedy Central (joint venture with Viacom), Court TV (33.3%), Home Box Office, Headline News, TBS Superstation, TNT & Cartoon Network Asia, TNT Latin America, Turner Classic Movies, Turner Network Television, World Championship Wrestling; 31% stake in DBS company Primestar

Film: Warner Bros. Feature Films, Castle Rock Entertainment, Castle Rock Television, Hanna-Barbera Productions, New Line Cinema, Telepictures Production, Turner Pictures World Wide, Warner Home Video

Internet: Pathfinder, Hoover's Inc. (minority interest), Road Runner (partial interest)

Magazines: DC Comics, Entertainment Weekly, Fortune, In Style, Life, Mad, Money, Parenting, People, People en

Español, Southern Living, Sports Illustrated, Teen People, This Old House, Time, Time for Kids, Who

Music: Atlantic Recording Corp., Elektra Entertainment Group, Warner Bros.

Records, Warner Music Group, Warner Music International, Heartland Music

Publishing: Leisure Arts; Little, Brown; Oxmoor House; Sunset Books; Time Distribution Services; Warner Books; Warner Publisher Services; Time-Life; Time Warner AudioBooks (joint venture)

Telephony: Time Warner Communications: telephony (as of March 30, 1998, deployed switches in 16/19 markets)

International: Japanese cable interests: Titus (25%), Chofu (19%)

Retail: Warner Bros. Consumer Products, Warner Bros. International Theatres,

Warner Bros. Studio Stores

Entertainment: Atlanta Braves, Atlanta Hawks; Warner Bros. theme parks

Misc.: American Family Enterprises (50%), Book-of-the-Month Club, Hasbro (14%)

2 The Walt Disney Co.

Burbank, Calif. (NYSE: DIS);
FYE: Sept. 30, 1997



Revenue: \$22.473 billion

Operating cash flow: \$7.1 billion

Operating income: \$4.312 billion

Television: ABC Inc., ABC Television Network Group (10 TVs), Buena Vista Television, Touchstone Television, Walt Disney Television

Cable: ABC Cable and International Broadcast Group (partial ownership of ESPN, ESPN2, ESPNNews, A&E and Lifetime); The Disney Channel; E! Entertainment Television (owned in a partnership); The History Channel

Film: Hollywood Pictures, Touchstone Pictures, Walt Disney Pictures

Internet: Buena Vista Internet Group

Publishing: Disney Publishing Group, Hyperion Books, Mouseworks, Disney Press

Music: Hollywood Records, Mammoth Records, Lyric Street Records, Walt Disney Records

Retail: The Disney Store, Club Disney, ESPN Zone, DisneyQuest

Sports: Anaheim Angels (25%), Mighty Ducks of Anaheim

Entertainment: Animal Kingdom, Disney Vacation Club, Disneyland Paris (39%), Disneyland, Disney-MGM Studios, Disney's Fort Wilderness, Epcot, The Magic Kingdom, Tokyo Disneyland, Walt Disney World

Misc.: Disney Institute, Disney Cruiseline



Michael Eisner,
Chairman/CEO

3 Sony Corp.

Tokyo (NYSE: SNE);
FYE: March 31, 1998

SONY.

Revenue: \$15.609 billion

Operating cash flow: \$2.02 billion

Operating income: \$1.565 billion

Sony Pictures Entertainment: Columbia TriStar Motion Picture Group (Columbia Pictures, Sony Pictures



Norio Ohga,
Chairman/CEO

Classics, Sony Pictures Releasing, Columbia TriStar Film Distributors International); Columbia TriStar Television Group (Columbia TriStar Television, Columbia TriStar International Television); Columbia TriStar Home Video; the Digital Studios Division; Sony Pictures Studios; The Culver Studios

Music: Sony Music Entertainment Inc. (Columbia Records Group, Epic Records Group, RED Distribution, Relativity Entertainment, Sony/ATV Music Publishing, Sony Classical, Sony Music International)

Games: Sony Computer Entertainment

Misc.: Sony Imax Theatres; Telemundo Group, Inc.; JSkyB (11.375%)

4 Viacom

New York (ASE: VIA);
FYE: Dec. 31, 1997

VIACOM

Revenue: \$13.2 billion

Operating cash flow: \$1.7 billion

Operating income: \$752.8 million

Television: United Paramount Network, Paramount Television (15 TVs), Spelling Entertainment Group (80%)

Cable: MTV, M2, Showtime, Nickelodeon, Nick at Nite, VH1, TV Land, Sundance Channel (joint venture), The Movie Channel, Flix, Comedy Central (joint venture with Time Warner)

Film: Paramount Pictures

Publishing: Simon & Schuster, Macmillan Publishing, Prentice Hall

Entertainment: Paramount Parks (five theme parks and one water park)



Sumner Redstone,
Chairman/CEO

5 News Corp. Ltd.

Surry Hills, NSW, Australia (NYSE: NWS); FYE: June 30, 1998



News Corporation

Revenue: \$12.8 billion

Operating cash flow: \$1.401 billion

Operating income: \$1.8 billion

Television: Fox Broadcasting Co., 22 TVs, Twentieth Television, Fox Television Studios

Cable and satellite: U.S.—Fox/Liberty Media joint venture (50%); Fox Sports Net



Rupert Murdoch,
Chairman/CEO

(10 regional cable sports channels); Rainbow Sports (8 regional cable sports channels, New York Knicks, New York Rangers, MSG Network and Madison Square Garden arena) (40%); National Sports Partners (50%); National Advertising Partners (50%); Staples Centers (40%); Outdoor Life and Speedvision Networks (34%); FIT TV; FX; Fox Sports World (50%); The Golf Channel (33%); Fox Family Worldwide (50%); Fox Kids Network; Fox Family Channel; MTM Entertainment; Fox Kids International Networks; Fox News Channel; fXM: Movies from Fox; Prevue Networks (44% upon completion of TV Guide's pending transaction with UVSG); UK—BSkyB (40%), with more than 40 channels; Germany—VOX (49.9%); Latin America—Canal Fox; Fox Sports Americas (50%); Fox Kids (owned by Fox Family Worldwide); Telecine (12.5); Cinecanal (21.5%); Sky Latin America DTH Platforms; Innova (30%); Brazil—Net Sat (36%); balance of Sky Latin America (30%); Australia—FOXTEL (50%), including parts or all of 36 channels; Asia—Star TV and 13 channels or parts thereof; Phoenix Satellite Television Co. Ltd. (45%); Phoenix Chinese Channel; Tianjin Golden Mainland Development Co. Ltd. (60%); India—IskyB; Asia Today Ltd. (50%); ZEE TV; Program Asia Trading Co. Pvt. Ltd. (50%); ZEE Cinema; ZEE India TV; Siticable Network Pvt. Ltd. (50%); Indonesia—Indovision (45%); Bahasa Programming Limited (50%); Film Indonesia; Japan—News Broadcasting Japan (80%), plus five channels; Sky PerfecTV! (11.375% owned by News Corp.)

Filmed Entertainment: Twentieth Century Fox; Fox 2000; Fox Searchlight; Fox Animation Studios; Twentieth Century Fox Home Entertainment; Twentieth Century Fox Television; Fox Studios Australia

Newspapers: U.S.—New York Post; U.K.: The Times, The Sunday Times, The Sun, News of the World; Australasia—Whole or partial interest in more than 200 newspapers

Magazines and inserts: U.S.—TV Guide; TVSM; TV Total; Cable Guide; The Weekly Standard; News America Marketing; In-Store; FSI (SmartSource Magazine); UK—The Times Educational Supplement; The Times Higher Education Supplement; The Times Literary Supplement; The Times Educational Supplement; Australasia—Pacific Islands Monthly

Book Publishing: HarperCollins Publishers

Technology: U.S.—News America Digital Publishing, Kesmai Corp., NDS Americas Inc., News Internet Services, TV Guide Entertainment Network; UK—NDS Ltd.,

LineOne (33%); *Australasia*—News Interactive, PDN Xinren Information Technology Co. Ltd. (50%)

Other operations: U.S.—News America New Media, L.A. Dodgers, L.A. Kings (40% option), L.A. Lakers (10% option); *Australasia*—Ansett Australia (50%), Ansett New Zealand, Ansett International (24.5%), Ansett Worldwide Aviation Services (50%), Broadsystem (Australia), Festival Records, F.S. Faulkner & Sons, Mushroom Records (50%), National Rugby League (50%), Newpoll (50%); *Europe*—PLD Telekom (38%), Broadsystem Ltd., Convoys Group, Sky Radio (71%), Radio 538 (42%), Sky Radio Sweden (28%)

6 Tele-Communications Inc.

Englewood, Colo. (NYSE: TCOMA);
FYE: Dec. 31, 1997



Revenue: \$7.570 billion
Operating cash flow: \$2.975 billion
Operating income: \$685 million

Cable: Cable systems serving 10.5 million subscribers; Cablevision Systems (36%); Intermedia Partners (40%); Lenfest Communications (50%); Bresnan Communications (50%); Discovery Communications (49%)—includes Discovery Channel, The Learning Channel, Discovery Europe, Discovery Latin America, Animal Planet, The Travel Channel; Encore Media Group (80%)—includes STARZ; Fox/Liberty Networks (50%)—includes Fox Sports Net and an alliance with Rainbow Sports, owned by Cablevision Fox Sports International (50%); National Digital Television Center; TINTA (85% equity, 92% voting)—programming services, broadband cable and telephony distribution networks internationally; BET Holdings (22%); Time Warner (8%)—includes Court TV (50%), E! Entertainment Television (10%); Cablevision SA (26%); Flextech (36% equity, 50% voting); QVC (43%); USA Networks (18.6%, with option to increase up to 25%); MacNeil-Lehrer Productions (67%); Telewest (26.8%); Telemundo (50%)
Satellite: United Video Satellite Group (78%), Superstar/Netlink (40%)
Internet: @Home (39%)
Publishing: Kearns-Tribune
Music: TCI Music (78%)—includes DMX Inc., The Box Worldwide, Paradigm Entertainment Co.
Telephony: Teleport Communications Group (20%), Sprint PCS (30%)



John Malone,
Chairman/CEO

Equipment: General Instrument (15%), Antec (17%)

Note: AT&T is buying Tele-Communications Inc. for approximately \$48 billion (depending on the stock price), dividing the company up and integrating it into various divisions within AT&T. The deal is expected to close by the end of this year.

7 Seagram Co. Ltd. (Universal)

Montreal (NYSE: VO);
FYE: June 30, 1998



Revenue: \$6.439 billion
Operating cash flow: \$712 million
Operating income: N/A
Television: Universal Television Group, USA Networks
Film: Universal Pictures, Universal Studios, Universal Studios Home Video
Entertainment: Sega Gameworks (partial interest)

Music: Universal Music Group, PolyGram
Entertainment: Universal City Hollywood, Universal City Florida, Universal Studios Florida, Universal City Japan
Misc.: Consumer Products Group, Spencer Gifts



Edgar Bronfman Jr.,
Chairman/CEO



Frank J. Biondi Jr.,
Chairman/CEO,
Universal Studios

8 CBS Corp.

New York (NYSE: CBS);
FYE: Dec. 31, 1997

Revenue: \$5.363 billion
Operating cash flow: \$772 million
Operating income: \$249 million
Television: CBS Television Network, 14 TVs, Eyemark

Cable: CBS Cable: CMT (Country Music Television), TNN (The Nashville Network), Eye on People (50%); Midwest Sports Channel; majority owner of Home Team Sports; Group W Network Services
Radio: 155 radio stations (closed on purchase of ARS as of June 15, 1998), Westwood One (minority investment)



Michael Jordan,
Chairman/CEO

Outdoor advertising: TDI

9 General Electric (NBC)

Fairfield, Conn. (NYSE: GE);
FYE: Dec. 31, 1997



John Welch,
Chairman/CEO

Revenue: \$5.153 billion
Operating cash flow: \$450 million (estimated)
Operating income: \$1.002 billion

Television: NBC Television Network, 12 TVs
Cable: MSNBC, CNBC, Court TV (partial interest), NBC Super Channel and CNBC Asia, as well as equity investments in Arts and Entertainment, American Movie Classics, Bravo, Prime Network and regional Sports Channels
Internet: Snap! Internet portal and search engine



Bob Wright,
President, NBC

10 Cox Enterprises

Atlanta (privately held);
FYE: Dec. 31, 1997



Revenue: \$4.937 billion
Operating cash flow: N/A

Operating income: N/A
Television: 11 TVs; television advertising sales representation; television programming production and syndication;
Cable: Cox Communications: 16 cable TV operations, local and long-distance telephone service, digital television, high-speed Internet access, educational training and technology, investments in networks and PCS
Radio: 54 radio stations (Cox Radio, CXR)
DBS: investment in Primestar
Newspapers: 16 daily newspapers; 11 weekly newspapers; direct mail gift catalogs; direct mail national advertising; book publishing; advertising publications
Telephony: PCS wireless communications
Misc.: Manheim Auctions (automobile auctions); sports marketing

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11 Comcast Corp.

Philadelphia (NYSE: CMCSA);
FYE: Dec. 31, 1997

COMCAST
CORPORATION



Revenue: \$4.912 billion

Operating cash flow:

\$1.468 billion

Operating income:

\$532.1 million

Cable: Serves 4.3 million customers in 21 states; Comcast UK

Cable, which owns four cable companies: Cambridge Cable, the Teeside Franchises, 27.5% of Birmingham Cable, and 50% of Cable London; E! Entertainment Television (joint venture with Disney owns 79.2%); Scripps Cable; Comcast-Sports Net; QVC (57%)

Internet: Partnership in @Home

Telephony: Comcast Cellular Communications, Inc. serves a population of over 8.2 million

Entertainment: Comcast-Spectacor (66%) owns and operates the Philadelphia 76ers NBA team, the Philadelphia Flyers NHL team, the Philadelphia Phantoms AHL team, and two sports and entertainment arenas, the First Union Spectrum and the First Union Center.

Note: Comcast Corp. is buying a 38% equity stake/48% voting stake in Jones Intercable for \$232 million.



Ralph Roberts,
Chairman



Brian Roberts,
President

12 Gannett Co.

Arlington, Va. (NYSE: GCI);
Dec. 28, 1997



Revenue: \$4.729 billion

Operating cash flow:

\$1.316 billion

Operating income: \$1.617 billion

Television: 20 TVs

Cable: Multimedia Cable will serve 513,000 cable subscribers by end of the year

Newspapers: *USA Today* and 86 other daily newspapers



John J. Curley,
Chairman/CEO

13 Hearst Corp.

New York (privately held);
FYE: Dec. 31, 1997

Revenue: \$4.2 billion (estimated)

The Hearst Corporation

Operating cash flow:

\$1.25 billion (estimated)

Operating income: N/A

Television: 24 TVs, Hearst-Argyle Television;

also in process of buying Pulitzer's broadcasting business (Pulitzer numbers not included in Hearst Corp.'s estimated revenue)

Cable: A&E and The History Channel (both with ABC and NBC); Lifetime Television and Lifetime Movie Network (ABC); ESPN, ESPN2, ESPNEWS, ESPN Classic Sports (20% in ESPN franchise); TVA (minority investment); Locomotion (partnership with Venezuela's Cisneros Group of companies); New England Cable News (with MediaOne)

Internet: Hearst New Media

Magazines: 16 magazines; Hearst Newspapers: 12 daily newspapers, seven weekly newspapers and Hearst News Service; Hearst Books/Business Publishing; King Features Syndicate

Misc.: Hearst Real Estate



Frank A. Bennack Jr.,
President/CEO

14 McGraw-Hill Corp.

New York (NYSE: MHP);
FYE: Dec. 31, 1997

The McGraw-Hill Companies

Revenue: \$3.534 billion

Operating cash flow:

\$523 million

Operating income:

\$485 million

Television: Four TVs
Publishing: Standard & Poor's financial rating services; educational publishing; professional publishing

Magazines: *Business Week*; *Business Week International*; *Business Week Online*; *BYTE*; *Data Communications/International*; *LANtimes*; *tele.com*; *NSTL*; *F.W. Dodge*; *Sweet's Group*; *Architectural Record*; *Engineering News-Record*; *Design-Build*; aviation publications; health-care publications; science and technology publications



Joseph L. Dionne,
Chairman



Harold McGraw III,
President/CEO

15 New York Times Co.

New York (NYSE: NYT/A);
FYE: Dec. 28, 1997

Revenue: \$2.86 billion

Operating cash flow: \$452 million



The New York Times
Company

Operating income:

\$455 million

Television: 8 TVs

Radio: 2 radio stations

Publishing: *The New York Times*; *The Boston Globe*; one-half interest

in *International Herald Tribune*; 18 daily newspapers; three non-daily newspapers; newspaper distributors in New York and Boston; newspaper online products; news, phone and graphics services and news and features syndication; TimesFax; The New York Times index; licensing of electronic databases and microform; CD-ROM products; *Golf Digest*; *Golf World*; *Golf Shop Operations*

Misc.: Joint ventures, including minority equity interests in a Canadian newsprint company and a super-calendered paper manufacturing partnership in Maine



Arthur O. Sutzberger Jr.,
Chairman/CEO

16 Tribune Co.

Chicago (NYSE: TRB);
Dec. 31, 1997

TRIBUNE

Revenue: \$2.7 billion

Operating cash flow:

\$815 million

Operating income:

\$642 million

Television: 16 TVs, ownership interest in Qwest Broadcasting; 22.5% interest in The WB Television Network and TV Food Network; Tribune Entertainment (syndication)

Radio: Four radio stations

Sports: Chicago Cubs

Education: The Wright Group, Everyday Learning/Creative Publications Group, NTC/Contemporary Publishing Group, Landoll Inc., Ideal/Instructional Fair Publishing Group



John W. Madigan,
Chairman/
President/CEO

17 MediaOne Group

Englewood, Colo. (NYSE: UMG);
FYE: Dec. 31, 1997



Revenue: \$2.419 billion

Operating cash flow:

\$754 million

Operating income:

-\$320 million

Cable: Nearly 5 million subs, plus telephony operations; Road Runner (35%, together



Charles M. Lillis,
President

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with Time Warner, Advance/Newhouse and investments from Microsoft and Compaq—is merging that with MediaOne's high-speed data service, which has nearly 90,000 customers; Time Warner Entertainment (25.5%); nearly 900,000 international cable subs; Telewest (26.8% with approximately 687,000 cable subscribers and 1,040,000 telephony lines; *Czech Republic*—Cable Plus (94%); *Netherlands*—A2000 (50%); *Belgium*—Telenet Flanders (25%); *Indonesia*—Aria WEST (35%); Singapore Cablevision Pte Ltd (25%); *Japan*—Titus Communications Corp. (25%) and Chofu Cable Television (19%)

18 The Washington Post Co.

Washington (NYSE: WPO);
FYE: Dec. 28, 1997

The Washington Post

Revenue: \$1.956 billion

Operating cash flow:

\$320 million

Operating income:

\$381 million

Television: 6 TVs

Cable: Post-Newsweek cable, 50 cable systems serving mostly rural customers (637,000



Donald E. Graham,
Chairman/CEO

subs)

Internet: Legislate, online information service

Newspapers: *The Washington Post*; *Newsweek* magazine; half of the *International Herald Tribune*; 20 Maryland community newspapers; six business periodicals for computer services industry

Misc.: Kaplan Educational Centers (a test-preparation company); newsprint warehousing and recycling facilities

19 Cablevision Systems Co.

Woodbury, N.Y. (ASE: CVC);
FYE: Dec. 31, 1997

CABLEVISION

Revenue: \$1.949 billion

Operating cash flow:

\$272 million

Operating income: \$81 million

Cable: 2.88 million subs on Dec. 31, 1997—2.3 million cable subs (once pending transactions close); Rainbow Media (75%), which includes the Madison Square Garden sports and entertainment business, American Movie Classics, Encore, Romance Classics, MuchMusic, The Independent Film Channel; National Sports Networks, which includes Fox Sports Net (50%—other 50% owned by Fox/Liberty Media); Regional Programming Partners (60%, partnership with Fox/Liberty), which owns 92.2% interest in Madison Square Garden and interests in the New York Knicks (NBA), New York Liberty (WNBA team), New York Rangers (NHL), New York City Rangers (arena football)



James Dolan, CEO

20 Primestar Partners

Englewood, Colo. (privately held); FYE: Dec. 31, 1997

PRIMESTAR

Revenue: \$1.3 billion (estimated)

Operating cash flow:

\$135 million (estimated)

Operating income:

—\$510 million (estimated)

Satellite TV: 2.1 million—subscriber medium-power satellite TV business*

Note: Primestar Partners has agreement in principle to acquire Superstar/Netlink Group from United Video Satellite Group.



Carl Vogel,
Chairman/CEO

21 General Motors (DirecTV)

Detroit (Los Angeles) (NYSE: GMH); FYE: Dec. 31, 1997

Revenue: \$1.277 billion



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John F. Smith Jr., chairman/CEO/president (not pictured)

Operating cash flow: -\$168.5 million
Operating income: -\$254.6 million
Satellite

TV: High-power direct broadcast satellite business: more than 4 million subs as of June 30, 1998

22

A.H. Belo Corp.

Dallas (NYSE: BLC);
FYE: Dec. 31, 1997

A.H. BELO CORPORATION

Revenue: \$1.25 billion
Operating cash flow: \$376 million
Operating income: \$241 million
Television: 17 TVs, 4 LMAs

Cable: Three local or regional cable news channels
Newspapers: six newspapers, including *The Dallas Morning News*



Eddy Hartenstein, President, DirecTV



Robert Dechard, Chairman/President/CEO

23

E.W. Scripps

Cincinnati (NYSE: SSP); FYE: Dec. 31, 1997



Revenue: \$1.2 billion
Operating cash flow:

\$325.2 million

Operating income:

\$249 million

Television: 9 TVs

Cable: Home & Garden

Television; the Food Network; SportSouth (12%); Scripps Howard Productions (plans to sell)

Newspapers: 20 daily newspapers; United Media, worldwide licensing and syndication company

Misc.: Scripps Ventures fund; Yellow Pages phone directories

24

Media General

Richmond, Va. ASE: MEG/A; FYE: Dec. 28, 1997



Revenue: \$910 million



William Burleigh, President/CEO



J. Stewart Bryan, President/CEO

Operating cash flow: \$227.8 million

Operating income: \$129.5 million

Television: 14 TVs

Cable: 250,000 cable television subscribers

Newspapers: 21 daily newspapers; 40% interest in the *Denver Post*

25

Discovery Communications, Inc.

Bethesda, Md. (privately held): Liberty Media 49.2%, Cox Communications 24.6%, Advance/Newhouse Communications 24.6%, John S. Hendricks 1.6%; FYE: Dec. 31, 1997

Revenue: \$855 million

Operating cash flow:

\$117 million

Operating income:

\$115 million

Cable: *Discovery Networks U.S.:* Discovery

Channel; Animal Planet;

Travel Channel (30%

owned by Paxson Communications); The Learning Channel; Discovery Showcase Networks (Discovery Kids Channel, Discovery Science Channel, Discovery Home & Leisure, Discovery Civilization Channel, Discovery Wings Channel and Discovery Health Channel); BBC America (distributed by Discovery Networks U.S.); *Discovery Networks International:* Africa; Asia; Canada; Europe (Germany, Italy, Home and Leisure, Animal Planet); India; Latin America (Brazil, Latin America/Iberia, DSC Kids, Animal Planet, El Nuevo Travel Channel, People + Arts); Middle East; Partial Networks (Israel, South Korea, China); Turkey; *Discovery Enterprises Worldwide:* includes video, online, multimedia, publishing, education, licensing and retail (retail includes Discovery Channel Stores, The Nature Company stores, Discovery Channel Store: Destination DC, Scientific Revolution stores, Discovery Channel Catalog)



John Hendricks, Founder/CEO

25

Meredith Corp.

Des Moines, Iowa (NYSE: MDP); FYE: June 30, 1997



Revenue: \$855 million

Operating cash flow:

\$116.6 million

Operating income:

\$115 million

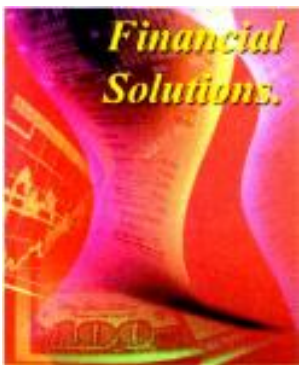
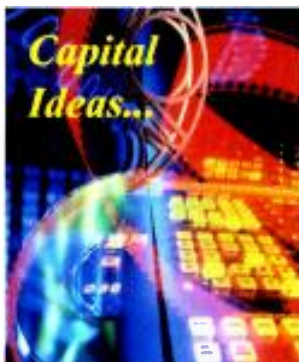
Television: 11 TVs

Magazines: 10 maga-

Misc.: Better Homes & Gardens Real Estate Service



William T. Kerr, President/CEO



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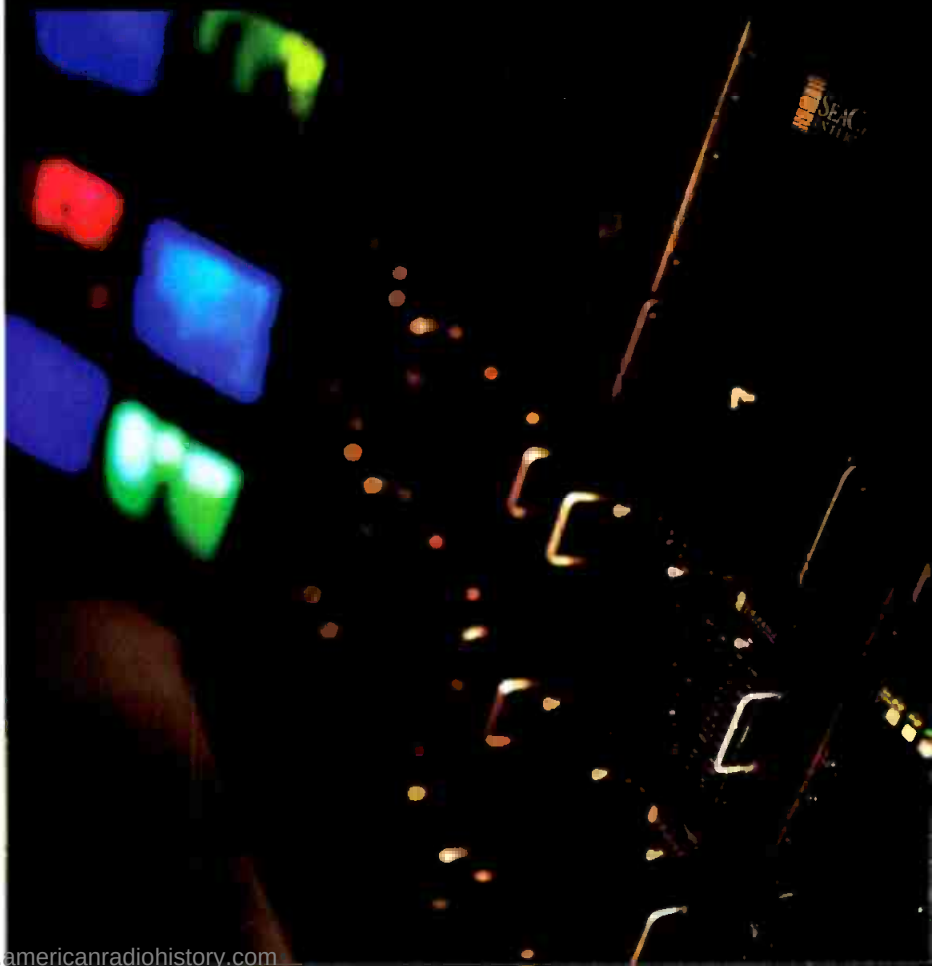
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Two TV stations drop Stern

Despite increased ratings, programmers at Texas, Arizona outlets are offended by show

By Dan Trigoboff

The self-proclaimed King of All Media had his kingdom reduced a bit after his TV show's second week, as the show drew lower ratings and a couple of cancellations.

The Howard Stern Radio Show, not to be confused with the Howard Stern radio show, dropped in ratings from its first week to its second—although it still provided generally higher ratings than the shows it replaced and was taken off the air by KJTV(TV) Lubbock, Tex., and KTVK(TV) Phoenix.

Stern's syndicator, Eymark, had no comment last week.

"We were especially offended by the way in which Stern obsessed in degrading and dehumanizing women. We won't trade this station's good reputation for ratings," said vice president



Lubbock and Phoenix say goodbye to Howard.

and general manager Larry Landaker of KJTV.

When asked what the station had expected from the popular radio shock jock, Landaker responded: "We're not naive," citing the station's pickup of the once-controversial *NYPD Blue* when the local ABC affiliate passed. "This was much worse [than Stern's radio show or his E! cable show] as far as we're concerned. We'd had some

indications from Howard that he'd do some different things to go after viewers from *Saturday Night Live*. But this was below sophomoric. Where's the redeeming value?"

The station plans to pay off the contract and look for alternative programming. This week it plans to run reruns of *The Untouchables*—itself not exactly a favorite with critics of the show's violence or portrayal of Italian Americans.

Sue Schwartz, vice president of pro-

gramming at KTVK, said ratings had nothing to do with the decision to drop the show. "He is very, very popular. His radio show is huge in Phoenix." And, she said, her station got calls both in complaint and in support of Stern's TV show.

"It didn't have any bearing on our decision. A lot of what he does on his radio show is very funny. But when you take that radio show and add pictures, it loses the humor. It went from something that was funny to something that is cruel. When you add pictures to something, it becomes real." Schwartz said she prescreened tapes of the show and thought it was funny when she merely listened to the sound without watching it. "Then I watched it and it made me sick to my stomach."

KTVK will have to pay for the show through its contracted period, according to Schwartz, who said that Stern's syndicator, Eyemark, is welcome to try and sell the show to another station "but I don't think anyone in town will touch it." This week, KTVK will run a movie late Saturday.

Before launch, Stern predicted he'd turn *Saturday Night Live* to *Saturday Night Dead*. So far he's failed to unseat collections of previously aired *SNL* bits centered on popular performers—first Eddie Murphy, then the late Chris Farley. The Stern show dropped 22% in rating and 17% in share from its Aug. 22 premiere to its second outing Aug. 29.

But even if Stern hasn't dented the ratings of NBC's *SNL* or Fox's *Mad TV*, he's clearly outdrawn the previous entries for the CBS and other stations that carry him. In Phoenix, Schwartz reports, Stern about doubled the ratings KTVK drew with reruns of *NYPD Blue*.

A week ago, CHUM Ltd.'s CITY-TV Toronto said it would not air the TV show and that it would pull Stern's radio show in Montreal (B&C, Aug. 31).

The TV-MA-rated show continued in the sights of critics as well—including those of The Parents Television Council, which calls the show and its host "repugnant." Last week the group appealed to Ted Turner "as a man of integrity and conviction" to withdraw New Line Cinema advertising from Stern's show. ■

First book for 'Howie,' 'Forgive'

The numbers are in for Howie Mandel's first sweep period. A Petry Television analysis of the July Nielsen books shows Mandel's show (which debuted in June) averaged a 1.8 household rating and 6 share, about 30% down both from year-ago time-period performance (which averaged a 2.6/10) and from its current lead-in time periods (which averaged a 2.5/10). The key female demos were 1's, versus 2's for year-ago time periods, Petry said. Another new show, *Forgive or Forget*, also had its first book in July. It averaged a 1.5/4 (household), with 1's for the female demos. Petry said the household numbers were roughly 20% below year-ago performance and current lead-in, while the demo performance was essentially flat. *Howie* is on 153 stations, with 97 daytime clearances, 48 early-fringe slots and a smattering of others, according to Nielsen. *Forgive* is on 128 stations, with 106 daytime clearances, 10 early-fringe slots and the rest scattered about.

A Paramount spokesperson says the summer launch has depressed *Howie*'s numbers, but also notes some year-to-year growth stories in various markets. In New York, on WCBS-TV, for example, the show was up 14% at 3 p.m. The spokesperson also says it was up 10% in Atlanta on WXIA-TV at 10 a.m. and up 8% on KXTV(TV) Sacramento at 11 a.m. In Charlotte, it was up 80% on WCCB(TV) at 11 a.m. and up 20% on WDAF-TV Kansas City at 9 a.m. A Twentieth Television spokesperson says *Forgive* was hampered by being on a number of weak stations, but also points to some positive stories. In New York, on WWOR-TV, for example, the show beats the other two talk competitors, *Sally Jessy Raphael* and *Howie*, in the key women's demos at 3 p.m. And in seven of the top ten markets, *Forgive* is showing May to July increases among women 18 to 49, the spokesperson says.

—Steve McClellan

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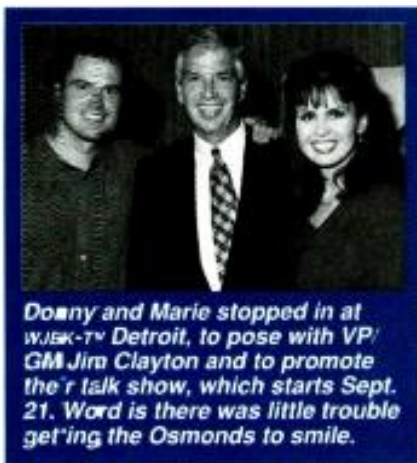
Packing and unpacking

Former Cleveland newsman Marty Moran is the new news director at WDTN (TV) Dayton, Ohio. In June, new management from Sunrise Television fired news director Kevin Roach, station manager Steve Fisher and 11 others after Sunrise purchased the station from Hearst-Argyle. Moran had been at ABC Cleveland affiliate WEWS(TV) since 1991 and was assistant news director there when he left. The departure was amicable, he says—but, ironically, it was caused by management changes there. Moran, who also has worked in Pittsburgh and Columbus, Ohio, says he believes he was brought to Dayton because of his larger-market experience.

"I'm going to take some time and get to know the people here," he says. "There are a lot of good people here, and good product. I'm not a guru, but I know how to get the best out of people."

Pledge break

Most stories about broadcast journalists and stalkers feature a TV personality as a victim. But in Springfield, Mo., former KOLR-TV anchor Steve LaRocco was sentenced to six months in jail (suspended, with two years probation and counseling) for stalking an 18-year-old woman he met at a fund-



Downy and Marie stopped in at WJBK-TV Detroit, to pose with VP/GM Jim Clayton and to promote their talk show, which starts Sept. 21. Word is there was little trouble getting the Osmonds to smile.

raiser last year. LaRocco, an employee of the station for nearly eight years, resigned shortly after being charged in March.

Authorities had charged him with following the woman in his car about half a dozen times after the two met at a fund-raiser for muscular dystrophy.

Best location

WDBJ(TV), which bills itself as the hometown station of Roanoke, Va., has purchased a building near Roanoke's airport in anticipation of digital broadcasts by 2002—and probably before, depending on how quickly stations in competitive markets like Raleigh, Greensboro and Washington convert. The new facility, for which the station paid a reported \$2.2 million, housed a catalog showroom for Best Products until that company went out of business in 1997.

Station president Bob Lee says the station needed to relocate its main

studios for digital. It also needed to move its satellite dish farm out of its current location in a flood plain. "We had to find space for both," he says—and because of its Roanoke license, the station was limited as to where it could move. The new WDBJ could be as large as 50,000 square feet and will have an unobstructed line of sight to the transmitter at Poor Mountain. The station, which currently occupies about 33,000 square feet, has been in its current location since 1961. Station management says construction could begin this fall, with a move planned for early 2000.

Wendland leaves Detroit station

Mike Wendland, investigative reporter and high-tech guru at WDIV (TV) Detroit, left the station last week after 18 years. Wendland says he plans to stay busy with high-tech consulting—including work on TV station Websites—as well as a weekly high-tech report for NBC affiliates, his radio show on WXYT(AM) and periodic visits to teach at the Poynter Institute in Saint Petersburg, Fla.

Wendland was emphatic that his leaving had nothing to do with the flap over his criticism of WDIV earlier this year for moving Jerry Springer's talk show from mornings to late after-

noons, when kids were able to see it. The station resisted public pressure at first, but later changed its mind and switched *Springer* back to mornings. "I'm sure [the station's executives] were embarrassed by my opinion," he says, "but they came around, and I give them a great deal of credit for that. But leaving was my own idea."

A farewell to palms

Allen Shaklan, VP and general manager of CBS O&O WFOR-TV Miami and a 27-year veteran of the network, is leaving. "It's time for a change," says Shaklan, who adds that despite his Miami location, he's been to the beach twice in 10 years. The move was a long time coming because he promised his family that they would stay put until his younger son finished high school and went on to college. Shaklan says he wants to stay in TV but isn't sure of his next move.

All the president's menu

News directors attending the Saturday luncheon at the RTNDA's conference in San Antonio later this month will hear Carl Bernstein compare the media's approach to the Watergate story of the early 1970s—during which he became famous—with its treatment of President Clinton's domestic problems. Bernstein, who has seen his own personal life played out in the media, will address attendees at noon on Saturday, Sept. 26, at the Henry B. Gonzalez Convention Center.

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



Allen Shaklan makes time for the beach.



Mike Wendland is leaving local TV for cyberspace.

Buena Vista takes Coles to daytime

Signs development deal with 'Living Single' star for fall 1999 talker

By Joe Schlosser

The talk shows continue to roll out for 1999.

Buena Vista Television announced last week that it has signed a development deal with former *Living Single* and *In Living Color* star Kim Coles for a possible syndicated talk show to debut next fall.

Coles is just the latest celebrity attached to a talk show for 1999. She joins former *Living Single* star Queen Latifah in the potential talk show line for next fall. Latifah already is developing a talker with Warner Bros.' syn-

dication outfit Telepictures Productions. Former *Good Morning America* co-host Joan Lunden also is working on a talk show with Telepictures, and King World Productions has signed actor/comedian Martin Short for 1999.

In addition to starring roles on *Living Single* and



And the next talk show host is ... Kim Coles.

In Living Color. Coles also is the author of "I'm Free, But It'll Cost You." has worked as a stand-up comedian and has produced off-Broadway play "Homework." Buena Vista executives say Coles' show is targeted for daytime/early-fringe time periods.

"Kim is so talented and diverse that we are developing the show to highlight her vast range of talents," says

Stephanie Drachkovitch, senior vice president of development at Buena Vista. "We believe there is room for a fresh voice in daytime and early fringe, and we're just thrilled to be working with Kim."

UPN powers up in Florida

With help from cable, low-power station morphs into UPN affiliate covering most of Fort Myers/Naples, Fla.

By Price Colman

The WB may be ahead of UPN in the distribution race, but an unusual deal with cable MSO MediaOne is helping UPN hold its own in one Florida market.

MediaOne recently signed a local marketing agreement (LMA) with UPN affiliate WEVU-TV, a struggling low-power station in Fort Myers, Fla. As part of the deal, MediaOne is combining shows from its cable channel (programmed with UPN fare, syndicated shows and locally originated programming), which it had dubbed WSWF-TV, with WEVU under the WEVU banner. As a result, UPN, via WEVU and its cable carriage, will reach the majority of the Fort Myers/Naples DMA, the 83rd TV market.

Earlier this year, St. Louis-based Acme TV bought then-UPN affiliate WTVK-TV, a high-power station, and converted it to an affiliate of The WB. Seeking to stay in the battle, UPN quickly went to WEVU and WSWF-TV and signed them up as affiliates. That maintained UPN's coverage of the market, but it was an inefficient arrangement. The two separate entities competed for local airtime buys in the same market.

In striking the deal with MediaOne and consolidating the two stations' operations under the WEVU banner, UPN eliminates viewer confusion and improves marketing and operations efficiency.

"Critical mass is what we're trying to accomplish," says David Elliott, MediaOne's director of local programming, who's taking over as general manager of the combined stations. "[The LMA] gives UPN better position in the marketplace than by going to cable only. This is an opportunity to create a new vertical revenue stream in other markets where there's a lack of off-air signal but need for product. We've taken a local origination channel [WEVU] and turned it into a commercial broadcast station. And we've done it without increasing staff."

As the UPN affiliate, WEVU-TV will reach some 82% of the DMA's nearly 320,000 TV households. WEVU operates on ch. 7 in Fort Myers and is carried on Adelphia Cable ch. 8 and Time Warner Cape Coral ch. 23. Combined, the two MSOs have about 90,000 subscribers in the DMA. WEVU is on ch. 10 in MediaOne systems, which reach about 160,000 of the total 250,000 cable households in the market.

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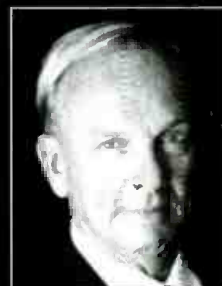
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Don West, Moderator

TECHNOLOGY PANEL

9:45 AM - 10:45 PM



Jim Carnes



Gary Shapiro



Steve Guggenheimer



Dennis Leibowitz



Paul Swecney



Peter Ezersky



Charles Jablonski



Stephen Weisswasser



Don West, Moderator



Tim Wolzien



David Londoner



Lou Dobbs

FINANCIAL PANEL

11:00 AM - 12:00 PM

EMPIRE STATE BALLROOM - GRAND HYATT HOTEL

42nd Street between Park Avenue and Lexington Avenue

Registration fee: \$395 (\$100 for students)



GET WITH THE PROGRAM

By Michael Stroud and Joe Schlosser

Clear sailing for 'Dating,' 'City Heat'

Columbia TriStar Television Distribution has cleared *The Dating Game*/ *Newlywed Hour* in over 91% of the country. The hour syndicated block is sold for season three on 165 stations, including all top 20 markets. ■ JCS Syndication Services and PM Entertainment have cleared the feature film package "City Heat" on 20 Sinclair Broadcasting stations. Markets include WCGV-TV Milwaukee, WTTV-TV Indianapolis andWSTR-TV Cincinnati. The "City Heat" package includes such titles as "CIA II: Target Alexa," "Direct Hit" and "Zero Tolerance."

Nets snare Emmys

The Big Four snared the Emmy Awards for another four years, despite a bid by cable programmers TNT and HBO to nab the television awards ceremony. ABC, CBS, NBC and Fox will pay an estimated \$4 million a year to broadcast the event. NBC's broadcast of the 50th annual prime time Emmy Awards is the last under the broadcast networks' current pact with the Academy of Television Arts & Sciences.

'Spin City' goes 'Back to the Future'

ABC will promote its *Spin City* comedy with a promotional bow to star

Michael J. Fox's previous role in Universal Pictures' hit movie "Back to the Future." In on-air promotions airing this week, Fox and his *Spin City* co-stars will travel through time in a DeLorean. The spots are meant as a play on ABC's decision to move *Spin*



'Spin City' stars take a trip through time.

City's time slot back from Wednesday at 8 p.m. to Tuesday at 9 p.m. *Spin City* starts its third season Tuesday, Sept. 22.

Miss America by the numbers

ABC will launch a new Website Tuesday (Sept. 8) that will let viewers of the 78th annual *Miss America Pageant* judge contestants online and call up facts about them. The site will also award a free trip to Atlantic City to view the network's coverage of the pageant on Saturday, Sept. 19, 9 p.m.-midnight ET.

Pax launches NFL pregame show

Pax TV is getting in on the NFL scene, carrying a weekly professional football pregame show called *Football Playbook*. Internet-based CBS Sportsline USA and Pax

TV are collaborating on the NFL pregame show, which was to debut on Sunday, Sept. 6, at 11 a.m. ET/9 a.m. PT. The program will be hosted by former NFL coaches Sam Wyche and Marv Levy and will originate from Miami. SportsLine is syndicating the program on 68 Pax TV stations, including stations in New York, Los Angeles and Chicago.

Parker to host 'Missing'

Raycom Sports and Forever Blue Entertainment have signed actor Jameson Parker to host its syndicated show, *Missing Without a Trace*. The show, set to debut next fall, will attempt to track down missing persons with the help of over 60 national associations, such as Child Watch. Parker played A.J. Simon on the prime time CBS series *Simon & Simon*.

'Diana' helps NBC's ratings

NBC's *Diana*, a two-hour documentary about the late Princess of Wales, scored the highest rating for any network special since ABC's telecast of the Academy Awards on March 23. The Monday 8 p.m.-10 p.m. show scored an 11.2 rating/18 share among households and a 5.7 rating among adults 18-49, according to Nielsen Media Research. The

show helped NBC dominate households and young adults for the evening.

'Lateline' moves to New York

Paramount's newsroom comedy *Lateline* is moving production from Los Angeles to New York as producers Al Franken and John Markus begin work on a 13-episode commitment from NBC. "Al and John have families [in New York] and didn't want to be separated from them," a Paramount spokesperson says. NBC debuted the show midseason and picked up the additional episodes last spring.

'Friends' in high places

WPIX(TV) New York, the nation's top market, will double-run *Friends*, new to off-network, at 7 p.m. and 11:30 p.m., after *Seinfeld*, as part of its new fall lineup. Also new on the WB flagship station are *Love Connection* at 10 a.m. and *Change of Heart* at 10:30 a.m. The station also said it was adding a second run of *Judge Mills Lane* at 12:30 p.m. The show debuted at noon on the station on Aug. 17 and has improved the time-period rating by 30%, WPIX(TV) said. The station is also adding the revamped *Hard Copy* at 1 p.m. *Frasier* moves to 7:30 p.m. as the *Friends* lead-out. *Jerry Springer* will continue its double-run on WPIX at 9 a.m. and 11 a.m. In early fringe, *Full House* replaces *Saved by the Bell* at 5 p.m.; *Family Matters* replaces *Blossom* at 5:30 p.m.; *Fresh Prince* moves to 6 p.m. and *Boy Meets World* remains at 6:30 p.m.

AUGUST 24-30Broadcast network prime-time
ratings according to Nielsen**PEOPLE'S CHOICE**

Five of this week's top 10 shows were on NBC Thursday; a double dose of 'Frasier' helped the network to win the night and the week.

Week 49	abc	CBS	NBC	FOX	U/PIN	WB
	9.4/16	6.4/10	8.0/13	6.4/10	1.8/3	2.6/4
MONDAY	8:00 11. NFL Preseason Football—Green Bay Packers vs. Denver Broncos 9.5/16	30. Cosby 7.0/12 31. Cosby 6.9/11 26. Ev Loves Raymond 7.4/12 28. Ev Loves Raymond 7.2/11 72. Before Your Eyes: Don't Take/Laddy 4.8/8	34. Suddenly Susan 6.7/11 51. Caroline in/City 6.1/9 3. Dateline NBC 11.2/19	51. Melrose Place 6.1/10 35. Ally McBeal 6.6/10	109. In the House 1.6/3 109. Malcolm & Eddie 1.6/3 105. Good News 1.9/3 103. Sparks 2.0/3	87. 7th Heaven 2.8/5 91. Buffy the Vampire Slayer 2.4/4
TUESDAY	6.3/11 37. Home Imprmnt 6.5/12 58. Soul Man 5.8/10 45. Spin City 6.4/11 45. Dharma & Greg 6.4/10 48. Maximum Bob 6.2/11	8.3/14 23. JAG 7.6/14 16. CBS Tuesday Movie— Nothing Lasts Forever 8.6/14	7.7/13 56. Mad About You 5.9/11 48. 3rd Rock fr/Sun 6.2/11 23. Frasier 7.6/12 21. Just Shoot Me 7.7/12 10. Dateline NBC 9.6/16	6.6/11 73. King of the Hill 4.7/9 71. King of the Hill 4.9/9 17. Guinness World Records 8.4/14	1.4/2 107. Moesha 1.7/3 111. Clueless 1.5/3 112. Moesha 1.3/2 113. Clueless 1.2/2	2.1/4 105. Buffy the Vampire Slayer 1.9/4 91. Dawson's Creek 2.4/5
WEDNESDAY	8.1/14 37. Dharma & Greg 6.5/12 56. Two Guys, a Girl 5.9/10 21. Drew Carey 7.7/13 20. Whose Line Is It 7.9/13 6. PrimeTime Live 10.3/18	5.8/13 77. The Nanny 4.4/8 76. Style & Substance 4.5/8 25. Public Eye with Bryant Gumbel 7.5/12 64. Chicago Hope 5.4/9	7.2/13 13. Dateline NBC 9.1/17 37. 3rd Rock fr/Sun 6.5/11 78. Stressed Eric 4.3/7 29. Law & Order 7.1/12	6.6/11 35. Fox Summer Movie Special—Tombstone 6.6/11	1.4/2 113. Arnold's Rock & Roll Bodybuilding Ch 1.2/2 107. Star Trek: Voyager 1.7/3	2.5/4 90. Wayans Bros 2.3/4 91. Jamie Foxx 2.4/4 91. The Wayans Bros. 2.4/4 89. Steve Harvey 2.6/4
THURSDAY	6.8/12 51. Deadliest Sea Creatures 6.1/11 51. ABC News Summer Thursday 6.1/10 18. Nightline in Primetime 8.2/14	6.5/12 37. NFL Preseason Football—Dallas Cowboys vs Jacksonville Jaguars 6.5/12	10.6/18 5. Friends 10.4/20 6. Frasier 10.3/18 2. Seinfeld 12.0/20 4. Frasier 10.9/18 8. ER 10.0/18	4.4/8 65. World's Wildest Police Videos 5.3/10 86. Fox Files 3.4/6		
FRIDAY	6.5/13 62. Sacrina/Witch 5.6/12 67. You Wish 5.1/10 58. Boy Meets Wld 5.8/11 67. Teen Angel 5.1/10 14. 20*20 8.7/17	6.1/12 48. Kids/Darndest 6.2/13 45. Candid Camera 6.4/13 63. Unsolved M*steries 5.5/10 37. Nash Bridges 6.5/13	4.5/9 91. Sunset Beach Special 2.4/5 37. Dateline NBC 6.5/12 73. Law & Order 4.7/9	2.4/5 91. Getting Personal 2.4/5 101. Getting Personal 2.2/4 91. Millennium 2.4/5	KEY: RANKING/SHOW [PROGRAM RATING/SHARE] • TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED • TELEVISION UNIVERSE ESTIMATED AT 38.0 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 PERI- OD SHOWN • *PREMIERE • SOURCES: NIELSEN MEDIA RESEARCH, CBS RESEARCH • GRAPHIC BY KENNETH RAY	
SATURDAY	3.2/6 82. America's Funniest Home Videos 3.8/8 87. AEC Saturday Night Movie—Mallrats 2.8/6	5.1/10 80. Early Edition 4.0/9 70. Magnificent Seven 5.0/10 37. Walker, Texas Ranger 6.5/13	4.7/10 80. The Pretender 4.0/9 67. NBC Saturday Night Movie—Congo 5.1/10	5.6/12 73. Cops 4.7/11 58. Cops 5.8/12 55. AMW: America Fights Back 6.0/12		
SUNDAY	5.3/9 79. Wonderful World of Disney—3 Ninjas Kick Back 4.2/8 27. John Stossel: Love, List & Marriage 7.3/12 65. The Practice 5.3/9	9.4/17 1. 60 Minutes 12.2/25 12. Touched by an Angel 9.3/16 19. CBS Sunday Movie— Children of the Dust, Part 1 8.0/14	8.0/14 82. World's Most Dangerous Magic 3.8/8 14. Dateline NBC 8.7/15 9. NBC Sunday Night Movie—Under Siege 2 9.8/16	5.4/10 82. World's Funniest! 3.8/8 85. Holding the Baby 3.7/7 37. The Simpsons 6.5/12 31. That '70s Show 6.9/12 58. The X-Files 5.8/9	2.2/4 103. 7th Heaven Beginnings 2.0/4 98. Sister, Sister 2.3/4 101. The Smart Guy 2.2/4 90. Unhap Ever After 2.5/4 98. Unhap Ever After 2.3/4	
WEEK AVG	6.4/12	6.9/12	7.3/13	5.3/10	1.5/3	2.3/4
STD AVG	7.6/13	8.8/15	9.4/16	6.4/11	2.5/4	2.9/5

All-sports working overtime for AM presence

Combination of talk and games is a growing niche format

By John Merli, B&C correspondent

While successful AM signals in most major and large markets (a relative handful in all) have talk, news/talk and morning personalities (that is to say, even more talk) largely to thank for their loyal listener bases (B&C, Aug. 24), the all-sports format is trying hard to contribute—more than as a niche—to AM's success.

Recent industry data from a variety of sources suggest that the number of all-sports format stations has grown nearly 130% since 1994, with at least 220 stations currently on the air. A new Interop analysis using Simmons, *Duncan's American Radio*, Arbitron and *M Street Radio* statistics finds all-sports now airing in 24 of the top 25 Arbitron metro markets. According to study researcher Doug Catalanello, all-sports has been "consistently delivering strong ratings" and sports programming is a "natural

draw to advertisers because of its emotional appeal and the loyalty of its listeners" to particular teams and athletes.

Not surprisingly, about 75% of all-sports listeners are male, with about 70% of listeners falling in the 25-54 demo. That demo holds true for many news/talk and all-talk stations as well. A listener age span of 25-54 is perhaps younger than conventional wisdom holds for AM listeners in general.

While the surge in the number of all-sports stations has largely occurred in the past four years, the format was put on the map more than a decade ago when, in a highly publicized move, WFAN(AM) New York went all-sports around the clock. Nine years later, in 1996, WFAN was rated the top-billing radio station by BIA Research; Catalanello says that the station continues as one of the country's top billers today. Many all-sports outlets outside the nation's largest market, however,

are still struggling to find sizable core audiences that advertisers will notice.

On a national basis, the new study says, nearly two-thirds of all-sports listeners are either college graduates (45%) or have attended college (20%)—well above the national average for post-high school education. Interop also finds that the typical all-sports listener is 98% more likely than the average person to have an annual household income of more than \$75,000.

Other findings suggest that all-sports listeners are more active physically and socially than "the norm." About 37% of these listeners hold professional or managerial jobs; they travel in the U.S. and abroad more than typical Americans; most are computer-literate; they "love" their vehicles—and, in a big nod to televised sports, the regular all-sports listener is more likely than the average person to have four or more TV sets in the house. ■



RAB revels in revenue growth

National advertisers spent 23% more on radio in July than they did in July 1997, according to the Radio Advertising Bureau, while local ad revenue rose 10%. That makes July the 71st consecutive month of revenue increases for the industry. The largest national gains came in the East (28%), Midwest (24%) and Southwest (22%). Both the West and Southwest recorded 15% increases in local revenue. Year-to-date, local ad sales again were up 10%, while national sales were 15% ahead of the first seven months of 1997. "Radio remains on pace for its

greatest year ever," RAB President Gary Fries said in a statement. The bureau bases its numbers on an index of more than 100 markets.

Chancellor's great outdoors

Chancellor Media Corp. is getting more faces. The nation's top radio group—which also is buying LIN Television Corp.—last Monday said it will buy Whiteco Industries Inc., which has 21,800 billboards in 34 states. Those faces overlap with Chancellor's radio holdings in 50 markets and with all of its eight TV markets. According to the company, the deal makes Chancellor—

which bought 13,000-face Martin Media this past June—one of the nation's top-five outdoor companies. Chancellor will pay \$930 million for Whiteco, or 12.4 times projected 1999 cash flow. Chancellor recently bumped CBS Inc. out of its long-held slot as the nation's largest radio group by buying Capstar Broadcasting Partners Inc. for \$4.1 billion.

Justice frowns on 62%

Capstar Broadcasting Partners has dropped plans to buy KTFS(AM)-KTWN-FM Texarkana, Ark./Tex., after the Justice Department "expressed concern" that the deal would give Capstar control of 62% of the radio revenue there, Justice said last Wednesday in a news release. Capstar already owns KRMD-FM, KKYR-AM-FM, KTHN(FM) and KYGL(FM) in Texarkana, the nation's 238th largest

radio market, according to Arbitron. "If the acquisition had gone forward, businesses that rely on radio to sell their products would have had to pay more to advertise," assistant attorney general for antitrust Joel I. Klein said. Now, "consumers will continue to receive the same benefits of competition they're now getting in Texarkana." John Bell, who agreed to sell the stations to Capstar last year for \$435,000, will continue to operate the two stations, Justice says.

Errata

The second-quarter net loss for Salem Communications Corp. was incorrectly reported in the Aug. 17 BROADCASTING & CABLE. The loss was \$785,000, compared with \$686,000 in the second quarter of 1997.

Falcon spreads its wings

In era of sellouts, MSO is dotting 'i's' on deal to increase his systems by 40%

By John M. Higgins

Just as everyone else seems to be eager to sell their cable operation to Paul Allen, Falcon Cable Holdings chairman Marc Nathanson is about to cut a deal that he expects to keep him in the game.

Nathanson is a couple of weeks away from completing a deal with Tele-Communications Inc. that will boost the system portfolio he controls by 40% percent, past a million subscribers. More important, even though he is taking on a major new partner, the deal will shuffle Falcon's financial structure in a way that leaves Nathanson with much greater control over the operation, freeing him from constraints on expansion that had been put in place by his longtime institutional backers.

Nathanson says he plans to use his new financial flexibility to upgrade systems in many of the small towns on which Falcon concentrates, and eventually acquire other systems in his core regions.

"The TCI and Falcon relationship has changed Falcon," Nathanson contends. When a 10-step refinancing and restructuring is complete, hopefully by month's end, it will move the company away from "being a financially inhibited operator" heavily influenced by institutional investors "dependent on the one-year return."

Rather than trying to seduce Microsoft Corp. co-founder Allen, who is on a system shopping spree, Nathanson has structured his new company to stay together for at least seven more years.

The deal will allow Falcon to start expanding into the new services that have energized the industry.

While larger operators already are pushing high-speed Internet service, Falcon is still only in test mode in the



Falcon's Marc Nathanson is expanding with TCI deal.

Why TCI Wants Falcon

Despite low penetration and relatively small systems, Falcon's financial performance is much better than the performance of the systems that TCI is shedding.

	Falcon	TCI Systems
Cash flow margin	51.2%	38.3%
Monthly revenue/sub	\$36.51	\$34.20
Monthly cash flow/sub	\$18.88	\$13.10
Homes passed	1,118,735	438,950
Basic subscribers	681,734	293,266
Basic penetration	60.9%	66.8%
Basic subscribers per headend	2,738	6,817

three systems it has rebuilt to 750 mhz capacity. A large portion of Falcon's systems are just 350 mhz and are channel-locked, unable to readily add new service, even channel-expanding digital services.

However, along with being one of

the few Democrats among cable's top executive ranks and heavily relied upon for lobbying duties, Nathanson also is considered one of the most efficient operators in the industry. Falcon has grown cash flow more steadily than its peers, even amid rate reregulation, partly because many of Nathanson's small systems were not covered by the rules.

Adding to the list of industry duties he performs, Nathanson is expected to be named next week as chairman of the 1999 National Cable Television Association convention.

The TCI deal is one of the 13 joint ventures that TCI President Leo Hindery has entered to shed systems serv-

Reardon out at Dish

John Reardon is resigning as president of EchoStar Communications Corp.'s Dish Network after barely nine months on the job.

Reardon's exit, by mutual agreement with EchoStar founder/chairman Charlie Ergen, leaves the nation's third-largest DBS company without a full-time president for the second time in its short history. Ergen will take over the post on an interim basis until a new president is hired.

Reardon went to work at Dish Network in January, filling the role vacated by Carl Vogel in early 1997. Before moving to Dish, Reardon had been active in the cable industry, serving as president of MTV for three years until 1990, heading the failed interactive TV venture Zing (a partnership with TCI) and most recently serving as president of TCI Music, a post he left in 1997.

"In the DBS industry in general, you have to have a pretty thick skin to stay around for longer than a few years," says Jimmy Schaeffler of the Carmel Group, publisher of *DBS Investor* newsletter. "And EchoStar, by virtue of its vertical integration and its go-it-alone-type philosophy, is particularly tough on executives."

Reardon was unavailable for comment.

Sources familiar with the situation say Reardon was an able executive in the areas of marketing and programming but had problems meeting Ergen's expectations for the role of president of Dish Network. Nonetheless, there apparently was no personality clash between Reardon and Ergen, as was the case with other now-departed EchoStar executives.

"It was very different from the Vogel situation," says one EchoStar executive. "No one was more disappointed than Charlie that it didn't work out. I don't think it was working for John either."

—Price Colman

ing about 4.3 million subscribers in an effort to prune the MSO. Widely seen as an attempt to streamline TCI to make it easier to sell, the Falcon deal is scheduled to go through with the blessing of AT&T Corp., which is in the process of a \$48 billion takeover of TCI.

Most of the TCI deals create regional partnerships. Part of the turnaround plan Hindery started executing when he was drafted to revive the company in 1997 was to start folding systems into the nearby clusters held by other MSOs, such as Time Warner, Comcast and TCA. TCI takes an equity stake in the regional venture, not the company itself.

The Falcon deal is different. Nathanson is using the TCI deal to restructure his entire company, refinancing more than \$1 billion worth of debt, in part to buy out most of the stakes held by longtime backers—including Boston Ventures, Hellman & Friedman, and, coincidentally, AT&T's employee pension fund.

In exchange for turning over systems serving 293,000 basic subscribers in small and medium-sized markets in California, Oregon, Washington, Missouri and Alabama, TCI (and later AT&T) will be a 47%-owner of the entire company. But Nathanson's management group will have significantly greater control. One important element Nathanson will control is capital spending to improve systems. In recent years, management has proposed annual rebuild budgets that were slashed by half or more by the board.

Nathanson has no harsh words for his longtime partners. They're keeping about 30% of their cash in the restructured Falcon. But he acknowledges that it has been frustrating. "Our financial partners in the past restrained the amount of capital because they were looking for an exit in two years," Nathanson says.

Under the new structure, Falcon management will account for half the six-member board. Hindery and another TCI executive fill two more seats; they jointly picked the sixth member, former Hauser Communications president John Evans.

That was partly at Hindery's insistence. "We prefer these two-handed kinds of partnerships," Hindery says. "It's much easier if it's Marc and myself. My issue was whether his old structure would retard that spontaneity I want from him."

Falcon specializes in "classic" sys-

tems—properties in small towns and rural areas far away from nearby broadcast stations, where residents need cable just to get television. Those markets generally have lower churn and higher penetration, although Falcon's basic penetration is just 60%, several points below industry averages.

With the restructuring, buyout of partners and assumption of \$300 million in debt from the TCI systems, the deal will leave Falcon hugely leveraged, with its \$1.5 billion in debt approaching eight times cash flow in a period when six times cash flow is considered high.

A lot of cash will go into plant upgrades. After spending an average of \$57 million annually during the past three years, Falcon expects to spend \$101 million this year, with the TCI deal accounting for just a bit of the rise.

As Falcon rebuilds plant and begins to offer new services, the big question is

what small-market subscribers' appetites might be. Classic markets love basic cable but traditionally have been unwilling to pay for premium services like Home Box Office and Showtime. Will they prove as resistant to digital tiers and high-speed Internet service?

Nathanson acknowledges that "a lot of the services have been developed by technologists and marketers with urban markets as the model." But he also argues that the small markets are just about as absorbed in pop culture as the suburbs.

"There are just as many computers per residential household in rural markets as there are in urban markets today," Nathanson says. Because they have fewer local information resources, he contends, their appetite will be just as large. "I would think in our markets certain things are more important, such as connecting to a library," he says. ■

DirecTV deals in Hackberry Creek

Whole community agrees to switch from cable to satellite

By Price Colman

DirecTV, escalating its frontal assault on DBS market share, is pursuing bulk-rate deals and signing up hundreds of new customers in the process.

With help from one of its larger system operators, DirecTV last week signed up an entire planned community of more than 800 homes in the Irving, Tex., development of Hackberry Creek. So far, more than 700 of the homes in the community have signed up for DirecTV service.

The deal yields a big chunk of new customers in a single move, but it also means that the nation's leading DBS provider walks away

with a far thinner profit margin than it ordinarily gets.

Under the arrangement worked out with Hackberry Creek, each homeowner who opts for the service pays \$14.99 a month for DirecTV's Total Choice package, which includes 85 channels

of video programming and 31 music channels. The price is less than half the standard monthly figure of \$29.99 for the package. DirecTV also is eating hardware costs—it's supplying dish antenna, set-top receiver, off-air antenna and installation for free.

At the same time, DirecTV figures the odds are good that residents in the upscale community—where homes start at about \$300,000 and where Dallas Cowboys quarterback Troy Aikman



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lives—are likely to be big buyers of pricier programming packages, premium services and sports programming packages.

The deal is a two-pronged coup for DirecTV. Golden Sky Systems, a DirecTV master-system operator that acted as point man in the deal, convinced the Hackberry Creek homeowners' association to drop incumbent cable operator Paragon Cable.

"We worked with the association to make it seamless, so customers would drop cable and get DirecTV," says Bill Gerski, vice president of Kansas City, Mo.-based Golden Sky. "The vote came and the majority of homeowners were in favor. At that time, they kicked out the cable company."

"American consumers as a whole don't like to switch," says Jimmy Schaeffler of the Carmel Group, publisher of the *DBS Investor* newsletter. "Getting them to go from cable to DTH is a big deal. It's even harder to get them to go from DTH back to cable."

It's a nifty arrangement for Golden Sky. Monthly fees for the basic service are bundled into homeowners' association dues, meaning minimal paperwork for Golden Sky.

At the same time, the deal raises questions about the definition of a subscriber in the DBS universe.

The cable industry, which has long targeted multiple dwelling units (MDUs) such as apartment buildings, is dealing with that issue now. What's known as an equivalent billing unit (EBU) isn't necessarily the same as an individual subscriber. Thus, if a cable operator signs up an MDU with 200 people in a bulk-rate deal, it can't count all of those occupants as basic subscribers because they're paying less than the average basic monthly cost apiece. That hit home for cable MSO Tele-Communications Inc., which had to reduce its second-quarter subscriber-growth numbers because of the EBU factor.

Unlike its cable competitors, DirecTV counts each residential sub as

a customer, regardless of what they pay. That, in turn, may help the DBS provider when it's negotiating carriage deals with programmers. The more subs it has, the more leverage it has in negotiating such contracts.

Expect more bulk-rate deals like Hackberry Creek, says DirecTV President Eddy Hartenstein: "We're certainly talking to some other folks about this." Hartenstein says. ■

News nets soar as market tanks

What's bad for investors was good for business shows on cable news networks.

CNBC said it hit an all-time viewership record in the midst of last Monday's market plunge, while CNN posted strong gains and what executives hope may have been a breakthrough for its recently expanded *Moneyline Newshour*.

CNBC's coverage of the market close last Monday hit a 1.5 (1 million households). Normally, the network's *Market Wrap* show generates a 0.5, or 372,000 households. On the same day, CNBC's full-day ratings averaged a 0.7 or 440,000 households, up 72% over an average day.

CNN's daytime peak was when the market closed at 4 p.m., hitting 0.9 with 632,000 households versus a 0.6 on normal days when *Burden of Proof* is airing.

CNN generated a 1.2 rating for a special 10 p.m. edition of *Moneyline*, reaching 930,000 households. CNN has been getting a 0.7 in that time slot with *NewsStand*. The first edition of CNN's *Moneyline* at 6:30 p.m. scored a 0.7 rating versus a typical 0.5.

No ratings information was available for CNNfn. The network's Website, CNNfn.com, generated 8.5 million page views, beating its previous record of 6.6 million views during last October's minipanic.

At Fox News Channel, 5 p.m. business program *The Cavuto Report* hit a 0.3 with 88,000 households, quintuple its normal 0.1. Another edition at 11 p.m., which normally is a repeat, scored a 0.5 (175,000 households).
—John Higgins



CABLE'S TOP 25 PEOPLE'S CHOICE

Comedy Central's 'South Park' reclaimed the top rating among basic cable shows for the week of Aug. 24-30. 'South Park' earned a 5.9 rating (3.1 million homes) at 10 p.m. on Aug. 26, according to Nielsen Media Research.

Following are the top 25 basic cable programs for the week of Aug. 24-30, 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	South Park	COM	Wed	10:00P	30	5.9	3.1	3,066	9.6
2	WCW Monday Nitro	TNT	Mon	8:00P	60	5.5	4.1	4,047	8.7
3	WCW Monday Nitro	TNT	Mon	10:00P	61	5.2	3.9	3,823	8.2
4	MLB: Atlanta vs. St. Louis	ESPN	Sun	8:00P	176	5.0	3.8	3,676	8.2
5	WWF War Zone	USA	Mon	10:00P	65	4.9	3.7	3,619	7.8
5	WCW Monday Nitro	TNT	Mon	9:00P	60	4.9	3.7	3,591	7.2
7	WWF Raw	USA	Mon	9:00P	60	4.5	3.4	3,306	6.6
8	NASCAR: CMT 300	TNN	Sun	1:00P	210	4.3	3.1	3,085	11.2
9	NFL Exhib: Carolina vs. Pittsburgh	ESPN	Sat	8:15P	200	4.0	3.0	2,940	7.8
10	WCW Thunder	TBS	Wed	9:05P	66	3.6	2.8	2,702	5.8
11	WWF Sunday Night Heat	USA	Sun	7:00P	60	3.2	2.4	2,385	6.2
11	Rugrats	NICK	Thu	7:30P	30	3.2	2.4	2,364	6.1
11	Rugrats	NICK	Tue	7:30P	30	3.2	2.4	2,342	5.9
14	Rugrats	NICK	Sun	10:00A	30	3.1	2.3	2,276	9.9
14	Rugrats	NICK	Fri	10:30P	30	3.1	2.3	2,276	5.8
14	Rugrats	NICK	Fri	10:00P	30	3.1	2.3	2,268	5.6
17	SportsCenter Late	ESPN	Sun	10:56P	64	3.0	2.3	2,218	6.1
17	Saturday Nicktoons TV	NICK	Sat	10:00A	30	3.0	2.3	2,216	10.0
17	Rugrats	NICK	Mon	7:30P	30	3.0	2.2	2,186	5.3
17	Saturday Nicktoons TV	NICK	Sat	10:30A	30	3.0	2.2	2,175	9.4
17	Hey Arnold	NICK	Sun	11:00A	30	3.0	2.2	2,174	9.2
22	Angry Beavers	NICK	Sun	10:30A	30	2.9	2.1	2,101	9.1
23	Rocko's Modern Life	NICK	Sun	11:30A	30	2.8	2.1	2,078	8.5
23	Rugrats	NICK	Wed	7:30P	30	2.8	2.1	2,074	5.3
23	Walker, Texas Ranger	USA	Thu	8:00P	60	2.8	2.1	2,033	4.7
23	Doug	NICK	Tue	7:00P	30	2.8	2.1	2,023	5.3

Book 'em, C-SPAN 2

Cable channel launches weekend reading block

By Donna Petrozello

As the weather grows wintry, C-SPAN 2 is inviting viewers to curl up with their version of a good book, Book TV.

Starting Saturday (Sept. 12) at 8 a.m., C-SPAN 2 launches into 48 hours of programming about books, a format that will become the network's weekend staple. Book TV is an outgrowth of C-SPAN's nine-year-old author interview series, *Booknotes* and C-SPAN 2's weekend block, "About Books," which premiered in May 1996.

Earlier this year, *Booknotes*' founder/host and C-SPAN chairman Brian Lamb decided to devote not just Sunday nights but the entire C-SPAN 2 weekend to books. Book TV replaces repeats of U.S. Senate coverage.

"Books and the C-SPAN Networks are a natural fit," says Lamb. "Besides the fact that books, like other things we cover at C-SPAN, influence opinion, our commercial-free and ratings-free format gives us the time and freedom to air these serious discussions in their entirety."

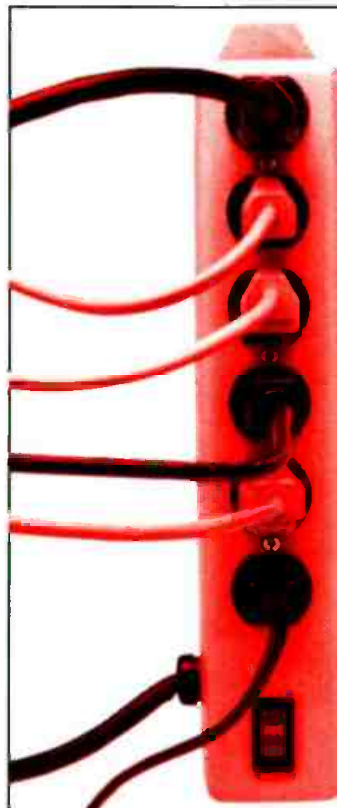
Book TV will focus on history, biography, finance and public policy as well as the publishing industry. Regular features will include "The Business of Books," "Children's Books," "History on Book TV" and "Encore Booknotes."

In addition to interviewing popular nonfiction authors, Book TV will take tours of bookstores and libraries and offer an in-depth look at the publishing industry and its major events.

Book TV executive producer, Connie Brod, is hoping the regular series will attract "appointment" viewing to C-SPAN. "With Book TV, we are making a commitment to more advance scheduling, so viewers know when to tune in on weekends."

'Great Books' is great, says ATAS

C-SPAN 2 isn't the only cable channel to find time for a good book. Last week, Discovery Channel Chairman John Hendricks (right) was presented with the Academy of Television Arts and Sciences governors' award for The Learning Channel's *Great Books* series. The series is up to 25 documentaries on classic books with accompanying teacher's guides and curriculum kits. The next *Great Books* Festival airs Sept. 12 and 13 and features new documentaries on "One Flew over the Cuckoo's Nest" and "The Naked and the Dead," as well as encores of 17 of its library titles, including "Gulliver's Travels" and "Huckle Finn."



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The new TCI

AT&T is likely to announce the structure of its new Consumer Services Co.—which will include Tele-Communications Inc.'s assets—soon after Labor Day, sources familiar with the situation say. There's been virtually no news about what that structure will be since shortly after the announcement of the AT&T/TCI merger in late June. Analysts are sticking with the view that AT&T will make some financial moves aimed at minimizing dilution to existing AT&T shareholders. A couple of possible scenarios: Bring some earnings from Consumer Services into the new AT&T and/or issue preferred shares in the new AT&T. Some analysts are mildly surprised that TCI shares haven't moved up closer to the price of AT&T shares—but at this point, they don't think the gap will prompt a change in terms of the deal. Those terms call for TCI shareholders to receive .7757 shares of AT&T for each share of TCI.

Sounds like a natural

Travel Channel has entered into a sponsorship and co-production deal with *Conde Nast Traveler* magazine. The partners will co-produce *Conde Nast Traveler Presents Amazing Destinations*, a weekly prime time series centered on travel to cultural and scenic destinations around the world. *Conde Nast Traveler* Editor in Chief Thomas Wallace will host the series,

which debuts Sept. 28 and is expected to air weeknights at 10-11 p.m. Travel and Conde Nast also will co-produce *The Conde Nast Traveler's Readers' Choice Awards*, a one-hour prime time special based on the magazine's annual readers' choice issue. Wallace also will host the awards show, scheduled to air Oct. 15.

Record ratings for WCW

TNT's *Monday Nitro Live World Championship Wrestling* coverage on August 31 scored a number of bests for wrestling on cable. Over the full 8 p.m.-11 p.m. telecast, *Monday Nitro Live* earned a 6.0 rating/9.3 share with 4.5 million homes last week, breaking previous ratings records for a wrestling telecast on cable, according to TNT, based on Nielsen data. Additionally, the second hour of last week's *Monday Nitro Live* earned a record-setting 6.6 rating/9.6 share (4.9 million homes), making it the highest-rated single hour of wrestling coverage on basic cable, according to TNT.

Heeere's DirecTV

DirecTV has acquired exclusive rights to air episodes of *The Johnny Carson Show* produced from 1980 through 1992. In an agreement with Carson Productions, DirecTV will present 60-minute, commercial-free condensed versions of Carson's original 90-minute show. DirecTV will offer

the shows for \$1.99 per hour-long episode or \$4.99 per month beginning Oct. 1.

What's up?: docs

With financial backing from Communications Equity Associates, entertainment lawyer John Forbess and documentary filmmaker Thomas Neff, The Documentary Channel will launch as a digital cable network in mid-1999, the trio says. Forbess says Documentary will feature uncut and uncensored documentaries, many never before seen on TV. Documentary also will link its on-air programs with Web-based content that viewers will be able to access through Web TV for Windows, Windows 98 or with a Web TV Plus Receiver.

Cable could dominate net

Forrester Research predicts that 16 million U.S. homes will have broadband connections to the Internet by 2002, with cable companies accounting for about 80% of that penetration. Those 16 million homes will represent about a quarter of the total online homes by 2002, according to the study. Forrester also projects that digital-subscriber-line (DSL) connections supplied by telephone companies will account for the remaining 20% of broadband Internet hookups.

TCI, Time Warner close joint Kansas deal

Consummating a previously announced joint venture, TCI Communications (TCIC) has contributed the assets of Tele-Communications Inc. of Overland Park, Kan., with about 94,600

customers, to its 50-50 partnership with Time Warner Entertainment. As a result of the deal, the partnership, called Kansas City Cable Partners, will have about 302,000 subs. The joint venture will continue to be managed by Time Warner Entertainment, which is 74.5% owned by Time Warner and 25.5% owned by MediaOne Group. Financial terms weren't disclosed, but if TCIC follows the pattern set in other joint ventures, it will contribute a significant chunk of debt to the partnership, thus moving it off its own balance sheet.

FX on the edge

In its first major announcement since naming Peter Liguori president of the network last July, FX has launched an on-air marketing campaign



that features the phrase "Please Watch Responsibly." Liguori and FX senior vice president of marketing, Gavin Harvey, collaborated with New York brand agency nickandpaul and with Los Angeles's Howell Kurtz Creative to create the campaign. Liguori says he wants to "emphasize FX's intrinsic value, rooted in the spirit of co-owned Fox, but staking our own domain and identity."

C-Cube intros DVxpress-MX

Chip will transcode DV-compressed source to MPEG-2

By Glen Dickson

Silicon chip supplier C-Cube Microsystems has developed a single-chip codec, DVxpress-MX, that can transcode video between the DV acquisition standard and the MPEG-2 compression standard.

The DVxpress-MX chip is designed to act as a bridge between DV-compressed source material (such as Panasonic's popular DVCPRO tape format) and MPEG-2 storage, playback and transmission devices (such as video servers). If successful, it will eliminate the need to bring DV material back to a baseband format before recompressing in MPEG-2.

"All the DVCPRO equipment has the capability to output uncompressed digital," says Joe Sutherland, C-Cube senior marketing manager. "What we're seeing is the need to keep it in the compressed digital domain to save bandwidth as much as possible. That could mean disk storage for a nonlinear editor or playout server, or for remote SNG feeds."

While Sutherland acknowledges that DV users today can still stay in the digital domain while going from DV to MPEG-2, he says "it's better to transcode it within a single system ... there's less opportunity for [picture] loss."

DVxpress-MX also will allow for mixed-format editing, in which a nonlinear editor accepts and manipulates either DV-native or MPEG-2 streams and then outputs video in either compression standard. That could be useful in a news environment where an editor might want to record an incoming MPEG-2 satellite feed and mix it with material from DV-native tape, says Patrick Henry, C-Cube senior director of marketing. "We're seeing a pretty broad adoption [of the chip] in the nonlinear editing space," Henry says.

The DVxpress-MX chip can handle Panasonic's 25 Mb/s, 4:1:1 DVCPRO25 or 50 Mb/s, 4:2:2 DVCPRO50 formats, as well as Sony's DVCAM, and can process MPEG-2 streams from 2 to 50 Mb/s. DVxpress-MX is due for sampling to

OEMs this month, with production shipments to begin in December. C-Cube expects solutions based on the chip, such as new MPEG-2/DV-compatible nonlinear editors and servers, to be available in the first half of 1999.

One version of the chip, which can handle 4:1:1 DVCPRO25 and MPEG-2 4:2:0 or 4:2:2 up to 25 Mb/s, will sell for \$175 in quantities of 20,000. The high-end 50 Mb/s version, which can deal with DVCPRO 25 and DVCPRO50 and MPEG-2 4:2:2 or 4:2:0 up to 50 Mb/s, will sell for \$400 in quantities of 10,000.

So far, Panasonic and Avid have endorsed the DVxpress-MX chip. C-Cube says it also is talking to Sony about getting the decryption chips for Sony's MPEG-2-based Betacam SX tape format, which would allow that format to interact seamlessly with DVCPRO. No agreement has been reached so far.



C-Cube's DVxpress-MX chip will act as a bridge between the DV and MPEG-2 formats.

Group W buys SeaChange server

Cable distributor becomes first U.S. customer for Broadcast MediaCluster

By Glen Dickson

Cable program distributor Group W Network Services (GWNS) of Stamford, Conn., has purchased SeaChange International's Broadcast MediaCluster MPEG-2 video server system to handle program origination for four of its cable network customers. GWNS is the first U.S. customer for the SeaChange on-air playback server, which debuted at the IBC show in Amsterdam a year ago.

"It's handling four channels for us: two A&E diginets [Biography Channel and History Channel International], The Recovery Network and PBS/The Business Channel," says Barry Fox, GWNS

vice president/general manager.

GWNS has installed a five-node SeaChange Broadcast MediaCluster with seven inputs and 10 outputs. The server can encode MPEG-2 4:2:2 bitstreams at encoding rates up to 24 Mb/s, and its 720 gigabytes of storage can hold 64 hours of video material at 24 Mb/s.

The five-node cluster uses SeaChange's fault-tolerant MediaCluster computer architecture, which extends the concept of RAID storage to computers, or "nodes," within a cluster of servers. Regardless of the number of nodes, only one copy of video is required, allowing the MediaCluster to



act like a single fault-resilient video server.

"MediaCluster enables the sort of bandwidth throughput we needed," Fox says. "Its distributed architecture provides a greater number of available I/Os against a single-server architecture."

Fox says that GWNS considered every major server vendor over the past nine months and went with the SeaChange MediaCluster because it provided the "best bang for the buck" in terms of both I/Os and redundancy.

The SeaChange purchase is part of a \$2 million overall conversion to server-based playback for the four channels, which have been relying on tape-based playback from Odetics TCS90 cart machines. GWNS has purchased Florical automation software to run the SeaChange system, along with a Philips routing switcher and digital infrastructure gear from Tekniche.

GWNS plans to use its existing TCS90s to automatically load material onto the SeaChange server for playback. For backup, GWNS also will load material onto a Tektronix Profile server (GWNS has been using Profiles for years) with three hours of storage that will be used as a cache. "We'll load a playlist that's three hours ahead," says Fox. "So we'll always have a buffer should the server go down."

Jackson Hole gears up with Panasonic

Panasonic contributed its Advanced Digital Television & Video equipment for recent demonstrations at the Jackson Hole Symposium in Wyoming. The program, "New Dimensions in Nature Programming," sponsored by the Jackson Hole Wildlife Film Festival, examined the impact that new U.S. broadcast standards will have on nature programming and featured side-by-side comparisons of various video and film formats using footage shot in Jackson Hole.

Producers used different cameras for the shots, including a Polaroid/Philips PTC9000 720P camera. The results of the Great Format Field Test were then displayed at the symposium on Panasonic DT-M3050W 16:9 monitors using AJ-HD2000 1080i D-5 HD VTRs and the new AJ-HD2700 1080i/720P switchable D-5 VTR for playback. Panasonic also lent the symposium an AJ-PD900W DVCPRO50 480P camcorder and an AJ-PD950 DVCPRO50 480P VTR.

—Karen Anderson

The SeaChange server will feed MPEG-2 4:2:0 compression systems from both Scientific-Atlanta and General Instrument for satellite distribution at an average encoding rate of 6 Mb/s.

Fox says GWNS chose Florical software because of its data base management system, which he says is well-suited to dealing with multiple channels. "It was an asset management data base issue more than a pure automation issue," he says.

While GWNS already has used the SeaChange server to play back some material under manual control, it is still ironing out some interface problems between the SeaChange server and the Florical software. Fox says testing is

under way, and GWNS "is coming close to accepting it and putting [the system] on air" under fully automated control.

John Pittas, SeaChange broadcast products manager, says a few bugs are to be expected, since GWNS has been integrating the Florical software with the Broadcast MediaCluster for only three or four weeks. "With any large integration project, there are some hurdles to overcome," Pittas says.

In other SeaChange news, the company has snagged its first European customer for the Broadcast MediaCluster. Finnish broadcaster MTV3 in Helsinki is now using a five-node system to perform commercial insertion for 11 broadcast regions across Finland. ■

Primestar completes new quality-control center

System monitors up to 200 channels for outages or signal degradation

By Karen Anderson

In an effort to create a more efficient system for audio and visual quality control, Primestar Inc. has completed a multimillion dollar expansion and upgrade of its quality assurance and broadcast network control center in Bala Cynwyd, Pa.

As the DBS company adds new channels and expands its viewership, it needs to monitor more channels without having to hire more people, says Gary Traver, Primestar vice president of broadcast operations.

Until now, Primestar has relied on control operators to monitor up to 200 channels for outages or signs of picture degradation. The new automated system, which uses equipment from Chyron's Pro-Bel division, can monitor 500 channels simultaneously for



Primestar's new broadcast control center allows the DBS provider to monitor its audiovisual quality efficiently.

picture and sound quality.

"We've increased the density of channels per operator—doubled it," Traver says. "It's created ability for operators to focus on quality."

The new broadcast center, integrated by The Systems Group of Hoboken, N.J., houses more than 500 consumer-grade General Instrument integrated receiver/decoders. "What they tried to do is mimic what a viewer would see at home," says Paul Catterson, The Systems Group project manager and engineer for the Primestar project.

A 360x160 Pro-Bel HD video router and a MADI audio router work with six control-room monitoring pods, each equipped with eight Procion computers and monitors. Each monitor can handle up to 12 channels of video simultaneously.

"We chose Procion because it allowed us to automatically detect power outages," Traver says. "There are not a lot of signal-detection products on the market that will do that."

A separate pay-per-view "state room" with a 240x40 Pro-Bel router allows Primestar to monitor and track the conditional-access service as well as audio and video quality.

"The ability for a customer to get a pay-per-view event is based not only on whether the audio and video are there but also that they are there in an acceptable manner—and whether the conditional-access system is set up to enable the customer to buy correctly," Traver says.

The Pro-Bel equipment works in tandem with proprietary software

developed by Primestar and Coretech Corp. The GUARD (GUI Automated Router Drive) software monitors the equipment and feeds video to the monitor walls.

The system simultaneously monitors multiple television networks on different satellites. When the software detects an irregularity, it automatically drives multiple video streams to the monitor walls, allowing the problem to be isolated. It also maintains picture quality by automatically matching preset signal-quality parameters to the

type of picture being broadcast.

Gepco International provided 100 miles of cable—video, audio and RF—for the project.

Traver would not release the total cost of the project, but says that he believes the facility will pay for itself in operational efficiency as well as customer service: "Our design goal was to improve the quality of service that we provide to our customers, minimize downtime on any one channel and improve our efficiency. I think we achieved that." ■



By Karen Anderson & Glen Dickson

Paxson taps DVCPRO

Paxson Communications has purchased Panasonic DVCPRO tape decks for its operations center in West Palm Beach, Fla., in a deal worth \$640,000. In an upgrade from Beta SP, Paxson has purchased 24 Panasonic DVCPRO50 AJ-D950 studio editing VTRs. The VTRs are switchable between the original 25 Mb/s DVCPRO25 4:1:1 signal and the 50 Mb/s DVCPRO50 4:2:2 signal. Paxson, which has picked DVCPRO50 as its main programming source, will use the AJ-D950 VTRs for all of its linear editing stations.

Cisneros, Imagen launch new channels with PowerVu

Cisneros Television Group and Imagen Satelital have launched three new services in the U.S., Latin America and Europe, using a Scientific-Atlanta PowerVu digital video-compression system. The new services

provide eight new channels for program delivery to Brazil, Spain and the U.S. In addition, Imagen Satelital is using PowerVu to deliver three channels of cable programming in Latin America that previously were transmitted by an older digital transmission system.

TCI provides Internet access with MetroLink

TCI is using Harmonic Lightwave's MetroLink system to provide its Dallas-area subscribers with video services and two-way high-speed Internet access via an eight-wavelength forward and return-path dense wave division multiplexing (DWDM) system. The upgraded hybrid fiber/coax network consists of a single headend feeding two hubs, which in turn feed 54 optical nodes that pass 13,000 subscriber homes. In addition to this installation, TCI has deployed five hybrid MetroLink

systems in its Dallas-area network. In the hybrid installations, one or both of the network's paths are coarse wave division multiplexing (CWDM), with digital information transmitted at 1550 nanometers (nm) and combined with analog video at 1310 nm. Currently 135,200 homes in the Dallas metro area are passed by MetroLink-enabled systems.



Telemetrics' new adapter docks Digital-S VTRs with Ikegami cameras.

ing to Rick Clarkson, Artel product manager. VistaView, designed with a graphical interface, operates over the Internet or over private TCP/IP networks. Artel will offer VistaView to telecommunications companies as an option on its transport and switching products starting in December; in mid-1999 the company will offer the option to broadcasters.

Telemetrics debuts VTR docking adapter

Telemetrics has introduced a new VTR adapter for docking JVC's Digital-S dockable VTRs directly to an Ikegami HL57 or HL59 digital broadcast camera without modification. The equipment allows transparent operation of all VTR and camera functions. The TM-VTR-40U-57 VTR adapter provides camera/recorder interface functions: Y Video, R-Y, B-Y, video GND, MIC (hot or cold), MIC Shielded, REC Tally, Warning OUT, VTR Start, Return video SW IN, +12V, Return Video OUT, SAVE CTL IN, VTR Warning IN, VF Tally, Return Video In and Standby.

Artel to launch VistaView at IBC '98

Artel Video Systems has brought video network management to the Web with its new VistaView transport and switching "proactive" monitoring management tool. VistaView offers views and access to devices on the video network for the diagnosis and repair of network problems, accord-

Major sports sites reboot for football

NFL, ESPN, Fox Sports draft new online game plans

By Richard Tedesco

As the National Football League regular season approached last week, online sports underwent a major revamp, primarily aimed at fans' seemingly endless appetite for gridiron video, stats and fantasy leagues.

The most dramatic change is the addition of a two-minute drill of game highlights on NFL.com to be produced each Sunday by NFL Films. NFL.com also will pull pregame programming and other video from ESPN, which relaunched its SportsZone site as ESPN.com last week. ESPN.com incorporates more links to the NFL, NBA and NASCAR sites that ESPN Internet Ventures produces.

Fox Sports Online also relaunched its FoxSports.com site, building in a GameTracker feature to enable fans to follow the progress of games in real time, including play-by-play and drive chart features. Its recast site also includes a fantasy football game for \$19.95—an attempt to undercut ESPN's popular \$29.95 offering, for which it claims some 70,000 takers.

Meanwhile, CBS SportsLine is pro-



Among the sports sites that have revamped in anticipation of the NFL season are NFL.com and FoxSports.com.

ducing a weekly half-hour NFL preview show to be syndicated in Sunday morning slots on Pax TV stations in 70 markets. PC users will be able to transmit messages to SportsLine's on-air trio, including ex-NFL coaches Marv Levy and Sam Wyche, and to view streamed segments of the show online.

But the big development is the increased presence of video content on NFL.com and the probable expansion of highlights available for streaming on its broadcast partners' sites and other sports



sites. The league is "reexamining" the tightly guarded use of its video product, according to Ann Kirschner, VP, NFL Interactive, who says its game broadcasters will get preferential treatment. "We're looking at ways to reach the maximum number of fans while protecting our intellectual property and our business partners," Kirschner says.

With four days to go before the regular-season kickoff, the NFL's redefined policy on use of online video was not yet finalized, but the objective was clear, according to Kirschner: "The idea is to provide on-demand highlights, so that instead of hoping to catch them on your local TV news, you can find them online."

Pro football is becoming a potent numbers game online. The NFL claims that its Website is profitable on the strength of advertising and merchandising, which represents 20% of its online take. And ESPN is closing in on profitability online—thanks in part to all those fantasy football players.

CNN.com got into that game with its own free offering last season. But it's trying to cash in this year with War Room Fantasy Football Insider, which offers insider information for \$29.95.

The NFL figures that fantasy players make up a large segment of the viewing audience that simultaneously tunes into NFL games on-air while monitoring those games and others online. The NFL claims that half of the 250,000 Sunday PC users who logged onto its site in an average week last season were watching

TBS pushes Eldon documentary online

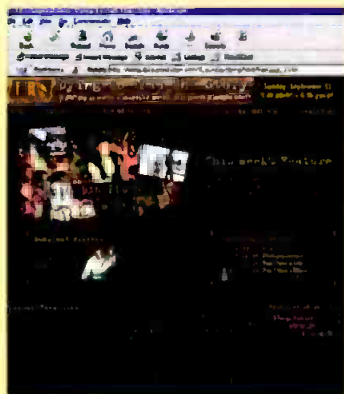
As part of a new approach to promoting its original productions, TBS has commissioned a site to encourage interest in its upcoming documentary about photojournalist Dan Eldon.

TBS retained Atlanta-based Think New Ideas Inc. to create a site for *Dying to Tell the Story*, a biography of Eldon. The 22-year-old Reuters photographer was killed while covering Somalia's civil insurrection in 1993. The site, part of the superstation's Website (www.TBSSuperstation.com), has been displaying some of Eldon's work from the Somali conflict, along with streamed clips from the documentary.

This marks the first time that TBS has employed an outside firm to design online content around a Turner original production, indicating a new emphasis on tying on-air content to its site. Julie Crow, TBS director of entertainment marketing, says the strategy will be used for an original series

and three or four original movies to be aired next year. Text for the site was prepared in-house; Think integrated that narrative with Eldon's photos and other elements.

—Richard Tedesco



games on TV while they were online. Typically, they're checking stats about the game on TV and monitoring a second game as well, according to Kirschner, who says: "The general idea is to keep the viewer going back and forth like a Ping-Pong ball."

Mark Hardy, senior analyst for Forrester Research, thinks that the NFL's claims about its Sunday site visitors are probably inflated. "They're probably bouncing to other sites, so a lot of that activity is repeat visits," says Hardy, who figures that most viewers of pro football would simply find simultaneous 'Net surfing too distracting.

Fox Sports is pulling several new advertisers online in time for the NFL season, including E*Trade, Porsche,

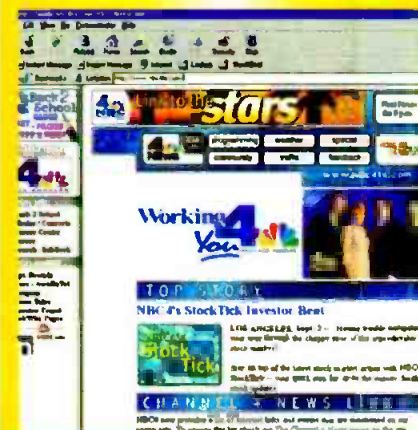
Puma and Gatorade. It plans to plug its site heavily during game broadcasts and also plans to maintain a strong online presence for its on-air team of John Madden, Howie Long, Ronnie Lott and Pat Summerall.

Fox will be as aggressive as the NFL will permit with postgame clips, according to Scott Ehrlich, senior vice president and executive producer of News America Digital Publishing. It will also stream extensive postgame interviews, Ehrlich says.

ESPN claims it's offering faster access to its content by eliminating some cumbersome Java applets. It's also moving for faster bucks, with a new online store selling sports merchandise and memorabilia. ■

SITE OF THE WEEK

www.nbc4la.com



KNBC(TV) Los Angeles NBC, ch. 4

Site features: Local news stories in text form updated throughout day; three to five news pieces archived for streaming weekly, including features about exemplary community members: "Beating the Odds" and "Unsung Heroes"; links to MSNBC and Interactive Neighborhood; relaunch (by year's end) includes plans to stream newscasts live

Site launched: August 1995

Site director: David Pugh, Webmaster

Number of employees: 3

Design: In-house

Streaming technology: Microsoft NetShow

Traffic generated: Averaging 200,000-400,000 page views per month

Advertising: Local banner ads; developing customized, co-branded units for some site sponsorships

Revenue: N/A

Highlights: Coverage of June California primary, which included tracking nearly 80 races in real time (along with ballot propositions), drew 75,000 hits in four hours; actor Phil Hartman's recent death prompted an estimated 75,000 hits on the site in a day

—Richard Tedesco

DOJ, Microsoft file dueling briefs

Justice alleges attempts to hinder Intel and Apple

By Richard Tedesco

The Justice Department antitrust suit against Microsoft Corp. escalated in a battle of the briefs last week in the wake of fresh allegations that Microsoft tried to stifle software development by Apple Computer and Intel Corp.

Microsoft filed a motion in Federal District Court to prevent inclusion of the new DOJ charges in its suit, arguing that the government was trying to "change the rules of the game." In quick response, the DOJ filed a supporting motion arguing that the Intel and Apple matters were relevant to the original antitrust action.

In the response filed last week, the government claimed that Microsoft tried to dissuade chipmaker ally Intel from pursuing software development and pressured Apple to stop trying to market its QuickTime video multimedia software technology for Windows. The filing further alleged that Microsoft tried to bully RealNetworks out of the streaming media platform business and tried to strike a bargain to divide the browser market with Netscape.

It also attempted to convince Intel and Apple to limit or reduce their support for Netscape's browser, according to the filing. The antitrust suit focuses on Microsoft's allegedly illegal practices to quash competition from Netscape's browser by building its

own Internet Explorer into its Windows operating system.

Microsoft has defended that strategy by arguing that it is serving the interest of PC users who want the browser in Windows. Last week's allegations about its attempts to limit competitive software development cast that argument in a particularly ironic light.

"Apple didn't stream for a long time.

Now they're finally figuring out how to do it," says Seema Williams, an analyst

with Forrester Research. "If it was due to Microsoft, it was definitely to the detriment of the industry."

Williams notes that RealNetworks and Microsoft have had a problematic working relationship for some time, with RealNetworks' latest streaming technology not yet integrated with Microsoft's Windows. "It's in competition with its own investments," she says, referring to Microsoft's 10% stake in RealNetworks. "That's an untenable position to be in."

In its filing, the DOJ found the testimony of Microsoft executives untenable during their recent depositions: "Executives who are stated to be the author of documents claim not to remember them. Executives who are the stated recipients of documents claim not to remember receiving them. And both authors and recipients claim not to know what the documents mean." The DOJ filing noted that Microsoft chief Bill Gates "displayed a particular failure of recollection." ■

Microsoft

CHANGING HANDS

The week's tabulation of station sales

COMBOS

WGAP(AM)-FM Maryville, Tenn.

Price: \$300,000 for stock

Buyer: South Central Communications Corp., Evansville, Ind. (John D. Engelbrecht, president); also owns one TV, one AM and six FMs

Seller: James A. Calkin, Maryville

Facilities: AM: 1400 khz, 1 kw; FM: 95.7 mhz, 3 kw, ant. 328 ft.

Formats: AM: country; FM: country

FMs

KXOK-FM St. Louis

Price: \$13.5 million

Buyer: Sinclair Broadcast Group Inc., Baltimore (David D. Smith, president/28.1% owner); owns/is buying 59 TVs, 38 FMs and 23 AMs

Seller: WPNT Inc., St. Louis (Saul Frischling, owner)

Facilities: 97.1 mhz, 100 kw, ant. 560 ft.

Format: Urban contemporary

Broker: Bergner & Co.

KNJY(FM) Spokane, Wash., and

KCDA(FM) Coeur d'Alene, Idaho

Price: \$6.8 million

Buyer: American General Media, (Anthony S. Brandon, president); also owns 7 AMs and 10 FMs

Seller: Z Rock Communications Inc., Boca Raton, Fla. (Al Hochstadt, president); no other broadcast interests

Facilities: KNJY: 103.9 mhz, 5.5 kw, ant. 298 ft.; KCDA: 103.1 mhz, 2.35 kw, 1,886 ft.

Formats: KNJY: active; KCDA: country

Broker: The Exline Co.

KEZE(FM) Spokane, Wash.

Price: \$1.4 million plus KTRW(AM)

Spokane (see item below)

Buyer: Evening Telegram Co., Superior, Wash. (John B. Murphy, president); also owns four TVs, six AMs, and five FMs

Seller: Melinda Boucher Read, Spokane Wash.; also owns 45% of KTBI(AM)-KTAC(FM) Ephrata, Wash.

Facilities: 96.9 mhz, 6 kw, ant. 535 ft.

Format: Religious, talk

WDWG(FM) Atmore, Ala. and

WYOK(FM) Moss Point, Miss.

Value: \$1.4 million

Swapper (WDWG): Clear Channel Communications Inc., San Antonio (L. Lowry Mays, president); owns/is buying 147 FMs, 92 AMs and 11 TVs

Swapper (WYOK): Roberds Broadcasting Inc., (Kevin Wagner, president)

Facilities: wdwg: 104.7 mhz, 100 kw, ant. 1,555 ft.; wyok: 104.9 mhz, 33

PROPOSED STATION TRADES

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

THIS WEEK

TVs □ \$0 □ 0

Combos □ \$300,000 □ 1

FMs □ \$23,200,000 □ 5

AMs □ \$3,605,180 □ 6

Total □ \$27,105,180 □ 12

SO FAR IN 1998

TVs □ \$6,614,513,000 □ 57

Combos □ \$4,948,273,060 □ 196

FMs □ \$771,435,716 □ 249

AMs □ \$405,452,240 □ 156

Total □ \$12,739,671,016 □ 658

SAME PERIOD IN 1997

TVs □ \$5,865,086,684 □ 81

Combos □ \$6,690,827,551 □ 223

FMs □ \$1,724,696,599 □ 300

AMs □ \$285,771,781 □ 157

Total □ \$14,566,382,615 □ 761

SOURCE: BROADCASTING & CABLE

kw, ant. 600 ft.

Formats: wdwg:country; wyok:urban

KWAN(FM) Gualala, Calif.

Price: \$100,000

Buyer: California Radio Partners, Fort Bragg, Calif. (Vicky S. Watts and Thomas E. Yates, principals); also owns KOZT(FM) Fort Bragg, Calif.

Seller: KWAN Broadcasting, Gualala, Calif. (Gerhard J. Hanneman, principal); no other broadcast interests

Facilities: 100.5 mhz, 6 kw, ant. 669 ft.

Format: Country

AMs

KEYT(AM) Santa Barbara, Calif.

Price: \$1,600,180

Buyer: Smith Broadcasting Group, St. Petersburg, Fla. (Robert N. Smith, president); also owns/is buying nine TVs, three AMs and two FMs

Seller: Engles Enterprises Inc., Santa Barbara, Calif. (Steven B. Engles, principal); also owns KHTY(FM) Santa Barbara, and KMGQ(FM) Goleta, both Calif.

Facilities: 1250 khz, 2.5 kw day, 1 kw night

Format: News, sports, talk

WTIL(AM) Mayaguez, P.R.

Price: \$900,000

Buyer: Bestov Broadcasting Inc. of Puerto Rico, San Juan (Luis A. Meja, president); also owns WIAC-AM-FM

San Juan and WISA(AM)-WKSA-FM Isabela, P.R.

Seller: Mayaguez Radio Corp., Mayaguez, P.R. (Gilbert Mamery Riera, president)

Facilities: 1300 khz, 1 kw

Format: AC, oldies

WMMW(AM) Meriden, Conn.

Price: \$630,000

Buyer: Buckley Broadcasting of Connecticut, Greenwich, Conn. (Richard D. Buckley Jr., president); also owns six AMs and nine FMs

Seller: AM Radio Inc., New London, Conn. (Anthony J. Pescatello, president); no other broadcast interests

Facilities: 1470 khz, 2.5 kw

Format: Tropical Spanish

Broker: New England Media Inc.

WNBP(AM) Newburyport, Mass.

Price: \$275,000

Buyer: Radio Newburyport LLC, Newburyport (Robert F. Fuller, managing member/50% owner)

Seller: Damon Radio Inc., Newburyport (Winslow C. Damon, principal); no other broadcast interests

Facilities: 1450 khz, 1 kw

Format: Oldies

WL0D(AM) Loudon, Tenn.

Price: \$125,000

Buyer: MetroWest Radio LLC, Knoxville, Tenn. (Susan K. Horne, chief manager)

Seller: Loudon Broadcasters Inc., Loudon (Doyle F. Lowe, president)

Facilities: 1140 khz, 1 kw

Format: Country classics, bluegrass

WENR(AM) Englewood, Tenn.

Price: \$75,000

Buyer: Paul Wilson, Athens, Tenn.; also owns wcpH(AM) Etowah, Tenn.

Seller: M&H Broadcasting Corp., Knoxville, Tenn. (The Rev. J.B. Mull, principal); also owns WJBZ(AM) Knoxville, WJBZ(FM) Seymour, WDEH-AM-FM Sweetwater, all Tenn.

Facilities: 1090 khz, 1 kw

Format: Religious, southern gospel

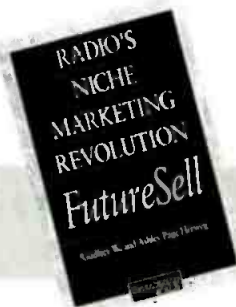
KTRW(AM) Spokane, Wash. (See KEZE(FM) item above)

Facilities: 970 khz, 5 kw day, 1 kw night

Format: Sports, talk

—Compiled by Alisa Holmes

The Focal Press Broadcasting and Cable Series



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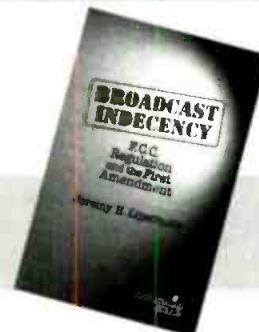


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For professionals and students working in all areas of media who need to know what the law requires and how they should properly utilize copyrights and trademarks.

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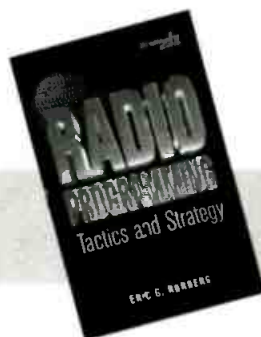


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Discussing such controversial issues as "shock jock" Howard Stern, this book treats broadcast indecency as more than a simple regulatory problem in American Law.

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RADIO

HELP WANTED SALES

Regional Sales Agent: Broadcasting's oldest promotion company, Community Club Awards, seeks aggressive sales agent for presentations to radio, television, cable executives. Six figures potential. Independent contractor. No relocation required. Resume and picture to: Office Manager, CCA, PO Box 151, Westport, CT 06881, USA.

A selling GM needed for AM station with large coverage in the beautiful Pee Dee area of S.C., a short distance from Myrtle Beach. Exclusive Stardust format receiving tremendous response. Good opportunity for small market sales person seeking chance to manage and sell. Very good potential for an honest, aggressive person. Send resume to: Tom Gentry, PO Box 18614, Charlotte, NC 28218.

SITUATIONS WANTED PRODUCTION

Radio announcer/engineer/producer with ten years experience seeks full-time opportunities in Southwest USA. Hi, I'm Chris Cooke, the host of two music programs on a public radio station in Nebraska where I interview nationally-known performing artists on a regular basis. I'm looking for full-time opportunities in announcing and/or production to build my skills and contribute more fully to a radio station. Could that station be yours? If so, contact me at Ccooke66@yahoo.com. Until that time, here's hoping your week is everything you want it to be!

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HELP WANTED MISCELLANEOUS

DIGITAL SOUND BROADCASTING

Founded in 1990, WorldSpace — a Washington, DC-based, international digital sound broadcasting company — is poised to deliver crystal clear audio reception, unprecedented programming (100+ program stations) and personal mobility (new, portable receivers) to the emerging markets of the world (the Middle East, Africa, the Mediterranean Basin, Asia, Caribbean and Latin America). We invite you to join us at our award-winning, state-of-the-art headquarters.

The following assignments are involved with the WorldSpace Kids/Family and Adult spoken work services — wide-ranging, premium-quality (acquired and originally-produced) entertainment and educational digital radio programming for an international audience — to be broadcast 24 hours a day, 7 days a week. Genres include drama, storytelling, interviews, biographies, book reviews, comedy, magazines-on-the-air, audio versions of international cable channels, fiction, travel, history, readings, audio books, poetry and other examples of the spoken word.

Scheduler/Planner Coordinator

Reporting to the Director, Spoken Work Services, the selected candidate will coordinate broadcast operations on delivery of logs and schedules, direct creative services on interstitial elements and develop and execute network programming strategies on a quarterly basis for a vast international audience. You will actively interface with marketing to make on-air packaging/programming decisions based on demographics; assist in screening incoming product for review; recommend acquisitions in context of channel personality; and maintain a database of program availabilities in order to recommend programming for specials and thematic events. We seek a team player who is familiar with all representative kids, families and adult spoken word genres and can effectively anticipate and solve problems in a rapidly paced environment. Qualifications include a Bachelor's degree in a related field, plus 3 years experience in broadcast, cable or other creative, fast-moving field; extensive computer and organizational skills; and strong multi-tasking abilities. **(Job Code: SPC907)**

Producer, Spoken-Word Services

Report directly to the Content Department Production Manager, the selected candidate will be responsible for all original creative services for our on-air product, including interstitial elements, features, promos, spots, packaging of services and development of network personality. You will also contribute to the development, design and programming of two international radio services featuring Spoken-Word entertainment targeting kids & families and a contemporary adult audience, respectively. In order to successfully execute a wide variety of creative duties, the very imaginative individual we seek will have at least 5 years of experience in Radio production that includes writing, producing, voicing and proven digital editing skills. Your background includes working with/writing for kids & families — ideally in spoken word genres — combined with an interest in creating fun, engaging kids/family-friendly programs that will generate positive attitudes, a sense of responsibility, thoughtfulness, kindness and an appreciation of diversity. A demo tape that is genuinely original is an absolute. **(Job Code: PRO907)**

WorldSpace offers an excellent compensation plan and benefits package; for consideration, please forward your resume, cover letter and salary history to:



WORLDSPACE

Human Resources • Dept. (Job Code)
2400 N Street, NW • Washington, DC 20037
Fax: (202) 969-6889
E-mail: jobsinfo@worldspace.com
EOE

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

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TELEVISION

HELP WANTED SALES

SALES

ZDTV is cable's new network dedicated to providing entertaining and useful programming about computers, the Internet and technology to the 100 million users of PCs at home and at work. We're expanding our affiliate sales department and looking for talented, experienced and motivated people to join our team in a couple of locations.

Successful candidates will have strong credentials in affiliate sales & marketing. Established contacts in the cable industry, demonstrated ability to meet sales goals, and effective verbal and written communication skills are essential requirements. Must be willing to travel extensively and must be a team player.

ZDTV offers a competitive compensation package and provides a fast-paced, fun environment for professionals with an interest in the ever-changing world of technology.

Regional Sales Manager:

- based in ZDTV's San Francisco headquarters
- responsible for distribution, contract negotiation and account management in western region
- minimum of 5 years of experience, proven sales skills and ability to prioritize and negotiate effectively essential

Account Executive:

- based in ZDTV's regional office in Atlanta
- responsible for sales and affiliate relations in southeastern region
- minimum of 2 years of experience, excellent organization skills and high level of motivation essential

Please send resume and salary requirements to: **ZDTV Human Resources, Re: Affiliate Sales, 650 Townsend Street, San Francisco, CA 94103, or fax to 415-551-4605 or e-mail to HR@ZDTV.com** EOE



Your Computer Channel



CBS-KANSAS CITY

NATIONAL SALES MANAGER

Due to expansion, KCTV Channel 5, seeks National Sales Manager to supervise the daily selling efforts of our national representative, Telerep, Inc., and to assist the General Sales Manager in all aspects of sales, traffic and customer service. The successful candidate must have a minimum four years' proven track record in local or national sales with excellent negotiation skills. Some travel required.

Location: Kansas City

Send resume with cover letter and salary history to:

Business Office
KCTV, Channel 5
4500 Shawnee Mission Parkway
Fairway, KS 66205

KCTV is an EEO Employer.

**Broadcasting & Cable****We Need Your Passion for Sales and Talent for Success!**

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

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

Account Executive. Nashville, WNAB-WB 58 (Market #33). Experienced. "think outside the box" professional for fastest growing station in the 33rd market. Tons of opportunity for the aggressive candidate who loves to develop new business and has strong negotiation, organizational, presentation and relationship skills. Proficiency in the use of TvScan helpful. Send or fax resume to Brad Raney, GSM, WNAB-TV, 3201 Dickerson Pike, Nashville, TN 37207. Fax 615-650-5859. Lambert Broadcasting is an Equal Opportunity Employer. Women and minorities are encouraged to apply.

Senior Account Executive: 3-5 years TV sales experience a must! Very strong account list for a proven performer. Agency experience with strong negotiation skills a must. Knowledge of pure and applied research. This applicant will definitely follow a winner! Send resume to: William D. Webb, General Sales Manager, P.O. Box 2009, Durham, NC 27702. No phone calls. EOE.

Local Sales Manager. Nashville. WNAB-WB 58 (Market #33). Aggressive, take charge individual that has the ability to train and develop the younger AE's, while motivating and guiding the seasoned Sales Execs. Strong "Indy" attitude needed. High energy, high urgency with outstanding creative and people skills a must. 3-5 years sales and management experience required. Send or fax resume to Brad Raney, GSM, WNAB-TV, 3201 Dickerson Pike, Nashville, TN 37207. Fax 615-650-5859. Lambert Broadcasting is an Equal Opportunity Employer. Women and minorities are encouraged to apply.

General Sales Manager: needed to be responsible for all traditional and non-traditional revenues, strategic planning, developing and maintaining a sales budget, and developing sales promotions. A Bachelors Degree in a related field is preferred. Must have excellent communication, presentation, and organizational skills and rate and inventory management experience. A minimum of 3-5 years experience in sales management is required. Computer skills required. Send a resume to: Recruiting Dept., Newschannel 5, PO Box 951, Alexandria LA 71309. Newschannel 5 is a Media General station, and an EEO Employer. Pre-Employment Drug-Testing required.

Account Executive- CBS station in midwest is looking for an account executive who is ready to move up. Proven success in developing new business and the ability to handle a major list. Send resume to: Personnel, KGAN-TV, P.O. Box 3131, Cedar Rapids, IA 52406.

Account Executive. Boise, KNIN-TV. If you're looking for one of the most beautiful places to live, raise a family, hunt, fish, ski, etc....this VHF, UPN affiliate in Idaho's capital city may be the perfect place...First, you need to be an experienced, aggressive sales executive with a proven track record in agency and local direct sales. The drive and desire to win, the love of new business development and the creative ability to develop and execute ideas is a prerequisite. FOX, UPN or WB experience helpful...knowledge of BMP. Send or fax resume to Phyllis Foster, LSM, KNIN-TV, 816 W. Bannock Road, Boise, ID 83702. Fax 208-344-0119. Lambert Broadcast is an Equal Opportunity Employer. Women and minorities are encouraged to apply.

New Business Development Account Executive. CBS-58 is seeking a New Business Development Account Executive who is responsible for generating new business at the client and agency level. This is a terrific opportunity for a creative individual who is enthusiastic and has solid presentation skills. Candidate must have strong communication skills both written and verbal, negotiation skills, and computer proficiency. Must have prior TV or radio sales experience and college degree a plus. Interested candidates should forward their resume to: Human Resources, WDJT-TV, 809 S. 60th Street, Milwaukee, WI 53214. EOE.

Traffic. WDAF, a Fox O & O in Kansas City, currently has an excellent opportunity in its Traffic Department for a strong #2 person! The qualified candidate will have a minimum of 2-3 years of traffic experience. Hands on experience with Enterprise strongly preferred. Must be a self-starter with the ability to handle multiple tasks in a fast-paced environment and be well versed in all traffic related duties. Will work with management in inventory maximization. For consideration, please send resume, including salary requirements, to: WDAF, Human Resources Dept: 3030 Summit, Kansas City, MO 64108. EOE M/F/D/V

General Sales Manager. A chance to have your own shop and earn your stripes. We are a small market western affiliate that leads the market in every respect. Our challenge is to have our revenues match our performance. Can you train and motivate? Can you educate clients as to what constitutes value in local television? Are you the person to move a station to the next level in marketing its dominance? If so, we can offer a rewarding package and unmatched lifestyle. Resumes to Box 01422 EOE.

HELP WANTED PUBLIC RELATIONS

The Maslow Media Group, a leading recruiter in the broadcasting industry, is seeking a: Director of Production Operations for a major television company located in Washington, D.C. Candidates must have 8-10 years production management experience including international productions. Strong department and people management skills required. Production account management skills necessary. Experience with production contract and budget negotiations; and a Consultant-Financial/Programming to conduct financial due diligence on film/program libraries. Must have legal, financial, programming knowledge in the entertainment industry. Professional degrees in these disciplines required. Fax resumes to 703.841.9355. Mail resumes to: Maslow Media Group, 2030 Clarendon Boulevard, Ste. 211, Arlington, Virginia 22201. Job Hotline: 301.570.9100 www.maslowmedia.com

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VICE PRESIDENT/ENGINEERING: Strategic Sr. manager to direct all engineering and technical operations for FOX, O&O Television Station in Washington, DC. Responsibilities include spearheading and overseeing all technical projects (including DTV), facilities management, technical assistance/support to news and promotions depts. And technical equipment contract negotiations and department budget preparation. Must have knowledge of news operations, and track record for providing news support. Ability to effectively interact with all staff levels. Strong written, verbal interpersonal communication skills. Must be experienced administering and interpreting collective bargaining agreements. Ten (10) years progressive experience in television broadcasting five (5) of which is technical management and supervision in major market. Bachelors degree in relevant technical field.

ENGINEERING SUPERVISOR: Will provide technical support to the Engineering Dept. and other departments as needed. Management of News technical facilities including BASYS system, personal computers; software purchase, installation and training; telephone system maintenance and administration; broadcast video and audio engineering - Supervision of union technical personnel. Must have knowledge of digital transmission technologies, satellite transmission systems, non-linear editing systems and other relevant technical systems and technologies. Knowledge of news operations and track record for providing news support. Ten (10) years progressive experience in television broadcasting five of which is technical management and supervision in major market. Bachelors degree in relevant technical field.

ENGINEERING MANAGER: A manager to directly schedule and supervise unionized technicians. This individual must have a minimum of five (5) years experience in managing and scheduling unionized technicians. Technical background to be able to plan and implement projects. UHF transmitter and digital audio/video experience is a plus.

Individuals must be able to effectively interact with all levels of personnel. Strong written/verbal interpersonal communication skills. Must be experienced in administering and interpreting collective bargaining agreements.

For immediate consideration, send letter of interest & resume via fax @ 202/895-3286 or mail to: Mary Talley, VP/Human Resources, WTTG/FOX 5, 5151 Wisconsin Ave, NW Washington, DC 20016 EOE/M/F/D/V



DIRECTOR, TECHNICAL OPERATIONS CENTER

PBS has an opening for the Director of our Technical Operations Center (TOC). This person will direct the operation of the TOC for 100% reliability for all program feeds, find and implement efficiency procedures, and plan for future expansion and changes. Requirements include:

- * Degree in a field related to television operations
- * Advanced training in television electronics
- * Experience with analog and digital television, audio, video, control, automation, tape, servers, switchers and other television equipment
- * Experience managing a TV master control facility
- * Experience managing and motivating union-represented technical staff
- * Experience developing and administering an operating budget

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



1320 Braddock Place
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Modlum@pbs.org

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.

Master Control Operators. CBS-58 seeks full-time and part-time Master Control Operators who will be responsible for the on-air presentation for all stations. Experienced required. Must have knowledge and experience operating computers, terminals, video tape machine, routing switchers, satellite downlink receivers and must be available for all shifts and weekends. Please rush resume to: Director of Human Resources, WDJT-TV, 809 S. 60th Street, Milwaukee, WI 53214. EOE.

Director. Responsible for organization of all program elements, direction of all personnel, and operation of studio control room switcher during live telecast or videotape sessions. Experience with Grass Valley 300 switcher, two-channel D.V.E., three channel ADO, Chyron Imagestor still store system, and knowledge of Chyron In-finit and MAX. Minimum 4 years experience in television station, network, production facility or cable network studio operation. At least 2 years experience directing newscasts. College degree preferred. Resume to Human Resources/WAGA-TV, 1551 Briarcliff Rd., Atlanta, GA 30306. No phone calls. EOE.

Director of Engineering. Independent public TV station serving Greater Phila. region. seeks Chief Engineer. Oversee installation, operation, repair and maintenance of studio production, post-production, master control equipment, satellites and transmitter. Supervise technical and master control staff. Oversee station relocation project. Manage digital TV conversion efforts. Knowledge of analog and digital technology required. Experience as Dir. of Eng. or equivalent. College degree preferred. Salary range: \$40-55,000 +benefits. Respond by Sept. 23: WYBE, 6070 Ridge Ave., Phila. PA 19128, Attn: D.E. 215-483-6908 fax. www.wybe.org

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.

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.

Engineering Supervisor. Telemundo/KSTS-TV in San Jose, California, a Telemundo owned and operated station, is seeking an Engineering Supervisor for its studio operation. The candidate should possess an Associates Degree in Electronics and a minimum of 5 years experience in the repair of SP beta machines, cameras, studio production equipment, video servers, and have a solid background in computer systems. Strong analog and digital troubleshooting skills a must as is the ability to communicate well with others. Managerial skills, FCC Radiotelephone Operator License, SBE Certification and UHF Transmitter experience desirable. Send resume, salary history and cover letter to: Robert Amoroso, Director of Engineering and Operations, Telemundo/KSTS-TV, 2349 Bering Drive, San Jose, CA 95131 or Fax: 408-432-6218. EOE.

HELP WANTED NEWS

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.

Weekend Producer. Leading news station needs producer for our four weekend evening newscasts. Please send tape and resume to: Dave Busiek, News Director, KCCI-TV, 888 9th St., Des Moines, IA 50309.

Statewide Broadcast TV News Network

Seeking quality-minded professionals to fill the following positions. Must have five years TV news experience:

Reporters – Investigative experience. Enterprising, enterprising, enterprising.

Photographers – Work with reporter, but must have work ethic and journalistic approach of a one-man-band.

Producers – Strong writing skills and ability to visualize program.

Directors – Nimble-fingers and ability to think ahead.

Promotion directors – Creative writing and non-linear editing skills. Must do more than point out the obvious.

Non-linear editors – Fast, quality.

Openings are at various metropolitan locations across Texas. Competitive pay and benefits. An equal opportunity employer.

Contact:

Peggy Cimics, HR Director
4122 Datapoint Dr., Ste. 305
San Antonio, TX 78229



THE TEXAS NETWORK

Producer/Writer. WPBT's national business news program, "Nightly Business Report," has challenging opportunity for a Producer/Writer. Individual will assist in acquiring and assembling program elements; write scripts; produce, write and edit story packages, and conduct interviews. Candidate must possess College degree preferably in journalism or communications; 3 years experience in newscast producing; experience in business and financial news reporting; writing or producing news stories/programs preferred. Comparable experience reporting, writing, editing business and financial news for newspaper, magazine, newsletter or Internet will be considered. Send resume with salary requirements to: Manager, Human Resources, WPBT2, 14901 N.E. 20th Avenue, Miami, FL 33181. An Equal Opportunity Employer. M/F/D/V.

WTVR-TV in Richmond, Virginia, a Raycom Media station, has an immediate opening for a News Promotion Producer. Candidate must have a strong news promotion background. Must be able to write hard, audience driving news topics and image promotion. AVID editing desired. We are an EOE and qualified minorities and females are encouraged to apply. Pre-employment drug screening required. Please submit resume and non-returnable VHS tape to (no phone calls): Jeanne Pennington, Marketing Director, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230.

If you love the beach, sailing, deep sea fishing and tracking hurricanes this is the perfect job. WBOC seeks an experienced, personality driven weather person for morning and noon. We are an AR&D, 1998 Murrow award winning, locally owned station. A large staff and plenty of toys produce a top quality product! Meteorology degree a plus but personality a must. Familiarity with WSI 9000 desirable. Tapes to Jacqueline Lanza, Managing Editor, WBOC TV, P.O. Box 2057, Salisbury, MD 21802.

Subeditor/Rewriter for international news organization Miami, 35-hour week, 3 PM-10PM (varies), \$43,500 per year. Editing stories regarding Latin American financial markets and politics written by company's Spanish speaking correspondents in Latin America to make them suitable to all company's clients throughout the Americas according to the company's policies of impartiality, veracity and clearness. Translation and editing of stories written by English speaking correspondents, following the same principle of impartiality, veracity and clearness and ensuring that the Spanish language used in the stories is proper and acceptable in Spain and all Latin American countries. Work with SLS and News 2000 delivery systems used by company to access its clients in every country in Latin America. Bachelor's or foreign degree equivalent in communications, 2 years experience in job offered or 2 years as reporter. Submit resume to: Bureau of Workforce Program Support, P.O. Box 10869, Tallahassee, FL 32302-0869. Re: Job Order Number FL-1843653.

Producer needed for the ABC affiliate in 37th market. Strong writing, news judgement and leadership skills essential. A great opportunity for someone in small market, short on experience but long on ambition. Send your resume, references and non-returnable tape ASAP to: Ken Schreiner, News Director, WOTV/ABC 41, PO Box 1616, Battle Creek, MI 49016. No phone calls, please. WOTV 41 is an Equal Opportunity Employer.

Photographer. WHAS11, market leader, is looking for a full-time person with experience in editing and shooting for newscasts. Experience with remote microwave ENG trucks a plus, excellent organizational skills are necessary. Interested candidates forward resume, tape, and cover letter to: Cindy Vaughan, Human Resources Director, HR#835, WHAS11, 520 West Chestnut Street, Louisville, KY 40202. EOE.

News Promotion Writer/Producer. CLTV News, Chicago and's only 24-hour news channel has an immediate opening for an experienced, self-motivated and highly creative promo producer. CLTV delivers accurate news without hype or sensationalism and we're on the lookout for someone who can produce original, creative, high quality work. If you have strong team skills and the ability to craft compelling news image, non-news promos, and print ads, then you're the person we want to talk to! This position is responsible for writing, producing and editing promos for an extremely busy, Emmy Award winning news channel. Strong writing skills are a must, as are linear and non-linear editing experience. Send your resume and non-returnable tape to HR Director, CLTV News, 2000 York Road, Oak Brook, IL 60523. No phone calls please. CLTV is an Equal Opportunity Employer.

Meteorologist. CBS affiliate seeks an energetic, experienced meteorologist who can forecast, prepare and present our weather segments. Knowledge of SRI a plus. AMS Seal preferred. No phone calls please. Rush resume and non-returnable tape to: Director of Human Resources, WDJT-TV, 809 S. 60th Street, Milwaukee, WI 53214. EOE

Dominant NBC affiliate in 93rd Market seeks News Reporter with live experience. College degree preferred. Resume/Tape to Judy Baker, WCYB, 101 Lee Street, Bristol, VA 24201. No phone calls. EOE/M/F/H/V

Anchor. KETV, Omaha, Nebraska, has an opening for primary 5:00 pm co-anchor with extensive live field reporting experience. This is a high profile position with a company that believes in promoting from within. Good reporting skills are a must. Will consider reporter with limited anchor experience but good potential. Send resume and non-returnable tape to Rose Ann Shannon, News Director, KETV, 2665 Douglas Street, Omaha, Nebraska 68131. EOE.

Award winning Newscast Producer. Are you ready to take over the highest rated newscast in the state of Florida? Can you make the newscast voted best in the state by the Associated Press even better? Can you handle an 11:00 pm newscast that regularly out performs its NBC prime time lead in? If you believe you have what it takes to meet and exceed these expectations, then you are the person we are looking for! WFLA-TV, NBC/Tampa, is looking for the perfect 11:00 pm producer. Story stackers and back timers need not apply. We want a producer who is aggressive, creative and has a clear vision on what makes a newscast relevant to the community. You must be a great writer with a flair for high production values. This is a great newsroom that puts a high value on people who can think, create and contribute to our overall success. You must have a college degree, at least five years on-line producing experience and good computer skills. Send last night's newscast, a resume and references to: WFLA-TV, Personnel Dept., 905 E. Jackson Street, Tampa, FL 33602. No phone calls will be accepted! WFLA-TV is an Equal Opportunity Employer. M/F and a drug-free workplace with pre-employment drug screening.

Executive Producer - WQAD-Quad Cities ABC. Voted Best Newscast 2 years running seeks a news junkie with strong leadership skills. You'll guide our reporters and producers in aggressive daily coverage. Do you know how to spot a great story? If you can own the lead story *Everyday*, keep us #1 in severe weather coverage and keep your sense of humor, we'll give you the tools and opportunity to *Win!* Send news philosophy, resume and recent aircheck to: Griff Potter - News Director, 3003 Park 16 Street, Moline, IL 61265-6061. EEO.

Assignment Editor (WQAD). WQAD-Quad Cities seeks a newsroom leader who loves breaking news and seeing a great plan come together. We are a newsroom on the move and need *Ideas, Ideas, Ideas!* Great benefits from a great company for the right person. Contact: Griff Potter - News Director, 3003 Park 16 Street, Moline, IL 61265-6061. EEO.

Anchor. WQAD-TV, ABC in the Quad Cities needs a strong lead anchor who can report and has a commitment to news as strong as ours. We are looking for a person with polished on-air delivery who wants to be part of a close knit news team which is on the move. Great place to live, great company to work for and a great strategic plan awaits you. Send recent aircheck, resume and your news philosophy to Griff Potter - News Director, WQAD-TV, 3003 Park 16 Street, Moline, IL 61265-6061. EEO.

WTVR-TV in Richmond, Virginia, a Raycom Media station, has an immediate opening for a Morning/Noon Weather Anchor. We are an EOE and qualified minorities and females are encouraged to apply. Pre-employment drug screening required. Submit resume and tape to (no phone calls): Rob Cizek, News Director, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230.

FOX NEWS in the Fort Myers/Naples market seeks a Co-Ancor 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.

Broadcast Writer/Producer-PT. Broadcast writer/producer needed for Columbus MSNBC Interactive. Applicant needs strong experience in news writing; computer skills a must. Should have at least a Bachelor's degree in journalism or communications. Must be able to work in newsroom environment. Please send resume to: Larry Frum, WCMH, PO Box 4, Columbus, Ohio 43216. No phone calls. Drug testing. EOE.

Weekend Anchor. Lovely southwest medium market news leader seeks aggressive reporter and anchor. Salary 50K+. Minimum 5 years experience. Please send resume and non-returnable tapes to Box 01421. EOE.

News Executive Producer. Enthusiastic? Competitive Leader? Strong content person? Describes you perhaps. Interested in special projects and elections? Consider a match with KMTV, CBS affiliate, Omaha, Nebraska. Bachelor's degree and 3-5 years producing experience required. Great benefits, jewel of a city. Relentlessly pursue news excellence. Rush resume: Janet Tidwell, KMTV, 10714 Mockingbird Drive, Omaha, NE, 68127 or fax: 402-592-4406. EOE.

Writer/Producer. KSTP-TV is searching for an imaginative, energetic producer to write and produce daily news topical TV and radio promotions. This individual should have 1-3 years experience producing promos for a TV News Operation or writing and producing commercials. The successful candidate must be assertive and possess strong writing and communication skills as well as a strong interest in local news. A college degree in Mass Communications, Journalism or a related degree is preferred, but not essential. Submit reels and resumes to: Human Resources, Job# 183-98, 3415 University Ave., St. Paul, MN 55114. EOE.

HELP WANTED PROMOTION

Director of Promotions

KGO-TV Channel 7, an ABC owned station, is seeking a dynamic and experienced individual to manage its Creative Services Department. Will be responsible for the design and implementation of all on-air promotion to support both local and network programming as well as provide creative leadership to team of on-air producers and graphic artists. Additional responsibilities include financial planning and department budgeting. Candidates must have a proven successful track record in managing a creative department. Must have experience in media planning and audience research. Strong marketing, communication and leadership skills with background in linear and non-linear editing and post production is required. Candidates should have a minimum of 5 years of experience in television promotion. Deadline for application is September 25, 1998. Send resume, cover letter and tape to:

**KGO-TV / ABC 7
900 Front Street
San Francisco, CA 94111
Attn: Kathryn Cox, Personnel Manager**



KGO TELEVISION
An Equal Opportunity Employer

NBC 5 / KXAS TV, the NBC owned station in Dallas/Fort Worth is searching for a Promotion Manager. This hands-on #2 position will assist the Director of Marketing as well as write/produce spots. If you have three years experience and you're ready to take the next step, please send your resume and tape to Michelle Fink, Director of Marketing, 3900 Barnett St., Ft. Worth, TX 76103.

Promotions Director. Are you the #2 or #3 person in a creative services department looking for your chance to call the shots? WFMZ is looking for a Producer/Director to conceive and execute in-house promotions as well as print, radio, outdoor, and community outreach. Send references, and VHS reel with emphasis on news promotion, to GM, WFMZ-TV, 300 East Rock Road, Allentown, PA 18103. No calls.

Promotion Producer - We're FOX43, WVBTV, Norfolk, VA with a slot for an energetic writer/producer/editor to add to our dynamic team. AVID experience a must! Duties will include news, image and station promotion. Wow me with your tape and resume! Send info to Judy Triska, Promo Director, WAVY Broadcasting Inc., 300 Wavy Street, Portsmouth, VA 23704. No phone calls. Equal Opportunity Employer.

Promotion-Creative Services Manager. Chattanooga, WFLI-UPN 53. Edgy, fun, creative and serious about being the best describes you...Talents include innovation, sales-promotion orientation and an unbelievable ability to juggle many projects at one time. Your responsibilities will include creating and supervising on-air promotions, production and sales promotions. If your work has that "edge," we'd love to see it...send tape and resume to Matt Pryor, VP and GM, WFLI-TV, 6024 Shallowford Road, Suite 100, Chattanooga, TN 37421. Lambert Broadcasting is an Equal Opportunity Employer. Women and minorities are encouraged to apply.

HELP WANTED MANAGEMENT

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.

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

HELP WANTED CREATIVE SERVICES

Director of Creative Services. Chattanooga, WFLI-UPN 53. Hands on writer, editor, shooter and producer with that unique ability to do great work and meet deadlines. Knowledge and proficiency of non linear editing systems a must. Responsibilities will include station on-air promotion as well as commercial production. If you have a creative, edgy independent type style, please send tape and resume to Matt Pryor, VP and GM, WFLI-TV, 6024 Shallowford Road, Suite 100, Chattanooga, TN 37421. Lambert Broadcasting is an Equal Opportunity Employer. Women and minorities are encouraged to apply.

Creative Services Producer. The power of the peacock could be yours! NBC O&O needs a promo fiend. You will: write, produce and edit news, event, specials and sweeps promotion...work hard...have fun...occasionally get a memo signed by Warren Littlefield or Bob Wright! Plus, your paycheck will have an authentic NBC Peacock printed right on the front! Impress your friends and family while providing food, clothing and shelter as well! If you have at least one year of news promotion writing, producing and editing experience...rush resume and non-returnable reel to Rick Green, Creative Director, NBC4, 3165 Olentangy River Rd, Columbus, OH 43202. No phone calls please. EEO. Drug testing req.

HELP WANTED
FINANCIAL & ACCOUNTING

Director of Finance. Manage staff functions of accounts receivable, accounts payable, payroll, credit and general ledger. Responsible for all financial analysis and reporting. Assist with preparation of annual operational and capital budgets. BS in Accounting; CPA preferred. 3 yrs. broadcast industry experience strongly desired. Excellent management, communication and organizational skills required. JD Edwards and Enterprise systems experience preferred. Excellent computer skills required. Send resume and letter to: KTVI/FOX 2, Human Resources Director, 5915 Berthold Avenue, St. Louis, MO 63110. An Equal Opportunity Employer.

**Responding to a
Blind Box ad?**

Easy enough!

Just mail your resume to:

**Broadcasting & Cable
Box # _____**

**245 W. 17th Street
New York, NY 10011**

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 psa's. 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
Dallas, TX 75265-5237

HELP WANTED PRODUCTION

TV Producer. The Arkansas Educational Television Network seeks a producer to direct and oversee general audience programs, and multimedia technologies with emphasis on public affairs and news programming. Candidate should have a bachelor's degree in journalism, communication, or a related field; plus five years experience in studio and remote television production, editing and the use of related multimedia technologies. Excellent writing and interviewing skills required. Annual salary range is \$25,856 - \$35,067. Submit a current resume with cover letter, three professional references, and salary history to: AETN-Human Resources Supervisor, PO Box 1250, Conway, AR 72033-1250. Position will remain open until filled. AETN is an AA/EO/ADA Employer. Women and minorities are encouraged to apply.

TV Producer for ongoing monthly series. Must be able to develop interesting magazine story ideas, direct EFP, conduct interviews, write and narrate first-rate scripts; and edit video tape. Minimum two years professional broadcast experience required. Send resume to Executive Secretary, WVPT-TV, 298 Port Republic Road, Harrisonburg, VA 22801. No phone calls. EOE.

Production/Videographer. CBS-58 seeks a Production Videographer who will be responsible for all areas of video production. Responsibilities include writing and producing local television commercials, handling special projects, and developing open and close segments including billboards. You will have direct contact with sales team and clients, also be involved in promotions and public services and act as an AVID solutions editor. Candidate must have strong script writing skills, be an experienced videographer, and the ability to act as a video editor/director. Overall, must have had hands-on experience in all facets of video production. Please rush resume to: Director of Human Resources, WDJT-TV, 809 S. 60th Street, Milwaukee, WI 53214. EOE.

Media Relations Director. New York City based Production, Post Production Entertainment Company seeking a seasoned Director of Media Relations to head the Dept. and service all 15 Divisions of the Company to include Production, MultiMedia, Computer Graphics Animation Design, Editing Services, Satellite Division. Knowledge of production and entertainment a *must!* Established contacts in the TV trade press a *must!* Minimum 5 years direct related experience. Salary will commensurate with background. Please fax resume to Director of HR. (212) 629-5976.

Associate Producer. Nationally syndicated Talk Show looking for Associate Producer. Requires strong booking and people skills. Must be resourceful and work well under pressure. Fax resume to 312-836-9473.

TV SALES TRAINING

LEARN TO SELL TV TIME
Prepare for a career
in TV time sales
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ANTONELLI MEDIA
TRAINING CENTER
(212) 206-8063

PROGRAMMING FOR SALE

Own ATTIC GOLD, a TV series of 22 half hours shown on the Nostalgia TV Net. Antiques, collectibles and keepsakes are the topics of the Beta Master tapes that include the music, talent and title copyright. 6 minute format, ideal for group ownership. Call PennPar, 800-473-6672 for demo.

CABLE

HELP WANTED SALES

Broadcasting & Cable

We Need Your Passion for Sales and Talent for Success!

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

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

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

HELP WANTED TECHNICAL

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

CNN Chicago Bureau seeks experienced SNG/ENG engineer responsible for operation and maintenance of mobile satellite uplink and bureau maintenance. Extensive SNG background, CDL and willingness to travel required. Desire to work on everything from multi-camera remotes to innovative live broadcasts to hurricanes a must. Mail or fax resume to: Bruce Fine, CNN, 435 N. Michigan Ave., Chicago, IL 60611. Fax: 312-645-8560.

HELP WANTED PRODUCTION

Production Operations Manager Advertising Sales. Responsible for directing daily operations and administrative activities of production department, manage production personnel, oversee department budget including reforecasting, capital project planning, purchase supplies and meeting established financial goals. This department is responsible for producing commercial material for local retail businesses throughout the Los Angeles and Orange County and works closely with local ad sales department. Non-linear edit facility and Sony BETA SP field cameras. Requires three years television production and two years managerial experience in videotape production environment. Must have working knowledge of creative strategies, business management and marketing directly related to videotape production and generating new business. Fax or send resume/reel/salary history to (714) 430-5532 ATTN: CA, Time Warner Communications, 959 S. Coast Drive, Suite 300, Costa Mesa, CA 92626. EOE M/F/D/V

Episodic Producer. Seeking a great storyteller for an established, highly-rated, reality-based national cable series produced in Denver. Exceptional writer w/proven skills in dramatic structure, editorial vision, and musical sense. Leadership and management abilities. Forty-week minimum commitment. Begins February, 1999. No calls please. Resumes and reels to Personnel Coordinator, Rocket Pictures, L.L.C., 4100 East Dry Creek Road, Littleton, CO 80122. EOE.

HELP WANTED MANAGEMENT

City of Oakland. Cable Television Station Manager. \$5,842-\$7,173 per month. Seeking a strong leader with initiative, drive, and excellent interpersonal skills who can effectively direct the activities of a technically sophisticated television production and programming operation. Requires graduation from college in broadcasting, mass communications, multimedia studies, engineering or other closely related discipline. Three years' successful experience in responsible management position managing television production and operations facilities managing a paid staff of at least 5 FTE and a budget of at least \$350K. For an announcement and application contact City of Oakland, 150 Frank Ogawa Plaza (2nd Floor) Oakland, CA 94612-2019. 510-238-3112. Closes September 16, 1998.

**FOR DAILY
CLASSIFIED UPDATES...**

VISIT BROADCASTING & CABLE ONLINE
www.broadcastingcable.com

ALLIED FIELDS

HELP WANTED ADMINISTRATION

We have built an excellent school of Journalism. Now, we want a dean to help us make it even better. We are looking for a new dean who can nurture students and faculty and manage with vision, generosity and humor. At the Donald W. Reynolds School of Journalism we have been growing and changing so much for the better we are now one of the best accredited journalism schools in the country. Our focus is on critical thinking and excellent writing. We teach print and broadcast journalism along with advertising and public relations. We believe the future belongs to new media and those who know how to create it and manage it. Our labs are full of new computers, but our instruction is focused on content. We have core courses in media ethics and the First Amendment. If you are committed to superb teaching, writing, editing, visual communication and the needs of a new century of journalism, and, if you excel at managing people, you might be the person we hope to meet. To qualify as an ideal candidate you should have at least a master's degree, be eligible for tenure and membership on the graduate faculty, and know how to advance our graduate program. You should have significant professional media experience as well as an understanding of academic management. And, it would help to have a healthy appetite for fundraising. Our school is in a new building on the Reno campus, 45 minutes from Lake Tahoe and surrounded by some of the most beautiful scenery in the West. We live in the fastest-growing state in the nation and are particularly fortunate to have the enthusiastic support of our administration, our media community and our state legislature. Learn more about us and our application requirements from our award-winning web site <<http://www.unr.edu/journalism>>. We will start considering applications on Nov. 2, 1998. If all this appeals to you, please send a vita and a letter describing how you would lead our school and your vision of what a journalism school should be. Professor Bourne Morris, Search Committee Chair, Reynolds School of Journalism/310, University of Nevada, Reno, Nevada 89557-0040. University of Nevada, Reno EO/AA.

HELP WANTED FACULTY

Broadcasting Faculty: Visiting Assistant/Associate/Full Professor to begin January 1, 1999. Person needed to teach Radio, TV and Society and Communications Research for spring semester. Also expected to consult with faculty and students on research projects. Ph.D. in Communications, university teaching experience, and research record required. Send letter of application, names of three references, and vita to: Dr. Barbara Moore, Department of Broadcasting, 333 Communications Building, University of Tennessee, Knoxville, TN 37996-0333. Review of applications will begin September 14 and will continue until the position is filled. UTK is an EEO/AA/Title IX, Section 504/ADA ADEA employer.

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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) 428-2225.

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

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 Television** 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: Carolyn Wilkins, (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.

SEPTEMBER

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. 15-16—**Kagan Seminars Inc.** Cable TV Values and Finance Conference. The Park Lane Hotel, New York City. Contact: Tim Akin, (408) 624-1536.

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. 22-23—"High-Speed Data to the TV and PC: The Ultimate Medium," seminar presented by **Kagan Seminars Inc.** The Park Lane Hotel, New York City. Contact: Tim Akin, (408) 624-1536.

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

Sept. 23—"Effective New Business Presentations," lunch seminar presented by the **Broadcast Advertising Club of Chicago**. Loyola University Business School, Chicago. Contact: (312) 440-0540.

Sept. 23-25—SCEC '98, 29th annual satellite communications expo and conference, presented by **Intertec Trade Shows & Conferences**. Washington Convention Center, Washington. Contact: (303) 741-8719.

Sept. 24—**Cabletelevision Advertising Bureau** Traffic & Billing/Sales Automation Business-Information Group regional workshop. Newark Airport Marriott, Newark, N.J. Contact: Lynne Nordone, (212) 508-1218.

Sept. 24-25—48th annual **IEEE Broadcast Technology Society** broadcast symposium. Capital Hilton Hotel, Washington. Contact: (703) 739-5172.

Sept. 24-27—**Call for Action** 35th anniversary conference. Royal Sonesta Hotel, Boston. Contact: (301) 657-8260.

Sept. 25—26th annual regional convention of the Central New York chapter of the **Society of Broadcast Engineers**. Four Points Hotel, Liverpool, N.Y. Contact: Tom McNicholl, (315) 768-1023.

—Compiled by Kenneth Ray
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When Frank Kelly graduated from the University of Washington in 1970, he wasn't sure where he would find his first job in the television industry.

Now co-president of Paramount Domestic Television and credited with much of the success of programs like *Entertainment Tonight* and *The Arsenio Hall Show*, Kelly knew he wanted to be in TV and that he would go almost anywhere to secure that first position.

The economy in his hometown of Seattle was suffering. So with a degree in communications and political science, Kelly called on a friend from college who had landed a job at the CBS affiliate in Honolulu. Almost overnight, Kelly began working as a cameraman/audio technician at KGMB(TV) Honolulu.

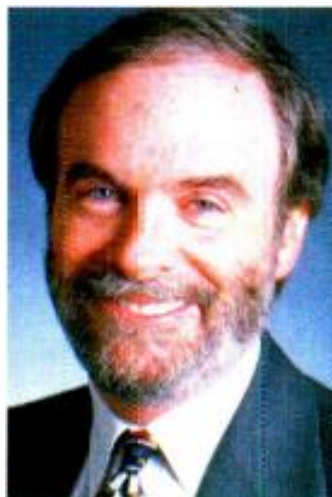
"The first thing I learned was that there was a sun," says Kelly. "And [Honolulu] was a great place to start, to get exposed to all the parts of the business, to understand not only what you were interested in but ultimately what you were good at."

After starting on the technical side, Kelly worked his way to the station's in-house production and advertising company. There he began writing and producing commercials and directing special events. He stayed at the station until 1975, when he became a creative director for a local ad agency, Erger Productions.

After two years, Kelly and his high school sweetheart and new bride, Dava, decided there wasn't much more for Kelly to accomplish on the island and opted to look for work on the mainland—so in 1977 Kelly went to Hollywood.

He quickly got hired at KABC-TV as an associate producer on the station's morning program, *A.M. Los Angeles*. The host of the program was Regis Philbin, who went on to national fame with his popular *Regis and Kathy Lee* syndicated show. But in 1977, *A.M. Los Angeles* was struggling, and the station's top executives were demanding better ratings.

A year later, the executive producer of *A.M. Los Angeles* left the station, and Kelly suddenly was handed the reins of the underperforming daily show. "In many ways this was my defining job," Kelly says. "I learned a tremendous amount. Regis was a great talent to work with; he was smart and knew how to make things work five days a week on a live



"I still enjoy making TV shows and being around the people who make TV shows."

Frank H. Kelly

Co-president, Paramount Domestic Television, Los Angeles; b. March 19, 1947, Seattle; BS, radio/television communications/political science, University of Washington, 1970; technician/writer/producer, KGMB(TV) Honolulu, 1970-75; creative director, Erger Productions, Honolulu, 1975-77; KABC-TV Los Angeles: associate producer, *A.M. Los Angeles*, 1977-78; producer, *A.M. Los Angeles*, 1979-80; executive producer, 1980-81; program director, 1981-83; Paramount Domestic Television, Los Angeles: VP of programming, 1983-85; senior VP, 1985-89; executive VP, first-run programming, 1989-95; current position since 1995; m. Dava Ellifon, Oct. 20, 1973; children: Grayson, 11; Laryn, 16

show. And working on a live show forces you to think instinctively."

Kelly helped to improve the show's ratings, and Philbin caught the attention of NBC executives who signed him to do a national program in the late '70s. The success of *A.M. Los Angeles* led Kelly to become executive producer and eventually program director at KABC-TV.

In 1982, Paramount Television executives who were looking for a new producer for the just-launched syndicated series *Entertainment Tonight* came to KABC-TV to ask Kelly whether he was interested. Just named program director at the ABC affiliate, Kelly turned down the Paramount offer. A year and a half later, the same Paramount executives came calling again; this time they asked Kelly to take the struggling *Entertainment Tonight* to the next level—and this time Kelly accepted the position of vice president of programming. "I came in as the suit, if you will, on *Entertainment Tonight* and another weekly show, *Solid Gold*."

Still running and considered one of the biggest successes in first-run syndication history, *Entertainment Tonight* is right up there with King World's *Wheel of Fortune* for top honors in longevity. With success came more promotions for Kelly. In 1985 he was named senior vice president of programming at Paramount, and a few years later he was put in charge of all programming and first-run production. In 1989, Kelly and Paramount launched *The Arsenio Hall Show* into late-night syndication and also rolled out a companion news magazine for *ET*, *Hard Copy*.

Kelly took Paramount into cable and international markets in the early '90s, and in 1995 he was named co-president of Paramount Domestic Television, alongside Joel Berman. The two launched a new daytime talk show with comedian Howie Mandel this summer and are developing a number of new first-run projects for syndication and cable.

Kelly says that he enjoys the changing TV environment. "I've been very lucky. I still enjoy making TV shows and being around the people who make TV shows. That's what I've enjoyed and still do [enjoy] very much. I really didn't care what position I ended up being at. I guess people get to move up when they are successful, but my passion to make TV is still there."

—Joe Schlosser

FATES & FORTUNES

BROADCAST TV

Kevin Culbertson, director, operations, WCFB-TV Chicago, joins KWOK(TV) San Francisco/Novato, Calif., as station manager.



Bissen

Kathy Bissen, executive producer, national public affairs documentaries, Wisconsin Public Television, Madison and Green Bay, Wis., named executive producer, news and public affairs.

Ira Lazernik, producer/director, WTVJ(TV) Miami, joins USA Broadcasting, Miami Beach, Fla., as coordinating director.

Sherry Ray, weekend weather anchor/reporter, WCSC-TV Charleston, S.C., joins KSAT-TV Phoenix as midday weather anchor and feature/entertainment reporter.



Ratner

Steven Ratner, director, creative services, WLVI-TV Cambridge, Mass., named director, creative services and programming.

Mark Jaycox, general sales manager, MediaOne, Chicago, joins

WIFR(TV) Rockford/Freeport, Ill., in same capacity.

PROGRAMMING

Mike Darnell, senior VP, specials and alternative programming, Fox Broadcasting Co., Los Angeles, named executive VP.

Therese Morrissey, manager, sales planning and traffic, Tribune Entertainment Co., New York, named director.

Sara Rutenberg, senior VP, business and legal affairs, Universal Television,



Darnell

joins Pearson Television, Santa Monica, Calif., in same capacity.

RADIO

Anna Mae Sokusky, VP, CBS AM Radio Group, joins Dalet Digital Media Sys-



Sokusky



Guez

tems, New York, as president: **Stéphane Guez**, president, named chairman/CEO.

William McElveen, president/GM, WTCB(FM)/WOMG(FM)/WISW(AM) Columbia, S.C., named executive VP of Bloomington Broadcasting Corp., (the stations' parent company), Bloomington, Ill.

Dave Dexter, VP/GM, WPTW(AM), WCLR(FM) and WZLW(FM) Dayton, Ohio, joins Root Communications Inc., as GM, Panama City, Fla. market.

Appointments at WNND(FM) Chicago: **Haynes Johns** joins as afternoon personality; **Scott Childers** named midday host.

JOURNALISM

Kate Snow, anchor, KOAT-TV Albuquerque, N.M., joins CNN Newsource, Atlanta, as national correspondent and weekend anchor, *Headline News*.

Robert Reynolds, Moscow correspondent, NBC, joins CNBC as Washington correspondent.

Appointments at WNBC(TV) New York: **John Garcia**, senior producer, newchannel4.com and MSNBC's local Internet edition, named executive producer, WNBC Interactive; **Bill Kistner** named executive producer, WNBC Sports; **Shelly Harper**, managing producer, *Today in New York*, named senior producer; **Nancy Han**, news producer, named managing producer, weekend 6 and 11 p.m. newscasts.

Janye McClinton, producer, weekend morning newscasts, WMAQ-TV Chicago, named associate producer, morning newscasts and *NBC 5 Chicago*.

Bill Seitzler, news director, KAMC(TV)

Lubbock, Tex., joins WHEC-TV Rochester, N.Y., in same capacity.

Sara Lucero, anchor, WBBM-TV Chicago, joins KENS-TV San Antonio, Tex., as co-anchor.

Kim Adams, weekend meteorologist and science reporter, WBNS-TV Columbus, Ohio, joins WXYZ-TV Detroit as weekend meteorologist.

Rich Lebenson, executive news producer, KGO-TV San Francisco, joins KMTV(TV) Omaha as news director.

Anna Custer, principal government reporter, WICD(TV) Champaign/Danville, Ill., joins The Ohio News Network, Columbus, as statehouse bureau chief.

CABLE

Appointments at ESPN: **Christine Driessen**, senior VP/CFO, named execu-



Driessen



Zucker

tive VP/CFO, Bristol, Conn.: **David Zucker**, senior VP/managing director, ESPN International, New York, named executive VP/managing director.

Dea Connick Perez, program director, Cartoon Network, Atlanta, named VP, programming.

LaRae Marsik, director, media relations, TCI Communications Inc., Englewood, Colo., named VP.

Appointments at Shop At Home Inc., Knoxville, Tenn.: **Everit Herter**, VP, affiliate relations, named executive VP; **George Phillips**, VP/general counsel and secretary, named executive VP/general counsel.

Appointments at America's Health Network: **Susan Glass**, VP, advertising sales, named senior VP, national advertising sales, Orlando, Fla.; **Lori Shecter**, VP, national advertising sales, West Coast, Lifetime Television, joins New York office as national accounts manager, advertising sales.

Dennis Powers, director, signal security,

Home Box Office, joins Cablevision Systems Corp., Woodbury, N.Y., as director, corporate investigations and anti-piracy operations.

Jill Campbell, VP, customer operations, Cox Communications, Phoenix, named VP/GM, Cox Communications, Las Vegas.

ADVERTISING/MARKETING/ PUBLIC RELATIONS

Andrea Pagliughi, accounting manager, Granite Broadcasting Corp., named assistant controller.

Alexandra Constantinople, director, NBC Corporate Communications and Media Relations, New York, named VP, NBC News communications; **Maria Battaglia**, director, MSNBC Communications, named VP, NBC corporate communications; **Cory Shields**, director, NBC News media relations, named VP, MSNBC Communications.

INTERNET

Sam Register, creative director, ColossalPictures, San Francisco, joins Cartoon Network Online, Atlanta, as VP.

Appointments at country.com, New York:

Katharine Haggerty, writer/producer, country.com, CBS Cable Interactive Media, New York, named manager, E-Commerce, country.com;

Kimmy Wix named music writer/producer; **Fran Galloway**, program coordinator, video scheduling, CMT; Country Music Television and **Max Moss**, outdoor editor, *Nashville Banner* newspaper, join as writer/producers.



Haggerty

SATELLITE/WIRELESS

Elaine Parrish, senior VP, sales and affiliate marketing, the Game Show Network, joins United Video Satellite Group, Tulsa, Okla., as president, United Video Network Sales.

Appointments at Scientific-Atlanta, Atlanta: **Paul Connolly**, VP/GM, opto-electronics, named VP, marketing and network architectures, transmission network systems sector; **John Clark**, COO, ATx Telecom Systems, Naperville, Ill., joins as VP/GM.

OPEN MIKE

Cable's digital efforts

EDITOR: We were encouraged that your Aug. 31 editorial, "Grand Alliance II," reaffirmed the view that the transition from analog to digital television should be free of "the direct hand of government."

But we are mystified by your unsubstantiated opinion that the cable industry is not playing a constructive role in this transition. As you regularly report elsewhere in your publication, the facts demonstrate that cable is at the forefront of this transition.

■ Cable companies will have invested more than \$12 billion over the past two years alone to upgrade their systems to provide customers with the best digital television.

■ The OpenCable digital set-top box being developed by CableLabs will ensure that cable customers can receive the full range of digital programming to be offered by cable and broadcast networks.

■ Cable, in conjunction with the motion picture industry, is working with the consumer electronics indus-

opto-electronics.

Gareth Chang, president, Hughes Electronics International and corporate senior VP, Hughes Electronics, Los Angeles, joins STAR TV, Hong Kong, as executive chairman.

ASSOCIATIONS/LAW FIRMS

Scott Slaven, director, communications, PROMAX and BDA, Los Angeles, named VP.

try to nail down the final details of the IEEE 1394 ("firewire") connection that will ensure needed copyright protection.

■ Cable networks like HBO, Discovery and Madison Square Garden Network are moving ahead with HDTV programming.

■ Cable companies are in detailed discussions with broadcasters in the top 10 markets about carriage arrangements—discussions that broadcast networks have publicly said are constructive and promising.

The transition from analog to digital is an evolutionary process that is extremely complicated, will vary from market to market, and will be messy at times. What the cable industry is doing—and will continue to do—is to work steadily to bring our customers the range and quality of analog, digital and HDTV programming they want.—*Decker Anstrom*, president, National Cable Television Association, Washington (via *Broadcasting & Cable Online*: www.broadcastingcable.com)

DEATH

Tina Marie Kernan, 31, died Aug. 18 at Southern Regional Hospital, Riverdale, Ga. Kernan was associate director of research at Turner Network Television in Atlanta. She had been with Turner since 1990. Kernan is survived by her husband, Daniel; a son and newborn daughter, and her mother.

—Compiled by Denise Smith
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Columbia TriStar Television Distribution executives have begun the second step of the rich *Seinfeld* syndication sales—the cable side.

Sources say CTTD executives have asked for bids on the 170 or so episodes available for cable play starting in 2002. The top two candidates are Turner Broadcasting's two networks (TNT and TBS) and USA Network. Executives at Turner and USA declined comment, but sources within both companies confirm interest in the program. The sale is expected to generate more than \$100 million over four years and likely will break all off-network records on cable. CTTD executives would not comment on the bidding process. Earlier this year, CTTD sold the second-cycle off-network runs of *Seinfeld* into syndication for record license fees. The second cycle debuts on broadcast stations in the winter of 2001.

Among the victims of last week's crash of Swissair Flight 111, according to CBS, was former Colorado broadcaster Gary Plumleigh, 56, of Lakewood, Colo. He joined KREX-TV Grand Junction in 1959 and moved to KWGN-TV Denver in 1963 as news photographer, later assistant news director. He left the station in 1981, joining Coors Brewing's video department. In 1993 he started Video Production Associates. His wife, Charlotte, also died in the crash.

Sinclair Broadcast Group declined to comment on rumors last week that it would soon acquire Guy Gannett's seven TV stations. No word on price, but one broker who's run the numbers

NBC plans Emmy Webcast

NBC will enhance its broadcast of the Emmy Awards this year with content for WebTV users.

NBC's coverage of the 50th annual prime time Emmy awards ceremony on Sunday, Sept. 13, will offer a number of interactive features to viewers with Microsoft WebTV Plus receivers and PC users with Windows 98. These viewers and users will be able to access more information about nominations, the celebrity presenters, the history of the Emmys and trivia. They'll also be able to register their own choices in each category and to see how other viewers are voting.

NBC also has created a site (www.emmycast.com) for its first carriage of the awards show that will give PC users a backstage view of the proceedings. Video interviews with the winners will be produced by InterVu and streamed with Microsoft's NetShow. —Richard Tedesco

estimates the group's cash flow at \$25 million–\$30 million. At 12 times cash flow, the group would be worth \$300 million–\$360 million. Guy Gannett executives could not be reached for comment last week. The stations are: WTWC(TV) Tallahassee, Fla.; WICD(TV) Champaign and WICS(TV) Springfield, both Ill.; KGAN(TV) Cedar Rapids, Iowa; WGME-TV Portland, Me.; WGGB-TV Springfield, Mass., and WOKR(TV) Rochester, N.Y.

The morning news race—for second place—is heating up. For the week ended Aug. 28, ABC's *Good Morning America* averaged a 2.8 Nielsen rating/12 share, while *CBS This Morning* averaged a 2.5/11. It's the closest the CBS show has come to *GMA* all year. *Today* on NBC remains the leader and keeps pulling away from the others. *Today* averaged a 5.4/24, giving it the largest margin of victory in the morning news race since 1980.

Joel Cheatwood, the controversial news dynamo whose tenure at WMAQ-TV Chicago included Jerry Springer's infamous com-

mentaries and a management shakeup, **has been named to the newly created position of station manager at CBS O&O KYW-TV Philadelphia.** He will oversee news and broadcast operations/engineering. Before his stint in Chicago, Cheatwood ran successful news operations in Miami and Boston, and he is credited with pioneering a fast-paced—tabloidesque, some say—style of newscast. Rumors flew earlier this summer that Cheatwood might join CBS at its O&O in Boston, where he was seen visiting WBZ-TV. Both Cheatwood and the station tried to deflect the talk by saying that Cheatwood was too well-placed as NBC VP of daytime development to be interested in a station job. He had been VP, news advertising and promotion, in Chicago until the flap over Springer led to numerous changes in management, including several departures.

Fox Sports and ESPN were keeping tabs on the current Major League Baseball home run record watch this past weekend—and beyond. Fox carried a

national telecast of the St. Louis Cardinals/Cincinnati Reds game on Saturday, Sept. 12, as Cardinals' slugger Mark McGwire was closing in on Roger Maris's single-season mark of 61 home runs. Fox also planned to carry Sunday's St. Louis/Cincinnati contest if McGwire had 60 or 61 homers, and the Sept. 8 game between St. Louis and the Chicago Cubs if McGwire or Cubs slugger Sammy Sosa has reached that mark. ESPN was to televise the Labor Day game between the Cardinals and Cubs. Fox will televise the Cubs games on Sept. 11-13 if Sosa has 60 or 61 homers.

Sinclair Broadcast Group Inc. plans to round out its holdings in St. Louis, where it owns a TV station, with its fifth FM. Sinclair last week said it will buy KXOK-FM Florissant, Mo./St. Louis for \$13.5 million from Saul Frischling. The Baltimore-based company already owns WIL-FM, KIHT(FM), KPNT(FM) St. Genevieve and WVRV(FM) East St. Louis, in addition to WRTH(AM), in the market. Before the deal can close, however, Sinclair needs a one-to-a-market waiver from the FCC, since the company already owns KDNL-TV St. Louis. That waiver is likely: federal law directs the FCC to extend such waivers to the nation's top 50 markets, and St. Louis is TV market number 21. Note: Sinclair (or any other broadcaster) can own no more than five AMs or five FMs in St. Louis, so FM-wise, Sinclair's plate is full.

Citadel Communications Corp. is entering Baton Rouge and Lafayette, both La., buying a total of nine

Jury still out on Court TV

After more than a year of waiting for one of the owners to jump start their low-rated network, Court TV staffers may have to sit tight a while longer. Time Warner President Richard Parsons apparently canceled a meeting with Court TV staffers last week. The staff expected an announcement at the meeting of new management or programming direction for the channel, according to sources.

Court TV has struggled with limited funding and scant direction from co-owners Time Warner Entertainment and Liberty Media Corp. The two bought out part-owner NBC last May for \$100 million. Soon after, there was widespread speculation that Time Warner Vice Chairman Ted Turner would shutter Court TV and put a Turner Broadcasting System channel in its place. Although that scenario has not been ruled out, an alternate scenario that places control of the channel in the hands of a new chief

executive is more likely, some sources contend. Two reasons are cited: For one, Media One holds 25.5% of TWE's 50% stake in Court TV, which dilutes Turner's control over the network to less than 50%. Second, when Discovery made a bid to buy Court TV earlier this year and proposed switching off the channel to convert one of Discovery's digital channels to analog, many operators balked.

Court TV staffers presented a new prime time programming plan to TWE officials earlier this summer, according to sources close to the network, but they have not heard back from Time Warner. That plan included adding off-net documentaries, series and/or movies with a criminal justice or courtroom theme, sources say. Meanwhile, Court TV's Thayer Bigelow continues to serve as the network's acting CEO, as he has for more than a year.

—Donna Petrozzello

radio stations for \$34 million. The Tempe, Ariz.-based company is buying WXQK(AM), KQXL-FM, WEMX(FM), WKJN-FM and WIBR(AM) Baton Rouge and KFXZ(FM), KRRQ(FM) and KNEK-AM-FM Lafayette from Citywide Communications Inc.

Jacor Communications will pay \$4 million cash for three radio stations to increase its presence in southern California: KAVL(AM) Lancaster, KAVS(FM) Mojave and KYHT(FM) Yermo (subject to FCC approval). The seller is Antelope Broadcasting Co. Jacor says it owns, operates or represents 214 radio stations in 59 broadcast areas.

Radio Unica's network president, Jose Cancela, is adding executive management of the company's station group to his responsibilities. He will oversee all aspects of sales, programming, operations and marketing for the compa-

ny's 10 radio stations. As network president, he is responsible for Radio Unica's day-to-day network operations at its Miami headquarters. Radio Unica is the nation's only 24-hour Spanish-language radio network.

FCC Commissioner Gloria Tristani last week said the agency should overhaul its "obscure rules" for calculating how many radio stations an owner controls in one market. "Even though Congress clearly said no one should be able to control more than 50% of the stations in a community, under our rules it is possible that one person could own all the radio stations," she said in a speech to the Texas Broadcasters Association. "The public interest will not be served if 'local radio' becomes a contradiction in terms."

Microsoft must hand over documents related to business deal-

ings with Intel Corp. and Apple Computer.

Late last week, U.S. District Court Judge Thomas Penfield Jackson gave Microsoft 24 hours to provide the documents to the Justice Department, which expanded its antitrust action against the Redmond, Wash. software company in a filing earlier in the week (see story, page 55).

BROADCASTING & CABLE has

added children's TV pioneer Shari Lewis to its roster of 1998 Hall of Fame Inductees.



Lewis

(Lewis died Aug. 2). Induction ceremonies will be held Monday, Nov. 9, at a black-tie dinner at the Marriott Marquis hotel in New York. For more information, call Steve Labunski at (212)-337-7158.



Drawn for BROADCASTING & CABLE by Jack Schmidt

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Compelled to testify

The decision in late August by a California appeals court to compel Sacramento's KOVR(TV) to turn over a taped interview with a murder defendant falls in line with a trend we find disturbing: journalists ordered to provide their work product not only to defendants but also to prosecutors. Reporters' privileges have been similarly compromised in Florida, Indiana, North Carolina and other states, but particularly worrisome here is the court's willingness to weaken a shield law that had been voted into the state's Constitution.

We can better understand and perhaps even better accept undercutting shield laws on behalf of the rights of a defendant—rights the founding fathers deemed important enough to enshrine in our federal Constitution. But the notion of the media as a de facto investigative arm of police and prosecutors presents a grave threat to the impartiality and objectivity that are crucial to effective reporting. As Jane Kirtley, executive director of the Reporters Committee for Freedom of the Press told us, this "notion of prosecutors' rights" is "something they pulled out of thin air."

Earlier this year, we reported on how a Miami news director faced jail for contempt of court for refusing to give up a videotape shot by a bystander and deemed useful by police for finding witnesses—even though the station had agreed to protect the source's confidentiality. The independent discovery of that party stopped that case. But Sacramento news director Ellen Miller still faces a contempt citation and jail. KOVR(TV) should appeal, and win.

The price of information

When pundits or politicians take shots at journalists in this country at least they don't use real guns or threaten to use them to make their points. It's important to remind ourselves periodically of the dangers that some face for prac-

ticing an often-maligned craft in places where journalists have no First Amendment shield.

Last week provided an important, although unfortunate, reminder with the news that a CBS producer in Beijing, Natalie Liu, had been hauled away in handcuffs by more than a dozen state security officials—who then searched her apartment and confiscated her notebook and video equipment. Now, we don't know the facts yet, but given China's tendency to debate dissenting opinions with tanks and troops, it is as likely to be a case of a repressive regime doing what comes naturally as any other scenario. Liu was eventually released, apparently unharmed.

The New York-based Committee to Protect Journalists keeps track of journalists throughout the world who are killed or remain imprisoned, but it cannot keep track of all who are jailed and then released. "Such cases are simply too numerous to document comprehensively," CPI says. Maybe so, but even documenting one such case is enough to make us hold the First Amendment that much dearer.

Catching the ball

And speaking of ink drying, by the time this page is printed, Mark McGwire (or Sammy Sosa) already may have written their names into the record books. When that 62nd dinger clears the fence, the event will join the pantheon of "remember when?" TV moments, thanks in part to the efforts of ESPN and Fox to get the pivotal games to a national audience. Of course, it was not mere altruism that motivated their moves; there are big ratings and bucks in appointment TV of this magnitude. It is the ideal intersection of serving the public and filling the pocketbook. In an era when heroes can fall as swiftly as the Dow, it's somehow comforting to follow the rise of a solitary champion (or two) toward a lofty goal. TV puts millions in a ballpark whose physical limitations would otherwise exclude most and lets us all join in celebrating the achievement.

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