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Special Report

Top 25 Radio Groups

BILLINGS, MT 59102-7755

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Mills Knocks Out the competition!

**Week of Sept. 21 HH ratings
New 1998 first-run, non-access strips**

JUDGE MILLS LANE	3.0
Judge Joe Brown	2.6
The Roseanne Show	1.9*
Forgive or Forget	1.5
Donny & Marie	1.5*
Howie Mandel	1.3*
Change of Heart	1.0
Love Connection	1.0
Match Game	0.9

judge mills lane

Executive Producers Bob Young and John Tomlin

Source: NSS Dailies Plus GAA HH Rating. (*AA ratings) ©1998 Rysher Entertainment, Inc. All rights reserved.

TOP OF THE WEEK / 6

The big get bigger Clear Channel Communications will become the second-largest radio station owner in the U.S. if its proposed acquisition of Jacor Communications is approved. The \$4.4 billion deal will give Clear Channel 453 stations and annual revenue of \$1.2 billion. / **6**

Where's the HDTV? Forty-two DTV stations will be on the air in November, but they'll be offering little, if any, high-def programming. / **10**

Networks seek November boost All but CBS have seen erosion from last year; they look to the sweeps to pick up steam. / **14**

Deciding on digital public interest The FCC is expected to propose long-delayed public interest obligations for DBS services on Oct. 22. / **19**

For more late-breaking news, see 'In Brief' on pages 96-97

COVER STORY
More than just radio
Jeffrey Marcus and Chancellor Media Corp. have a strategy to dominate markets by adding television and billboards to their radio stations, offering advertisers multimedia opportunities. / **28**

Cover photo by Rick Friedman/Black Star

Top 25 Radio Groups

SPECIAL REPORT

B&C's Top 25 Radio Groups

Consolidation continued to be radio's watchword over the past year. Our annual ranking finds Chancellor in first place with revenue of \$1.7 billion and 488 stations. / **33**

BROADCASTING / 46

Bochco mending fences with CBS "Under the right circumstances, I would work for anybody," says producer Steven Bochco, who seems to be over his pique at the network cancellation of his *Brooklyn South*. / **46**

Twentieth Television looks into 'Divorce' The syndicator announces two new first-run projects, including a remake of *Divorce Court*. / **50**



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Steve Paulus will head Time Warner's New York 1 News. / **58**

Nielsen signs basic agreements

The ratings firm is offering basic and pay cable services new contracts that include implementation of a new active/passive peoplemeter system. / **58**

Wireless on the wane The industry's problems continue, with Heartland filing for Chapter 11 and Cellularvision missing an interest payment. / **60**

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GI racks up HD encoder sales

CBS and HBO have signed contracts with the equipment manufacturer for high-definition encoding and decoding gear. / **69**

WTF-TV Harrisburg, Pa., is finding out that the transition to digital may turn out to be less expensive than first thought. / **71**



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OnRadio links with Jacor The Web company formerly known as Electric Village will provide content and other online services to Jacor's 200 radio stations. / **73**

HOLLYWOOD

#1 New Talk Show in N.Y. & L.A.

Beating Roseanne, Howie, and Donny & Marie

FORGIVE OR FORGET

Source: NIELSEN MEDIA RESEARCH, 9-28-98, HH Rtg.

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NETWORKS OF DISCOVERY COMMUNICATIONS INC.

Some so-so on sign-ergy

Ad buyers cautious of Clear Channel/Jacor's claims of radio/billboard opportunities

By Elizabeth A. Rathbun

Radio ad buyers say the merger of Jacor Communications Inc. into Clear Channel Communications Inc. may not be "made in heaven," as Clear Channel President L. Lowry Mays puts it.

The \$4.4 billion stock-for-stock deal, announced last Thursday, gives Clear Channel radio stations in eight markets where it previously owned only billboards. Significantly, those include seven of the top 19 markets. Radio and billboards will provide a potent combination for advertisers, Clear Channel executives say. It's a strategy also being embarked upon by Chancellor Media Corp. (see "Cover Story," page 28).

"They're off-target," says Aaron Cohen, executive vice president/director of national broadcast for marketing and media service company Horizon Media Inc. "If it's not part of a designed fit, nothing in the world would convince me to do it [recommend advertising on a radio/billboard combination]."

But Clear Channel is counting on the strategy to work. The tax-free merger would more than double Clear Channel's radio holdings, from 223 to 453 in 101 markets. Forty percent of Jacor's radio stations are in markets where Clear Channel has billboards, says Mark Mays, Clear Channel's senior VP of operations.

The merger unites the nation's number-three (Jacor) and number-five (Clear Channel) radio groups, as defined by revenue. But the new Clear Channel still can't beat Chancellor and CBS Corp., numbers one and two, respectively, on BROADCASTING & CABLE's annual ranking of the top 25 radio groups (see chart, this page, and the complete list on pages 33-45). Both Chancellor and CBS were said to be bidding for Jacor, which reportedly has been on the market for a year.

"We would love to have had the Jacor assets within the company," Chancellor President Jeffrey A. Marcus says. "However, we have a high level of respect for the Clear Channel management and are pleased that they are adding radio assets to their multimedia



Clear Channel's Lowry Mays (c) with sons Mark and Randall will have \$1 billion for acquisitions. Jacor's Randy Michaels (inset) says, 'we rather enthusiastically sought this out.'

platform like Chancellor [is doing]. A CBS spokesperson declined comment.

"There certainly is a lot of synergy where it relates to outdoor and radio overlap," Lowry Mays says. "This

transaction ... was made in heaven."

But even heaven may not be so easy to sell to radio advertisers who are not accustomed to dealing with multiple platforms, says media buyer Laura Kroll, vice president of network negotiations for SFM Media Corp.: "If I had to get into it [outdoor], fine, but it's for them to prove to us that there's synergy there."

She also has noted "a feeling of definite concern" about the reduction of competition in certain markets. "You should be able to have a choice about where you spend your money."

While there are no limits on radio/billboard holdings, a broadcaster can own no more than eight stations in a market. With 15 stations in Tampa/St. Petersburg, it's obvious the new Clear Channel will have to spin off some stations. Clear Channel and Jacor together also own 12 stations in Louisville; 11 in Jacksonville, Fla., and 10 in Houston.

The Justice Department likely will examine the combined companies' share of radio revenue in certain markets. Clear Channel's share in

AT A GLANCE

The \$4.4 billion Clear Channel Communications Inc./Jacor Communications Inc. merger is the second-largest radio deal ever, after then-CBS Inc.'s \$4.9 billion purchase of Infinity Broadcasting Corp.'s 44 radio stations in June 1996. The following chart shows the new group's top 20 market holdings:

Market (Arbitron rank)	Clear Channel Radio	Jacor Radio	Clear Channel Billboards	TV
New York (1)	None	None	1,026	None
Los Angeles (2)	None	2 FM, 2 AM	7,127	None
Chicago (3)	None	None	10,658	None
San Francisco (4)	None	2 FM	9,506	None
Philadelphia (5)	None	None	2,627	None
Dallas (6)	None	2 FM	4,529	None
Washington (8)	None	None	672	None
Houston (9)	4 FM, 3 AM	3 FM	5,359	None
Miami (11)	5 FM, 2 AM	None	2,088	None
Atlanta (12)	None	4 FM, 1 AM	1,525	None
Minneapolis (14)	None	None	1,788	1 (CC)
San Diego (15)	None	7 FM, 4 AM	812	None
Phoenix (17)	None	2 FM	365	None
St. Louis (18)	None	5 FM, 1 AM	None	None
Baltimore (19)	None	2 FM, 1 AM	3,360	None
Pittsburgh (20)	None	1 AM	None	None

For a complete list of the companies' other media holdings, see "Top 25 Radio Groups," page 33.



Radio's Biggest

AS BROADCASTING & CABLE's ranking (by revenue) of the nation's largest radio groups was being compiled last week, Clear Channel and Jacor announced plans to merge. A snapshot of the latest version of radio's leaders follows. The complete list, featuring each company's station portfolio, appears on pages 33-45.

- | | |
|-----------------------------------|--------------------------------------|
| 1. Chancellor Media Corp. (1) | 14. Greater Media (13) |
| 2. CBS Corp. (2) | 15. Jefferson-Pilot Comm. (20) |
| 3. Clear Channel Comm. (3) | 16. Beasley Broadcast Group (18) |
| 4. ABC Inc. (6) | 17. Spanish Broadcasting System (10) |
| 5. Cox Broadcasting (9) | 18. Saga Comm. (21) |
| 6. Entercom (16) | 19. Journal Broadcast Group (NA) |
| 7. Heftel Broadcasting (NA) | 20. Tribune Co. (22) |
| 8. Emmis Comm. (8) | 21. Radio One (NA) |
| 9. Cumulus Media (NA) | 22. Dick Broadcasting (NA) |
| 10. Susquehanna Radio (14) | 23. Sandusky Newspapers (NA) |
| 11. Sinclair Broadcast Group (17) | 24. Buckley Broadcasting (NA) |
| 12. Citadel Comm. (12) | 25. Fisher Broadcasting (NA) |
| 13. Bonneville International (11) | |

Numbers in parentheses represent a company's place on the 1997 list (NA=not applicable).

Louisville would amount to 83.5% without spin-offs, according to BIA Research Inc.: 60.4% in Tampa; 57.6% in Dayton, Ohio, and 52.7% in Cleveland. The deal is subject to both FCC and Justice Department approval.

Clear Channel had been "courting these guys for two years," but the deal came together only in the week before the announcement, Mark Mays says.

Why now? Observers speculate that Jacor's largest stockholder, the Sam

Zell-controlled Zell/Chilmark Fund LP, was influenced by a fund closing date of 2000 and a stock market roiled by ups and downs. Jacor, after hitting a 52-week high of \$65.25 on July 14, fell as low as \$36.875 last Wednesday. Clear Channel hit a high for the year of \$62.3125 and plunged to \$35.625, also last Wednesday.

A stock deal is good for both companies in the current environment, Mark Mays says. "It's important that we don't leverage our balance sheet and [that the

deal] doesn't put our company at risk."

As for Jacor shareholders, they can ride Clear Channel's historically higher-priced stock until their shares are converted into Clear Channel stock two days before the deal closes. That is expected by Sept. 30, 1999. Based on Clear Channel's closing price of \$37 last Wednesday and a conversion number of 1.4, Jacor shareholders would win a 29% premium.

"We rather enthusiastically sought this out," Jacor Chief Executive Randy Michaels says. While Zell's fund "didn't have to do a transaction ... the significant premium we're getting ... is good for everybody."

Although Clear Channel now is about \$2.8 billion in debt, and Jacor carries about \$1.26 billion, by the time of the closing the new

Clear Channel will have about \$1 billion for more acquisitions, says Clear Channel Executive Vice President/Chief Financial Officer Randall Mays.

Jacor will operate as a separate subsidiary of Clear Channel, with Jacor's Michaels continuing as CEO and Bobby Lawrence staying on as president. Jacor shareholders will own about 25% of the combined company, which will keep the Clear Channel name. ■

Sinclair: Reverse consolidation?

For the past couple of years, Sinclair Broadcast Group Chairman David Smith has talked about becoming the largest TV operator in the country by acquiring 100 stations. But last week, those plans ran smack into a weakening advertising economy and Wall Street's bear market—a market that grows more bearish by the day.

Sinclair has been particularly hard-hit—its stock traded as low as \$8 last week, down from a high of \$30 in July—and it has put on hold, at least temporarily, its 100-station goal and has announced plans to sell some of its 56 owned TV stations and some of its 51 radio stations to raise up to \$500 million.

Sinclair didn't identify which stations it would sell, but the company did say that they would be "nonstrategic assets." Analysts took that to mean they would try to sell stations in markets where the company does not have LMAs or co-owned TV and radio stations. Sinclair said it's had some offers for properties as high as 13 times cash flow.

The reason for the sale? The company has overextended itself with the pending purchase of the Guy Gannett stations. With the softer ad market, Sinclair's debt-to-pretax-earnings ratio has risen above the maximum 6.5 times specified in some of its loan agreements.

The national spot market, which continues to slide, is a major contributor to Sinclair's woes. In the fourth quarter, the company told analysts last week, its national spot business will be down several percentage points compared with fourth quarter 1997. The good news is that the local advertising market is, so far, holding its own, so that fourth-quarter sales will be up slightly, 2% to 3%. Broadcast cash flow will be flat, however. The company said that next year's outlook is modest and should end up at the low end of analysts' earnings projections, which would mean earnings in the range of \$1.75 to \$1.80 per share.

Analysts said last week that they believed Sinclair was being "overly punished" by the market, as Donaldson Lufkin Jenrette's Geoff Jones put it. "It's trading like an emerging-market stock," adds Credit Suisse First Boston's Harry DeMott. "It's not rational." Highly leveraged stocks like Sinclair's are getting pounded, they said—although long term, both analysts said that Sinclair's outlook is positive. "Viewers are still going to watch *The Simpsons* in Pittsburgh," said DeMott.



David Smith

—Steve McClellan

donny & mari

BIG Time Period Ratings GROWTH In Oct.'98!

MARKET	STATION	AFFIL	% INCREASE VS. YEAR AGO
Los Angeles	KTTV	FOX	+ 55%
Chicago	WFLD	FOX	+ 80%
San Francisco	KTVU	FOX	+ 150%
Boston	WFXT	FOX	+ 150%
Dallas - Ft. Worth	KTVT	CBS	+ 86%
Tampa	WFLA	NBC	+ 150%
Denver	KTVD	UPN	+ 120%
Sacramento	KTXL	FOX	+ 120%
St. Louis	KTVI	FOX	+ 10%
San Diego	KGTV	ABC	+ 40%
Hartford	WTIC	FOX	+ 75%
Charlotte	WCCB	FOX	+ 67%
San Antonio	KENS	CBS	+ 91%



Source: NSI/WRAP, HH Rtg, 8-day avg;
Oct. '97 (9/25/97- 0/06/97) vs. Oct. '98 (9/24/98-10/06/98).
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Where's the HDTV?

Forty-two DTV stations will be on the air in November, but they'll be offering little, if any, high-def programming

By Glen Dickson and
Paige Albinia

They may not have much HDTV programming and they may not be on the air by exactly Nov. 1, but sometime next month 42 broadcasters expect to throw the digital switch.

In the top 10 markets, 26 stations will begin airing digital signals next month. Then, 16 other stations in markets as small as Honolulu (71) and Madison, Wis. (84), also will beam DTV.

"The message is as clear as an HDTV picture itself. Broadcasters are delivering on their digital pledge—and, in fact, exceeding it," National

Association of Broadcasters President Eddie Fritts said last week at a Washington press conference.

What's less clear is how much HDTV programming actually will be delivered by the networks to affiliated DTV stations.

So far, only ABC and PBS have confirmed that they will offer a national feed of HDTV in November. Using the 720-line progressive format (720P), ABC will air "101 Dalmatians" on Nov. 1. Using the 1080-line interlace (1080i) format, PBS will broadcast *Chihuly Over Venice* and *Digital TV: A Cringley Crash Course* on Nov. 9. Thereafter, ABC is expected to show

DTV's first wave

Following are the 42 stations that plan to flip the digital switch in November, if they haven't already. ABC has the most affiliates going digital, with 12 on the list, while Fox has the fewest, with four. CBS and NBC both have nine affiliates planning to offer digital service. PBS has seven stations listed. ABC, CBS and NBC all plan initially to offer some movies and/or sports in high-definition; Fox is the only network with no HDTV programming plans. Broadcasters promised the FCC that 26 stations in top 10 markets would offer digital signals by Nov. 1. Missing are the two volunteers in the third market, Chicago, and one volunteer in Detroit; those stations are having problems mounting their towers. But 19 other broadcasters have stepped in to fill their shoes, and 26 stations will be on the air in the top 10 markets in November. The 42 stations (preceded by their Nielsen market rank) are:

- 1 New York—WCBS
- 2 Los Angeles—KABC, KCBS, KNBC, KTLA
- 4 Philadelphia—WPVI, KYW, WTXF, WCAU
- 5 San Francisco—KGOM JPIX, KRON, KTVU
- 6 Boston—WCVB, WMUR
- 7 Washington—WJLA, WUSA, WRC, WETA
- 8 Dallas—WFAA, KOFW, KXAS
- 9 Detroit—WXYZ, WJBK
- 10 Atlanta—WSB, WXIA
- 11 Houston—KHOU
- 12 Seattle—KOMO, KCTS, KING
- 16 Miami—WLRN
- 24 Portland, Ore.—KOPB
- 25 Indianapolis—WTHR
- 28 Charlotte, N.C.—WBTV
- 29 Raleigh, N.C.—WRAL
- 30 Cincinnati—WLWT
- 32 Milwaukee—WMVS
- 34 Columbus, Ohio—WBNS
- 45 Harrisburg, Pa.—WITF
- 71 Honolulu—KITV
- 84 Madison, Wis.—WKOW
- 90 Jackson, Miss.—WMPN

Source: National Association of Broadcasters



Getting set(s) for HDTV

Regardless of how much HDTV is broadcast this fall and winter, there will be something to watch it on. Panasonic made that point vividly last Thursday at what it billed as the first public demonstration of HDTV in New York. The consumer electronics giant showed off its line of DTV gear and said it would support it with the "most aggressive" TV product promotion and advertising campaign in its history. (The company declined to say how much it would spend on the November-to-January campaign.)

Panasonic displayed HDTV programming (taped scenes of New York) broadcast by CBS's New York DTV station on five monitors, including a 56-inch projection monitor/TV (available since August for \$6,000). It also showed an all-format set-top DTV decoder (available in late October/early November for \$1,800) and an all-format DTV VCR (available in January for \$1,000). Bill Mannion, general manager, TV and network systems, said Panasonic expects to sell "thousands" of monitors and set-tops by the end of 1998. He backed off earlier predictions that industrywide DTV sales would hit 30,000 units in the first year of service, saying he is unsure how hard other manufacturers will push their products. However, he still believes that sales will reach a million by 2001 and 8 million by 2005.

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four hours of 720P HDTV per week—the *Wonderful World of Disney* and a theatrical movie—while PBS will offer one HDTV program per month.

CBS has announced that it will air three football games nationally in 1080i through December and January, in addition to a local New York broadcast on Nov. 8. But the network has backed away from its initial pledge to broadcast five hours of HDTV in prime time starting next month.

NBC's high-def broadcasts are not expected to start until next year, with *The Late Show with Jay Leno*, although some network sources say the schedule may be moved up.

Fox remains noncommittal on HDTV, but the network is on track to offer its entire prime time schedule in a standard-definition format—480-line interlace with a conventional 4:3 aspect ratio.

Fox Television Network President Larry Jacobson says the network has "no hard time frame" for offering either 480-line progressive, a superior standard-definition format, or 720P HDTV. He knocked down rumors that

Fox would air the Super Bowl in HDTV.

The dearth of HDTV programming has some CBS and NBC affiliates worried, since they've spent millions of dollars to broadcast HDTV and may now have to settle for upconverting their regular NTSC programming in prime time. Upconverting improves the picture, but retains the 4:3 aspect ratio.

Capitol Broadcasting's WRAL-HD, the CBS affiliate in Raleigh, N.C., that was the first to air DTV back in 1996, has complained to CBS Chairman Michael Jordan. "We're disappointed with it [the scanty HDTV programming], and we have reacted to it," says Capitol's John Greene. "We would like to have seen a regular program commitment to prime time, which was what Michael Jordan committed to last spring."

But WRAL-HD isn't going to wait for CBS. "We're going after any and all HDTV programming we can," says Greene. That includes negotiating with PBS to carry their national HDTV feed and prime time airing of locally produced HDTV material and some

movies to which WRAL-HD has procured rights.

"Frankly, if I could get it from NBC or ABC I think I would do it, but they probably wouldn't let us," Greene says. WRAL-HD already has tried to get the rights to air an NHK production of a 1998 World Cup soccer game in HDTV, but the station was stopped by U.S. rights holder ABC.

Chronicle Broadcasting's KRON-TV San Francisco is waiting for HDTV satellite receivers and programming from NBC. If it doesn't get both, says Craig Porter, chief engineer, HDTV will "be slim pickings."

Right now, the only HDTV programming that KRON-TV has is some concert footage it produced last summer, "which by the 300th running gets a little weary," says Porter.

KRON-TV can do upconverted NTSC, Porter says. "But consumers recognize 16:9—that's what they lock in on," he says. Since the first HDTV sets won't be able to show the full benefit of HDTV resolution, aspect ratio will be the key to driving set sales. "We're hoping consumers say, 'Wider is better.'"

Nets seek a November boost

All but CBS have seen erosion from last year; look to sweeps to pick up steam

By Michael Stroud

After an early season marked by hyped premieres and baseball, November sweeps are looming as the first big test of who will be the mightiest network of 1998-99.

CBS is hoping a mix of miniseries (like Alex Haley's *Mama Flora's Family*), movies and prime time series stunts will lengthen its early-season households wins. NBC is planning a Garth Brooks special, minis and a Halloween-night *ER* to demonstrate that it can still dominate 18-49-year-olds. ABC has a miniseries from Oprah Winfrey and a nail-biting *NYPD Blue* story arc to convince viewers that its comeback is for real. And Fox, the weakest starter of the four, will have a chance to regroup with the launch of *X-Files* and reality specials.

The networks are also expected to begin pruning their fall schedules during sweeps. Among the candidates for cuts in November: CBS's *The Brian Benben*

Show, which some industry executives think could be replaced by Ted Danson vehicle *Becker*, and NBC's *Conrad Bloom*, which has yet to find an audience. Fox's *Costello* series got a pink slip last week after helping to drag down the network's Tuesday night ratings.

All four networks could use a November boost. After a summer of viewer erosion, the networks are off to one of their weakest starts ever. Two weeks into the 1998-99 season, only CBS had higher numbers in households and 18-49-year-olds than in the same two-week period in the season last year. All the other networks are down, victims of un compelling shows and viewer flight to cable.

"There are no breakout hits this year,



Fox will premiere heavy-hitter 'The X-Files' during sweeps.

like *Ally McBeal* or *Dharma & Greg*," says Paul Schulman, president of Schulman/Advansers NY, a media planning and buying firm. "The shows are well-crafted, but nothing stands out as super-special." Still, CBS had reason to be satisfied after the second week: it won households for the second week in a row, the first time it has won the first two weeks of the season in five years. The network's win was more convincing without the *Country Music Awards* on Wednesday night that greased its win the



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A mix of series and specials will power the networks in November (l-r): soon-to-be-stabbed Simone on ABC; 'Maggie Winters' on CBS; a Garth Brooks specials on NBC; 'Voyager' turns 100 on UPN, and WB valedictorian 'Felicity.'

previous week. Instead, its Wednesday shows, *Maggie Winters* and *To Have and to Hold*, got off to an unexpectedly strong start. For the week ending Oct. 4, CBS had a 9.5 rating/16 share, a 4% rise from the year before. In adults 18-49, the network was ranked fourth.

NBC had fewer causes for celebration, as household numbers for the second week dropped 4% and it faced a fierce fight on Tuesday and Wednesday nights. Still, the network managed to win handily among 18-49-year-olds as it dominated Thursday night with old standards like *Friends* and its successful freshman show, *Jesse*. Among 18-49-year-olds, the network had a 5.5 rating/16 share.

ABC, battling to prove that it's in a turnaround mode after several years of disappointing results, hit some initial pay dirt with *The Hughleys* on Tuesday night and a convincing final-season premiere for *Home Improvement*. For the second week of the new season, ABC was second among adults 18-49 and third in households.

Fox ratings have been hit on two fronts: baseball preemptions that have resulted in lower ratings than its normal entertainment lineup and poorer-than-expected ratings on Tuesday night, where *Costello* and newly moved *King of the Hill* have performed below expectations. The network was third among adults 18-49 and fourth in households.

By the end of next month's sweeps—which span Oct. 29 to Nov. 25—the season's leaders and laggards should be easier to discern, television officials say.

"November can be a shaking-out period," says CBS spokesman Chris Ender. "Shows can open big, and shows can get hurt by baseball. But you're out of that period by November."

Among the highlights:

■ NBC: Besides Garth Brooks,

NBC's sweeps period will include a two-part miniseries biography of The Temptations rock group and specials, such as a National Geographic presentation on mummies and a Thanksgiving episode of *Friends*.

■ CBS: In addition to *Mama Flora's Family*, CBS plans a number of movies, including the story of the Sam Shepherd murder case.

■ ABC: The network hopes to hook viewers with *NYPD Blue*, which features the stabbing and departure of Detective Bobby Simone (see story, page 46).

■ Fox: Fox has plenty of programs to recharge its batteries. *X-Files* relaunches on Nov. 8 in one of the latest fall launches in memory. It also has specials, such as the latest version of its controversial but popular *Breaking the Magician's Code: Magic's Biggest Secrets Revealed* and the television

premiere of Steven Spielberg's "The Lost World: Jurassic Park."

■ UPN will be promoting the 100th episode of *Star Trek: Voyager* on Nov. 18 and a special entitled *America's Greatest Pets* on Nov. 24. It also plans a Halloween week for some of its shows, including *Guys Like Us* and *Desmond Pfeiffer*.

■ The WB plans an "Elektra Night" on Thursday, Nov. 5, with guest appearances by artists from the parent Warner Bros. record company of that name. Appearances include M. C. Lyte on *For Your Love*; Busta Rhymes on *The Steve Harvey Show*; Gerald Lavert on *The Jamie Foxx Show*, and Missy "Misdemeanor" Elliott on the *Wayans Bros*. In addition, on *7th Heaven*, lead character Rev. Camden gets shot. And on *Buffy, the Vampire Slayer*, look for the return of popular vampires Spike and Drusilla. ■

CBS rewrites news division

Reorganization designed to save \$40 million

By Steve McClellan

CBS News last week announced a sweeping reorganization of its newsgathering process that includes elimination of about 125 jobs and consolidation of its New York-based national and foreign news desks and Northeast bureau.

Corporate sources say the reorganization could shave as much as \$40 million off the news division's annual operating budget of about \$400 million. Those numbers take into consideration



CBS News President Andrew Heyward

the recent transfer of almost 300 technical staffers from CBS operations and engineering to the news division. As news staffers, their work flow will be managed more efficiently, according to the company, and the news division will save a boatload on overhead fees.

In addition, many producers who had been assigned to specific broadcasts now will work for all the division's newscasts. In a memo to staffers last week, CBS News President Andrew Heyward said there would be no

bureau or office closings. But a management consolidation at the bureau level will eliminate all administrative functions (including bureau chiefs, deputy bureau chiefs, financial accountants and the like) at bureaus in Dallas, Miami, Tel Aviv and Moscow.

Those chores will be picked up by the news division's hubs in New York, Los Angeles, London and Tokyo. In his memo to the troops, issued last Thursday (Oct. 8), Heyward said that the division would rely more on "highly mobile coverage teams" for domestic news coverage. He said the reorganization would leave the division "more flexible, more efficient and better prepared for the future."

In an interview last week, Heyward said that no on-air correspondents were included among those being laid off. "There's no one group that's been particularly hard hit, and we have maintained our strength in the field, where the news happens," he said. "The underlying principles here are flexibility, mobility and versatility. We want to be able to move our resources to where the needs are. We want to break down the barriers between broadcasts to make this place more efficient."

The news division last week informed employees who will be losing their jobs. Over the next couple of weeks, Heyward and his management team will be explaining the reorganization to the rank and file. ■

Volatile market beats up on TV, radio, cable

MSOs get hit for first time in recent unpleasantness

By John M. Higgins

Cable operators' immunity to the stock market mayhem ended last week as major MSO stocks got hammered, but it was advertising-related TV and radio station groups that suffered the worst damage.

TV station stocks showed the most damage, followed closely by radio stations. But even cable systems, whose business is generally recession-resistant, showed significant drops for the first time in this market slump as anticipation of further takeovers in the sector started to dissipate.

Hardly any stock was up for the week, with only Seagram Co., Cable Michigan, Tribune Co. and King World posting gains of more than 1%. Even Jacor, which agreed to sell out to Clear Channel Communications Inc. for \$4.2 billion (see page 6), traded down 8%.

By mid-Friday, Paxson Communications Inc.—perhaps the single TV

stock most dependent on an up advertising cycle to feed its new Pax TV network—was the week's worst performer among stocks tracked by B&C, off 30%. Granite Broadcasting was next, off 29%. Sinclair Broadcasting was trading off 27%, after being as much as 40% off. Young Broadcasting Corp., which is up for sale, dropped 25%.

Century Communications Inc., a thinly traded stock that had been buoyed by sale talks with Microsoft Corp. billionaire Paul Allen, dropped 20%. TCA Cable TV Inc. and Cablevision Systems Corp. fell 14%, while Cox dropped 12%.

Tele-Communications Inc. fared well, off just 3%, because its planned stock-swap sale to AT&T Corp. makes the MSO part of a flight to high-quality stocks.

The country's largest radio operator, Chancellor Media Corp., was the worst radio performer, off 23%. Emmis Communications Corp. dropped 20%. Clear Channel, for its bidding efforts on Jacor, fell 14%. ■

Digital to have its day in Washington: Nov. 16

The beginning of the digital TV era will be celebrated in Washington on Nov. 16 at "The Dawn of Digital," an event sponsored by networks, programmers, consumer electronics manufacturers and equipment suppliers.

The program will begin with a digital summit of industry executives and government leaders, move on to a demonstration of the medium's state-of-the-art receivers and conclude with a dinner that will display digital's pioneer programming.

The nonprofit event is being produced by the BROADCASTING & CABLE Publishing Group, which includes BROADCASTING & CABLE, *Digital Television* and *TWICE* (*This Week in Consumer Electronics*).

Vice President Al Gore has been invited to welcome the event, which will be chaired by Richard E. Wiley, whose Advisory Committee on Advanced Television Service made digital and high-definition TV possible. Charter sponsors include ABC, DirecTV, Harris, NBC, Panasonic, PBS, Sarnoff and Sony. All the day's events will take place in Washington's new Ronald Reagan International Trade Center on Pennsylvania Avenue.

The schedule:

■ A digital summit from 2 to 4 p.m., presided over by Wiley and drawing as many as 60 chief executives and government officials. Executives from broadcast, cable and satellite television organizations will sit down with their counterparts in government and the set manufacturing and hardware industries to discuss new initiatives and project the pace of the digital transition.

■ Product demonstrations from 4 to 6 p.m., showcasing the types of digital sets that will be in the nation's showrooms for the Christmas selling season. The trade and consumer press will be invited to inspect these state-of-the-art devices and question company representatives about them.

■ A reception and dinner (business attire) beginning at 6 p.m. and scheduled until 10. Demonstrations of first-generation digital programming will continue during this final "Dawn of Digital" event.

Registration for the full-day event, including the dinner, is \$400 per person. Registration for just the digital summit and demonstrations is \$200 per person. For information (in New York) call Estrella Diaz at (212) 337-7053 or (in Washington) call Doris Kelly at (202) 463-3700.

Avid sees 3Q decline

By Karen Anderson

Avid took a financial nosedive last week after it warned that third-quarter revenue would be lower than expected. By Thursday (Oct. 1), Avid shares had fallen more than 45% to hit a year low of 11-3/8.

The company announced that it expects third-quarter revenue of \$112 million–\$114 million, down from \$116.5 million in 1997's third quarter. Avid says it expects to generate a "modest profit," excluding the charge for its acquisition of SoftImage announced in July.

This latest blow comes just when Avid seemed to have regained stability with the SoftImage buy and last month's distribution agreement with Tektronix. But financial sources say that these factors may actually be working against the company for the short term.

"Although the acquisition will probably prove to be sensible in the long term, it's a major distraction to management," says Volpe Brown Whelan & Co. analyst Charles Finnie.

Avid blames the disappointing numbers on the assimilation of the SoftImage product line and the Tektronix agreement.

"Avid's got a slew of new products that are shipping in the fourth quarter, and they believe some of their customers are delaying orders because of these new products," explains Hany Nada, a Piper Jaffray senior technology analyst.

"Over the long term [six to 12 months] Avid's going to be fine," Finnie says. "Avid is certainly the company to beat in the digital broadcast and post-production industries. I have a high degree of confidence in Avid's management."

Avid plans to release its final third-quarter results next Thursday. ■

Broadcasting & Cable ONLINE

At www.broadcastingcable.com, "Top of the Week" is "Top of the Minute." We continuously post breaking industry news each business day from 9 a.m. to 9 p.m.

CLOSED CIRCUIT

BEHIND THE SCENES, BEFORE THE FACT

HOLLYWOOD

New spin on Marty

Sources say Rysher Entertainment is set to distribute the PBS series *Marty Stouffer's Wild America* in syndication for fall 1999. The half-hour weekly nature series aired on public television for 11 years, ending its run in December 1996. In all, 110 episodes of *Wild America* were produced during the 11 seasons. The show features Stouffer in the habitat of a different North American species in each episode. Sources say Rysher will be distributing 52 episodes a year. Rysher executives were unavailable for comment.

NEW YORK

All eyes on cable

The recent decline in cable stocks may be no surprise, but the fact that their two-day nose dive coincided with last week's Goldman Sachs conference in New York made for some interesting conversations there. One money manager who attended the conference says the tone was realistic, but hardly downbeat. The cable guys are generally predicting modest increases in revenue and cash-flow growth but little free cash flow, which is what's left after capital expenditures and payment of dividends on preferred stock. Although cable executives have been forthright about capital-intensive plant upgrades continuing for a couple more years, institutional investors apparently were hoping for a quicker tapering off that would lead to increasing free cash flow.

WASHINGTON

Busy times at 1919M

FCC commissioners soon will complete a host of cable regulations that have been under review since interim rules were issued in April 1996. Leading the list will be creating a permanent definition for "effective competition," the point at which a local market has enough multichannel providers to take cable companies off the rate regulation hook. The panel also will consider

revising the qualifications for small cable systems, which have less stringent rate and programming requirements. Several FCC staffers say that no major changes to the interim rules are expected. Currently, competition is deemed effective if one of four conditions exists: a franchise area is served by two or more unaffiliated cable systems and the largest provider holds less than 85% of the market; fewer than 30% of the households in a franchise area subscribe to cable services; the franchising authority for a local area offers programming to 50% of households, or the local telephone company offers video programming comparable to that offered by the cable operator.

DENVER

Ewe are there

In one of the more unusual Internet-related promotions, MediaOne Express says it will Webcast the live birth of a lamb to boost awareness of the upcoming MediaOne Express launch in Fresno, Calif., later this fall. The Webcast is scheduled for 9 a.m. (PDT) Wednesday (Oct. 14) from the Big Fresno Fair in Fresno. Internet users will be able to view the event at <http://lambwatch.we.mediaone.net>. MediaOne Express says "dozens of sheep are now at the fair, ready to give birth." MediaOne Express, which is merging with Time Warner's Road Runner, expects to launch cable modem service to the Fresno area in November.

SAN FRANCISCO

DTV delay

Because of equipment delays and a lengthy legal battle with local residents, broadcasters in San Francisco won't be launching digital signals on their original target date of Nov. 1. Instead, Sutro Tower Corp. is aiming to get KRON-TV, KGO-TV, KPIX-TV and KTVU up with DTV in the second half of November. A fifth San Francisco station, KBHK-TV, plans to launch its own DTV signal from Mt. Sutro in January 1999.

Deciding on digital public interest

FCC to recommend public service requirements for DBS broadcasters later this month

By Bill McConnell

The FCC is expected to propose long-delayed public interest obligations for digital broadcast satellite providers at its Oct. 22 meeting.

The commissioners last week were being briefed on a staff proposal that would require DBS companies to set aside 4% of channel capacity for public interest programming, sources say. The 1992 Cable Act requires the FCC to issue rules requiring DBS providers to devote 4%-7% of channel capacity for public interest requirements.

Setting aside the minimum side of that requirement would be a victory for the satellite industry, which has argued that the nascent business would be overburdened by larger obligations.

Andrew Paul, lobbyist for the Satellite Broadcasting and Communications Association, says that finding programming for even 5% channel capacity would be a chore: "For a 200-channel system, that would be 10 channels. Where are we going to find that much content?"

With a nationwide base of paying customers, satellite broadcasters cannot rely on types of programming used by local stations, he says: "We can't feature a George Mason University professor talking about local environmental issues."

Public advocacy groups, on the other hand, have argued that larger systems should be required to set aside the full 7%. But Gigi Sohn, executive director of Media Access Project, says that 4% is a good start: "I can live with the lower number as long as the FCC is willing to revisit the issue in the future."

Several other sticky problems are still under debate, agency staffers say. Leading the list: whether for-profit channels such as The Learning Channel count toward the requirements. FCC Chairman

William Kennard last week refused to say which way he was leaning. The other commissioners are still weighing the issue, their staffers say.

Paul says that the industry cannot fulfill its obligation without relying on commercial programming because almost all nonprofit public interest

shows today are locally produced. "We need high-quality programs that appeal to a national audience—that probably eliminates a large block of what is available now."

Commissioners also have pledged to keep the access fees low, sources say. The 1992 law prohibits DBS compa-

nies from charging more than 50% of their direct costs, but the fees could be pushed sky-high if they include satellite construction and launch costs.

The panel also must decide whether DBS companies will be able to pick which public interest programming they will run or be required to make community access available.

While the proposal will apply only

to DBS providers, it could have far-reaching implications for broadcasters. With clear obligations imposed upon DBS providers, policymakers would have more rationale to follow suit with digital TV broadcasters.

"This is the first time the FCC has set public interest obligations for a national service, and [it] might be a precedent for digital," Paul says.

The Gore commission, which is preparing recommendations on digital broadcasters' public service obligations, is expected to issue its report in December. National Association of Broadcasters officials would not comment on the Gore commission, but the NAB has long opposed any expansion of broadcasters' public service obligations.

"Some broadcasters are saying 'don't impose new rules on our digital service' because other new technologies don't face the same types of obligations," Sohn says. "This proposal will show that is obviously not the case."

The FCC proposed DBS public interest rules in 1993 but halted the effort to await the outcome of a court challenge to the 1992 law. The law was upheld in 1996. Cable industry officials, who have their own public interest obligations, have been clamoring for similar rules for DBS providers. ■

The commissioners last week were being briefed on a staff proposal that would require DBS companies to set aside 4% of channel capacity for public interest programming.

Pirates storm Washington

A marauding band of pirate radio broadcasters laid siege to the headquarters of the FCC and the National Association of Broadcasters last week, protesting the government's campaign to shut down unlicensed operators.

During the raucous protest in Washington, two marchers were arrested for trying to steal the NAB's flag. Charges were later dropped.

FCC Chairman William Kennard, talking about the incident later, seemed amused by three large puppets lugged by the marchers that depicted Corporate Radio pulling the strings of the NAB, which in turn controlled "Kennardio," a Pinocchio look-alike with a giant nose. The marchers complained that the FCC's anti-pirate campaign shows that Kennard is a tool of the broadcasting industry.

But Kennard insisted that he sympathized with the protesters and noted he has been criticized by the NAB for his plan to allow licensed low-power radio broadcasts. "If they only knew," he told the Minority Media & Telecommunications Council last week. "There are fewer opportunities for people to get broadcast licenses, but we're going to find a way to use the spectrum more efficiently to create more."

—Bill McConnell

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News groups lose at Supreme Court

High court refuses to hear request for material from Starr grand jury

By Paige Albinia

The Supreme Court's decision last week not to hear a case that would have granted news organizations greater access to grand jury investigations continues the trend of restricting press access to courtrooms that has followed the O.J. Simpson trial, observers say.

The high court's action came after a U.S. Court of Appeals ruling in May. The appeals ruling said that the news media do not have a constitutional right to all the auxiliary proceedings in independent prosecutor Kenneth Starr's investigation of President Clinton's relationship with former White House intern Monica Lewinsky.

Observers were not surprised that the Supreme Court declined to hear the case. Courts have become increasingly shy about granting media access to court proceedings in the wake of Simpson trial. "I think that ever since O.J. there's been a kind of sense among some elements of the judiciary that publicity is not a good thing," says David Schulz, a partner at the law firm of Roger & Wells who represented the Associated Press.

Lawyers in the case say they understand why the high court might be reluctant to open grand jury proceedings, which typically are held in secret. But they also say the proceedings that the news outlets wanted to open were "more a matter of law than a matter of fact," says Jane Kirtley, executive director for the Reporters Committee for Freedom of the Press.

News organizations wanted the court to give it access to proceedings in which President Clinton argued that he, some of his aides and Secret Service agents could claim executive privilege and thus not testify before Starr's grand jury. Filing in the case against President Clinton were the Dow Jones News Service, the Associated Press, the *Los Angeles Times*, the *New York Times*, the *Washington Post*, ABC, NBC, CBS, Fox News Channel, CNN, Time Inc. and *USA Today*.

Besides turning down the case on the grounds of a need for secrecy, the U.S. Court of Appeals also wrote that it would be too difficult procedurally to start and stop activities every time an



issue came up that the news media were not supposed to hear.

"The D.C. Circuit was clearly concerned about not burdening judges and prosecutors in normal cases," Schulz says. "They were just clearly troubled by that specter."

Still, Schulz feels that the court of appeals' reasoning was wrong. The court should have based its decision on whether the press has a legal right to access material of such great public interest as Starr's case against Clinton,

not on whether it would be a hassle to provide information to the press, he says.

In addition, grand jury proceedings are held in secret because they investigate whether someone should be indicted for criminal behavior. Prosecutors can throw any kind of evidence at a grand jury, true or false, and let the grand jury decide what it believes.

"Essentially, it's the old cliché. Any prosecutor who is worth his salt can get a grand jury to indict a ham sandwich," Kirtley says. "The whole notion of grand juries is that all kinds of crazy information comes to them, and some of it is complete lies and fabrications."

Because grand jury proceedings expose a defendant to defamation and invasion of privacy before he or she has been indicted, Kirtley says, judges are hesitant to let grand jury proceedings be held in the public eye. ■

FCC ponders power boost for digital U's

Commission considering Fox request to raise 200 kw limit

By Bill McConnell

At the urging of Fox Television, the FCC may be willing to let some UHF stations roll out digital signals at the same strength allowed for VHF outlets.

Fox has complained that a Feb. 23 order limiting the initial power of UHF stations' digital broadcasts to 200 kw (versus the 1,000 kw permitted VHF competitors) would force the company into an expensive "double buildout" that would add as much as \$750,000 to the cost of outfitting a station for digital service. Fox affiliates in 16 of the top 30 markets would have to build facilities at the lower power by Nov. 1, 1999, to comply

with the FCC's rollout schedule—and then rebuild them when power limits increase, the company has complained. The FCC said it plans to lift the restriction when "substantial progress" has been made in the rollout of digital service, but it has no set date for the upgrade.

"Fox will have [a greater share of] lower-powered digital stations than the other networks," says Andrew G. Setos, who heads the news technology group at News Corp., Fox's parent. "A double buildout would be very disruptive to a station, requiring us to change the antenna, maybe replace transmission line and add to the transmitter."

The weaker signals also will keep

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Fox stations from reaching viewers to the same extent that VHF competitors can reach them and will cause poor-quality pictures on the edges of service areas, the company says. With fewer viewers, Fox and its affiliates will earn less revenue to invest in digital technology, the company adds.

Sources say the commissioners are leaning toward a compromise offer from Fox that would let UHF stations transmit 1,000 kw digital signals provided that they create no new interference with other stations and that there is no opposition from other broadcasters in the market. "We're looking at their proposal very closely," says Susan Fox, an aide to Chairman William Kennard.

Fox's petition is included with some 40 requests to change digital channel allocations. The commission is expected to rule on the requests during the next two weeks.

The FCC rules do allow UHF broadcasters to use antenna-beam tilting to target 1,000 kw signals within their service area, but industry experts say that technique will not allow them to reach all their viewers clearly.

"It's abundantly clear that we're not going to get the reception the guys with higher power will enjoy," says Nat Ostroff, Sinclair's vice president of new technology. "Artificially restricting UHF stations gives VHF stations an enormously unfair advantage in the digital rollout."

The power cap was imposed to keep the smaller UHF stations from losing too much ground during the digital start-up phase, an FCC staffer said. Still, no UHF outlets have opposed Fox's request. The Association of Local Television Stations, which represents independent stations (many of them UHFs), has not weighed in on the matter. "However, we generally support the notion that stations with lower power should have the ability to increase power," says ALTV lobbyist David Donovan.

As part of the digital reallocation requests, the commission also is considering a petition by the National Religious Broadcasters Association to prevent digital TV broadcasts from using ch. 6, since many public television broadcasters operate on that channel and share their towers with noncommercial FM stations. The switch to digital may disrupt the radio transmissions, NRB says. ■

Public broadcasters don't want to sell

PBS objects to possibility that Tauzin funding bill would force licensees of multiple stations in a market to divest

By Paige Albiniaak

The public broadcasting community appreciates congressional efforts to give it more money, but it doesn't think it should have to sell TV stations in markets where PBS signals overlap.

Public broadcasters last week told House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.) that for the most part they like his bill, which would create a commission to evaluate how PBS could secure long-term and stable funding, give public broadcasting more operating money for next year and provide cash for public broadcasting's transition to digital.

"[W]e believe [the bill] represents a very good start toward repositioning public broadcasting for the next century," said Corporation for Public Broadcasting President Robert Coonrod.

Coonrod was put in a difficult position: Besides discussing the possibility of leaving only one PBS station in a market, the bill also recommends eliminating CPB by creating a money pool that would permanently fund public broadcasting.

Tauzin's bill authorizes not more than \$475 million per year for CPB. This year CPB received an appropriation of \$325 million. The bill also would give public broadcasting \$95 million per year



House Telecommunications Subcommittee Chairman Tauzin wants to create a permanent money pool to fund public broadcasting.

through 2002 to make the transition to digital TV, \$25 million more than the Clinton administration's five-year request.

Not all members of Congress support funneling more money into public broadcasting. "It is widely recognized that public broadcasting

cannot be sustained under the current funding mechanisms and levels," says House Commerce Committee Chairman Tom Bliley (R-Va.). "The federal government's role in funding public broadcasting must be lessened."

Bliley went on to say that the funding provisions included in Tauzin's bill needed work.

Public broadcasters are not enthusiastic about Tauzin's proposal that they sell off stations in markets where two PBS signals overlap. John Hollar, PBS executive vice president, says that PBS is studying the feasibility of creating a second programming service for member stations in markets with multiple stations. ■

Politicians take issues to the people

Over on the Hill, both sides of the aisle launched issue advertising campaigns last week, neither of which say anything about President Clinton's imbroglia with former White House intern Monica Lewinsky. The National Republican Congressional Committee started a series of ads that focus on the GOP's accomplishments. The ads discuss the \$500 per-child tax credit, health care portability and the budget surplus. Republicans plan to spend as much as \$25 million this political season on advertising. The liberal People for the American Way is running a 30-second spot that reminds Americans to vote and urges them to tell politicians that they want them to get back to the business of running the country. "Americans have been saying, loud and clear, that they want Washington to get back to the nation's work, but the congressional leadership has turned a deaf ear," says Carole Shields, president of People for the American Way. The organization plans to spend \$1 million on its media buy in the first week.

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WASHINGTON WATCH

By Paige Albiniaak and Bill McConnell

Going, going, gone

Like a villain who refuses to die at the end of a bad movie, a bill that would have allowed satellite TV companies to offer local signals kept sputtering back to life last week. But finally, Wednesday, a key Senate Commerce Committee staffer put out the word that the bill was officially dead. Broadcasters made a last-ditch effort to revive it by offering the satellite TV industry a 3% cap on the number of subscribers to whom they could transmit distant signals in the Grade B contour—the outer portion of a TV station's signal.

The satellite TV industry declined the offer, causing the bill's sponsor, Senate Commerce Committee Chairman John McCain (R-Ariz.), to give up on the bill. All the parties involved expect negotiations to pick up next year where they left off. Congress wants to legislate competition to cable; the current law, the Satellite Home Viewer Act, expires on Dec. 31, 1999.

NAB: Thumbs down on FCC plan

The National Association of Broadcasters is crying foul over an FCC plan to let radio stations negotiate interference agreements. NAB radio board members last week voted to oppose a plan to let stations strike deals that would allow them to increase their coverage areas, even if the stronger signals interfere with each other. Opening the door to signal conflicts

is a cardinal sin at the NAB, and the group said it will hold a hard line. "The cost to spectrum integrity would negate whatever benefits would be enjoyed by a few applicants seeking short-term gains in coverage area," said Bill McElveen, the board's vice



Young students use cable modems to connect to the Internet during an NCTA demonstration in Washington.

chairman. In a proposal intended to give FM stations more flexibility, the FCC proposed in June to let stations work out interference agreements on two conditions: total service gains exceed service losses by 5 to 1, and no station loses more than 5% of its service area and population.

The NAB did endorse an attached proposal that would permit so-called contingent applications, which would require a second station to make a signal change before taking effect. Comments are due at the commission by Oct. 20.

CBS asks FCC to get moving on digital radio

CBS and U.S. Digital Radio want the FCC to start a rulemaking that

would clarify the rules surrounding terrestrial digital radio. CBS Chairman Michael Jordan last week paid a visit to the FCC commissioners to discuss the plan and ask the commission to determine that in-band, on-channel digital radio is the industry stan-

dard. Lobbyists expect the proceeding to take place over the next 15 months.

NCTA wires libraries to the Internet

The National Cable Television Association last month pledged to provide all public libraries with access to the Internet using cable modems. Cable is targeting nearly 700 communities to receive the service by the end of next year. "I would like to commend the cable industry and the National Cable Television Association for stepping up to the plate to bring high-speed Internet connectivity to our nation's libraries and for building upon its earlier efforts to connect schools," said Vice Presi-

dent Gore. "I'm pleased that some of the cable companies are taking a lead in this effort. In my home state of Arizona, even an underprivileged school is being wired by one of the local cable companies to the tune of six figures," said Senate Commerce Committee Chairman John McCain (R-Ariz.). Cable already has donated Internet access to more than 2,500 schools across the nation.

Gore commission and then some

Public advocacy groups last week launched a campaign to convince lawmakers, bureaucrats and the public that more spectrum means more public interest obligations. Leading the charge, the Center for Media Education, the Civil Rights Forum for Communications Policy and the Project for Media Ownership "plan several coordinated efforts designed to foster broad public debate on the issue and to encourage public participation in several key federal government proceedings that will determine the future shape and direction of digital TV in the U.S."

The groups plan to call for more educational programming, political participation and free airtime, public affairs programming and safeguards to protect children from sex and violence on TV. The groups' efforts come while the Gore commission (the presidential advisory committee on the public interest obligations for digital television) is debating what to put in its final report, which is due out at the end of December. An FCC rulemaking on the topic is expected to begin early next year.

1-to-a-market: FCC dissension

By Bill McConnell

The FCC last week voted again to waive its "one-to-a-market" rule prohibiting TV-radio combinations in the same market, but the panel's three Democrats are not happy with the decision.

Chairman William Kennard, along with commissioners Gloria Tristani and Susan Ness, said that the ruling points out the need for an overhaul of all the agency's ownership rules. "The waiver standards, as applied, are so discretionary that grant of waivers has become a foregone conclusion," Kennard said in a statement issued following the commission's decision to let Emmis Broadcasting buy a TV and three radio stations in Terre Haute, Ind.

Kennard says he will revamp the ownership rules before year's end.

Ness said she wants the commission to issue new ownership rules "in the very near future" and urged her colleagues to set up means for verifying whether companies that win waivers deliver promised public benefits, such as technical improvements and expanded news and public affairs programming.

Kennard and Ness both voted in favor of the waiver. For his part, Kennard argued there was no choice: "It would be inappropriate to deny, given the body of commission precedent supporting the waiver."

The remarks were prompted by the decision to let Emmis buy WTHI-AM-FM-TV from Wabash Valley Broadcasting and to acquire WWVR(FM) from United Broadcasting Co. Wabash's WTHI combination was "grandfathered" because it predates the commission's 1970 ban on radio-TV combinations in the same market. Four commissioners argued that the sales should go forward because the WTHI combination has existed for 25 years without stifling competition in the Terre Haute market, and the addition of WWVR(FM) will bring less than half a percentage point of market share to the four-station group.

Tristani, the only commissioner to vote against the waiver, had harsh words for her colleagues: "Our willingness to churn out waiver after waiver ... simply invites cynicism and disrespect." ■

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More than just radio

Chancellor seeks to dominate markets by adding television, billboards

By Elizabeth A. Rathbun

Multimedia takes on a whole new meaning as Jeffrey A. Marcus and Chancellor Media Corp. define it.

Under the new leadership of former cable magnate Marcus, the nation's largest radio group intends to dominate media markets across the country, not just by owning all the radio stations it can, but by adding a local TV, managing another and selling space on the local billboards it also owns.

"Our mission is to be ... the leading multimedia platform in the United States," Marcus says. "So when advertisers think, 'How do we reach our audience?' they think of Chancellor Media."

While other media companies own radio, TV and billboards, none yet has Chancellor's reach. However, Clear Channel Communications Inc. upped the ante last Thursday, announcing its plan to merge with Jacor Communications Inc. From Jacor, Clear Channel gets radio stations in eight markets where it previously owned only billboards. Significantly, seven of the eight markets are in the top 19 (see story, page 6).

Marcus could not be reached for comment on the Clear Channel/Jacor deal. However, in a recent interview with BROADCASTING & CABLE, Marcus said that Chancellor was "very interested" in Jacor. "We think it's a wonderful company and a great platform."

Aggressive buyer

An aggressive radio-station buyer since the Telecommunications Act of 1996 loosened the rules on the number of radio stations a broadcaster may own in a market, Chancellor has grown from 19 stations then to 488 now. In August, it sent a shock wave through the industry when it agreed to merge with sister company Capstar Broadcasting Corp., toppling CBS Corp. from its long-held perch as the nation's number-one radio group, both in number of owned stations and in revenue (see "Top 25 Radio Groups,"

page 33). That deal is expected to close by next July—but for the purposes of this article, Chancellor refers to the combined Chancellor/Capstar entity.

Radio is the base on which Chancellor intends to construct its broad-reaching company. "We're trying to be a radio company that has complements, including outdoor and television, so we can have all these media in a market, and we can be one-stop shopping for all the advertisers," says Marcus, who was brought in as Chancellor's president and chief executive officer in May.

To that end, in June Chancellor bought its first outdoor company, Martin Media LP, for \$610 million, giving it 13,000 billboards in 12 states. LIN Television Corp., with its eight owned TV stations and four local marketing agreements, came next in July.

AT A GLANCE

Dallas-based Chancellor Media Corp. owns or is buying the following:

- 488 radio stations in 95 ranked and 13 unranked markets (for list, see "Top 25 Radio Groups," page 33)
- Nine TV stations and four LMAs
- Radio and broadcast and cable TV advertising rep firm Katz Media Group and TV rep firm Petry Media Corp.
- AMFM Radio Networks
- 14,500 outdoor display faces in 145 markets (54 of them Arbitron-ranked)
- 50% of Mexico's Grupo Radio Centro, which owns 12 radio stations and plans to invest heavily in Spanish-language radio stations in the U.S.
- 20% of Z Spanish Media Corp., which owns 22 Hispanic-format radio stations
- Broadcast Architecture Consultants (market research)

Chancellor paid \$1.5 billion for the TV group—which, like Chancellor and Capstar, is controlled by private investment firm Hicks, Muse, Tate & Furst Inc. (Hicks Muse will own about 25% of the combined Chancellor, and Hicks Muse Chairman Thomas O. Hicks will retain that title at Chancellor.)

In August, Chancellor paid \$930 million for Whiteco Outdoor Advertising's 21,800 displays in 34 states. That deal made Chancellor the nation's fifth-largest outdoor company.

But more important, Chancellor so far has achieved full overlap of radio, TV and outdoor holdings in five markets: New Haven/Hartford, Conn.; Decatur/Springfield, Ill.; Indianapolis; Grand Rapids, Mich., and Austin, Tex. It has TV and outdoor overlaps in three markets—Fort Wayne, Ind.; Buffalo, N.Y., and Norfolk/Portsmouth, Va.—and radio and outdoor overlaps in 52 markets (see map, page 32). "We now have reach that rivals newspapers," Marcus says.

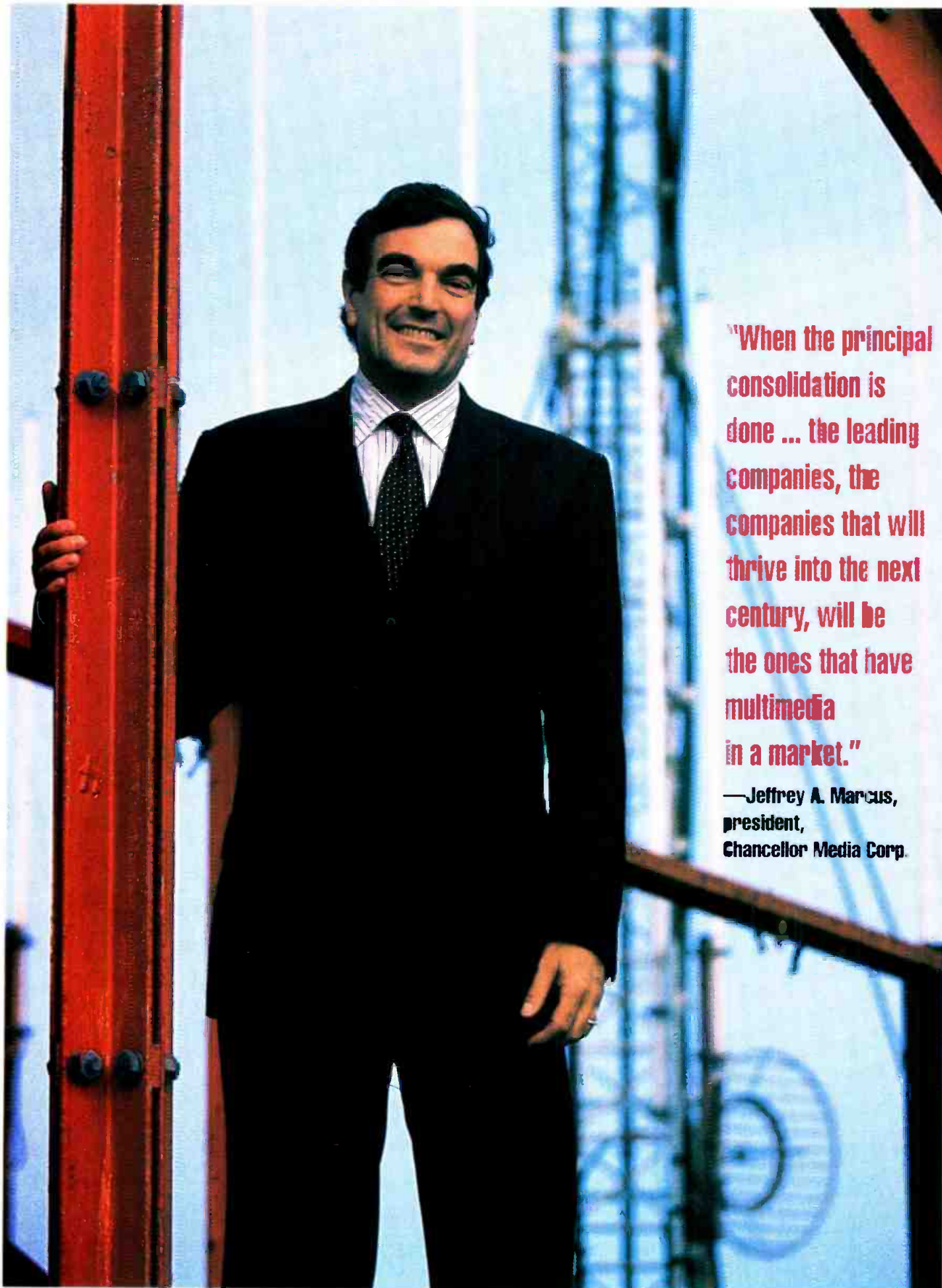
Capstar creates overlaps

The overlaps were greatly assisted by the \$4.1 billion purchase of Capstar, which owns 355 radio stations in markets smaller than Chancellor's. In fact, according to a Sept. 8 report by Paul T. Sweeney of Salomon Smith Barney, it appears that "Chancellor's television and outdoor assets represent a better fit with Capstar's radio station group than Chancellor's own radio station group."

The combined radio group, which reaches 66 million listeners a week, has allowed the company "to create something akin to a franchise," Marcus says.

For example, Chancellor's radio stations in New York City unite to make the company number one among women ages 12 and older. "If you want to buy a spot on radio to reach women [in New York City], you have to buy Chancellor," Marcus says.

The company also boasts more country- and urban-formatted stations than any other radio group, giving Chancellor plenty of national advertising appeal. Those ads are being sold by



"When the principal consolidation is done ... the leading companies, the companies that will thrive into the next century, will be the ones that have multimedia in a market."

**—Jeffrey A. Marcus,
president,
Chancellor Media Corp.**

Chancellor's own advertising rep firms, Katz Media and Petry Media Corp., the leading TV and radio rep firms in the country. And Chancellor is making ad sales even easier via its AMFM Radio Networks, which launched in January (see box, page 31).

It doesn't hurt that Chancellor stations perform well. Citing Arbitron's spring rankings, the company says it was the top-ranked station group in

seven of the 10 largest radio revenue markets.

Advertisers at first were reluctant to buy across several radio stations, Marcus says. "But then they told me that our people handled it so well and made it so compelling that they tried it, and it really had worked for them."

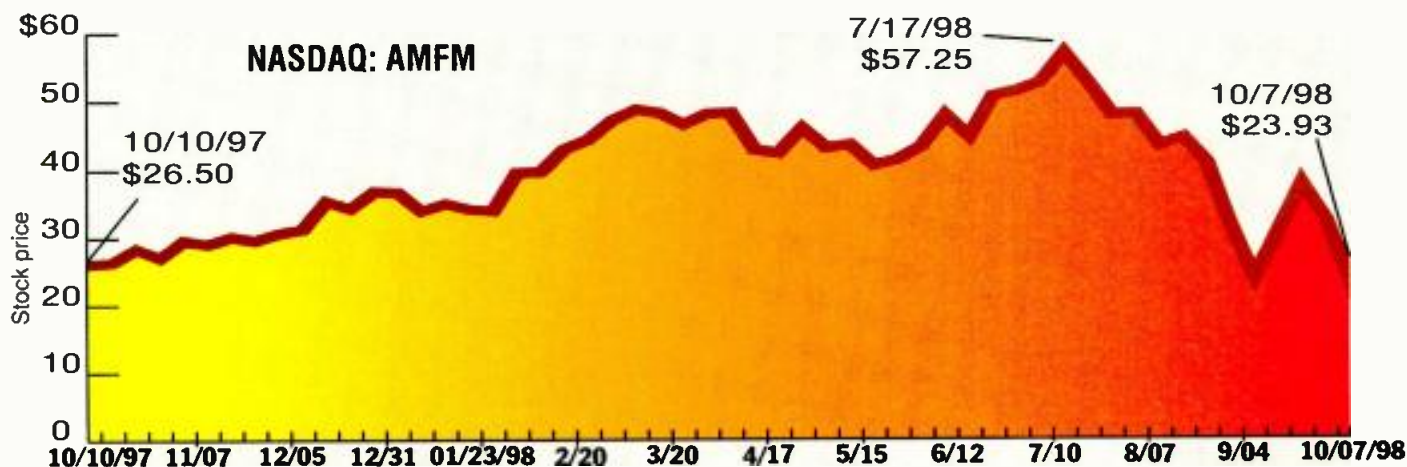
A broader platform is even more "intimidating" to advertisers, he says. "Before, they could go to any number

of TV stations, any number of outdoor companies, any number of radio stations, and create a competition among them for their business."

With Chancellor's multimedia hold, "they're compelled to do business with us," Marcus admits. But "we've shown them that they're getting more value for their money."

The persuasive Marcus has had years of experience in successful moneymak-

Can Chancellor withstand recession?



Can they digest it all? And can they handle the debt? And most importantly, what happens if there's a recession?

Those are the questions behind the freefall in Chancellor Media Corp.'s stock price, including one horrible trading day last Wednesday.

As Chancellor seeks both to expand and to consolidate in certain markets, the company has bought 24 separate radio, billboard, TV and advertising rep groups during 1997 and 1998, according to filings with the Securities & Exchange Commission. The deals range from acquiring two or three stations at a time to \$1 billion outdoor company buys.

After completing recent deals for billboard group Whiteco Outdoor Advertising and fellow Hick, Muse, Tate & Furst radio group Capstar, the company will be loaded with \$6.6 billion in debt and preferred stock obligations. Morgan Stanley Dean Witter media analyst Frank Bodenchak pegs that leverage at 6.9 times 1999 cash flow.

The company's stock has been hammered in the recent market slump, plunging as much as 69%, from \$57 in July to as low as \$18 last week.

That puts the company on the low side of all advertising-related stocks as investors worry that the worldwide economic turmoil will trigger a recession in short order.

"At this price, people are anticipating a 20% revenue decline," says Ron Sachs, an analyst at mutual fund company and major Chancellor shareholder Janus Capital. "Certain stocks are showing an ownership base that assumes there's going to be a recession, and they just want to get out." Sachs contends that the market has overreacted.

Bodenchak agrees, saying that he tinkered with his model to anticipate how Chancellor might be hurt in a recession, assuming that the 13%-16% annual cash flow growth he expects over the next two years is five percentage points too high.

"It's not nearly as bad as the stock is reflecting," Bodenchak says. "There's no risk of debt default. They're well-positioned from a business model standpoint."

That's not to say there aren't other challenges. One Wall Street executive working with Chancellor says that the company has a big task in integrating all the companies that Hicks has been buying. Also, it's not clear that bringing radio, outdoor and TV ad sales together in the same market will truly accelerate ad sales and cash flow.

"About 50% to 60% of their cash flow will come from business acquired this year or next," the executive says.

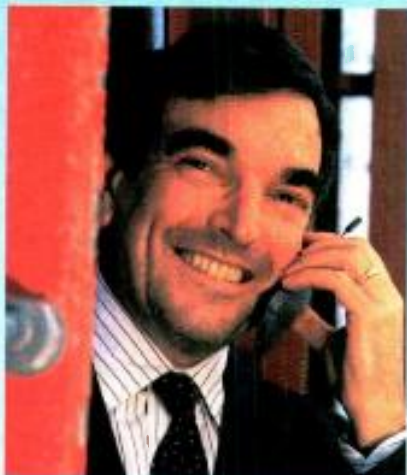
Gauging Chancellor's operations from the outside is difficult because the acquisition pace distorts the performance of existing operations. But adjusting for all the takeovers, Bodenchak expects the company to post an 11% increase in revenue, to \$2.5 billion, with cash flow rising at double that rate, 22%, to \$1 billion.

A lot of that is coming from much higher ad rates. By owning such a dominant audience share in certain markets, Chancellor has been able to substantially increase the cost-per-thousand-listeners—and hence, overall prices. Sachs estimates that Chancellor's commercial spots are rising 20% in Minneapolis and up to 50% in Chicago.

"They've been able to raise them a lot," he says. But "they're cheap relative to other media."

—John M. Higgins

JEFFREY A. MARCUS



BORN—Oct. 13, 1946,
Scranton, Pa.

EDUCATION—BA, economics,
University of California at Berkeley,
1968

FIRST JOB—Selling cable sub-
scriptions door to door during col-
lege

CAREER—Founder, cable market-
ing company Markit
Communications Inc., 1969-71; vice
president, marketing, Sammons
Communications Inc., Dallas, 1971-
73; director of sales, TeleFromPter
Corp., New York, 1973-75; executive
director, Minnesota and Wisconsin
cable television associations, 1973-
75; co-founder/partner,
Communications Equity Associates,
Tampa, Fla., 1975-82; founder,
Marcus Communications Inc.,
Dallas, 1982-87; chairman/chief
executive officer, WestMarc
Communications Inc. (formed by
merger of Marcus Communications
and Western Tele-Communications
Inc.), Denver, 1987-88;
founder/chairman/president/CEO,
Marcus Cable Co., Dallas, 1990;
acquired Sammons for \$1 billion,
doubling the size of Marcus Cable,
November 1995; sold limited part-
nership interests of Marcus Cable,
the nation's 10th-largest MSO with
1.2 million customers, to Microsoft
co-founder Paul Allen for \$2.8 billion,
March 1998; president/chief execu-
tive officer, Chancellor Media Corp.,
Dallas, May-present

PERSONAL—Married Nancy
Cain, June 30, 1974; children:
Rebecca and David

ing. After some 20 years in the cable business, he founded Marcus Cable Co. in 1990 and molded it into the nation's 10th-largest MSO with 1.2 million customers. In March, Marcus agreed to sell his company to Microsoft co-founder Paul Allen for \$2.8 billion. Including sales of some cable systems to others, Marcus Cable netted \$3.2 billion, Marcus says. Hicks Muse walks away as one of Marcus Cable's happy investors.

A member of Chancellor's board since 1995 and a longtime friend of Tom Hicks, Marcus says Hicks approached him about running a more diverse Chancellor, and Marcus was intrigued. He promised to take over when Marcus was sold.

Expecting that Marcus Cable would go to another MSO and that he could make a graceful exit from the business, "I was really on the horns of a dilemma" when

Allen asked him to stay on, Marcus says.

Allen made him an open-ended offer. Here was one of the richest men in the world, "who had the ability to expand significantly into cable space, and this is something I know very, very well," Marcus says.

But "I really thought it would be a wonderful challenge, and very interesting, to create the largest and most effective multimedia platform in the United States," Marcus says.

His answer to Allen was: "No, I'm committed to this. I really believe in what we're doing at Chancellor."

Marcus's commitment is evidenced by his investment in Chancellor: excluding options, about \$83 million, he says.

While analysts generally approve of Chancellor's strategy, there have been words of caution. Noting after the

A network waiting to happen

True to its corporate parent's grand style, AMFM Radio Networks leaped onto the syndication scene in January by signing one of radio's best-known personalities, Casey Kasem.

Besides *American Top 40 with Casey Kasem*, AMFM's roster now includes *The Guitar Show with Kevin Bacon*, in which the actor interviews stars of the guitar; *RuPaul Radio's* dance music; *The Bob & Tom (comedy) Show*; 1970s album show *Reelin' in the Years*, and the alternative offering *Modern Rock Live*.

AMFM came into being as Chancellor Media Corp. blanketed the country with its radio stations. Chancellor's 488 stations (including those of Capstar Broadcasting Corp.) were a built-in network waiting to happen, company officials say.

"When you have the largest radio platform in the industry, you can create a network out of whole cloth. Boom. Day One. There's your network. You have instant access," says Chancellor President Jeffrey A. Marcus.

Chancellor's stations, which are strongly encouraged to buy AMFM's syndicated shows "where it makes sense programming-wise," must turn over one minute per hour of ad time to Chancellor whether they use an AMFM show or not, network spokesman Martin Raab says. That time is "taken back" between 5 a.m. and midnight, seven days a week.

Including syndicated sales to non-Chancellor stations, the network will generate \$60 million in revenue this year, with growth of 30% or more expected next year, Kantor says. Look for AMFM to expand with urban and country shows, he adds.

AMFM's growth has come at someone else's expense. Westwood One Inc., for one, has cited its new competitor in as the reason for declining profits (B&C, Aug. 17). But Westwood One isn't taking it lying down. It has sued Kasem for moving to AMFM and breaking his seven-year contract two years early (B&C, March 9). That suit is still unresolved. —Elizabeth A. Rathbun



AMFM's David Kantor (r) welcomes Casey Kasem to the AMFM fold.



Whiteco deal that the company's financial risk had grown in recent months. Standard & Poor's said it is "concerned about the increased leverage and decreased interest coverage resulting from the company's recent acquisitions. Further concerns relate to the significant amount of internal consolidation that must take place given this and other recently announced multimedia asset and company combinations."

Chancellor needs to "focus on improving its balance sheet," Sweeney of Salomon Smith Barney said. "With the specter of a recession clearly lingering in investors' minds, we believe investors are clearly concerned about high debt levels of companies they own."

Being "the premier multimedia platform" in each of its markets may not make Chancellor recession-proof, but "we would be the last ones affected," Marcus says. "In previous recessions and previous economic slowdowns, people pulled away from radio, [which] didn't reach the whole market. But we now reach the whole market. ... Our competitors are the newspapers."

Results are coming

Give Chancellor some time, Marcus urges. "We're just now ... beginning to see results [of radio consolidation] that are blowing everybody away." In the second quarter, on a pro forma basis, radio revenue rose 19.1%, to \$285.8 million, and broadcast cash flow grew 27.1%, to \$140 million, compared with the second quarter of 1997. It will take another two years for Chancellor's multimedia approach to pay off, Marcus says.

While results like these are not sustainable, Marcus says, adding TV and billboards to the mix "gives us

propulsion that would otherwise not be available to us." In other words, "we would sustain a higher rate of growth than anybody else in the market. And we will continually take share away from our competitors, both in our industry and other[s]. Who knows? We might even take some from the cable guys."

Hicks and Marcus agreed to embark on a multimedia approach after Clear Channel President L. Lowry Mays approached them about merging his company and Chancellor.

"We said to each other, 'This has the makings of something very, very significant. And rather than talking about merging with Clear Channel, we should be doing it ourselves.'" Marcus recalls.

Hicks and Marcus realized that "when the principal consolidation is done ... the leading companies, the companies that will thrive into the next century, will be the ones that have multimedia in a market."

Chancellor's new approach could generate about \$40 million in new business, Sweeney estimates. BT Alex. Brown Inc. on Aug. 31 said Chancellor is "well-positioned" for 25% long-term yearly share growth.

More deals planned

Chancellor will keep building its multimedia holdings, filling in TV and radio stations and billboard buys where it can. "We have many markets in which we haven't pulled out the platform, meaning we don't have the full complement" possible in a market, Marcus says. "And we'd love to try and do that."

But there are limits to what Chancellor will spend for an overlap. "It has to be

fairly priced in terms of multiples ... and it has to be accretive immediately to our after-tax cash flow per share."

Marcus hopes to ensure Chancellor's future by exploring yet more media, like the Internet. "When you think of the power that we have to direct people to an Internet site, it's pretty compelling," Marcus says. "There's one more platform that we can put our advertisers on." The company also is seeing what it can squeeze out of leasing or subleasing tower space. That's "an enormous revenue source," Marcus says. "They [towers] have a real value that's not been recognized by the market."

Radio contributes over 70%

Whatever media end up being added to the mix, radio for now is expected to continue as Chancellor's fastest-growing division, contributing 71% of 1999 cash flow. TV and outdoor each will contribute 9%, with the rep firms making up the rest.

Marcus says branding is key, and Chancellor soon will begin aggressively marketing its stations and billboards. The first marketwide rollout is being planned for Hartford, Conn., but Marcus declined to outline the plans.

But this is the idea: "When you're listening to your favorite station in Washington, you know it's a Chancellor station, because we tell you. And when you're driving on the road and you see an outdoor display, it will say 'Chancellor.' ... And when you are watching television at home at night and you see that's a Chancellor TV station, and you're the product manager for a company, you say, 'You know, maybe we ought to be advertising on Chancellor, because they're everywhere.' "

Top 25 Radio Groups

Bigger buys big

Consolidation continues in a big way, as dramatically evidenced last week by the merger of Clear Channel Communications Inc. and Jacor Communications Inc. (see "Top of the Week," page 6). But for the first year since the Telecommunications Act of 1996 unleashed the continuing tsunami of radio-company mergers, BROADCASTING & CABLE is listing its Top 25 Radio Groups by revenue (estimated for 1998) instead of Arbitron's average number of listeners per quarter hour. Chancellor Media Corp. still leads the pack, although it only surpassed CBS Corp. in revenue this past August when it agreed to merge with sister company Capstar Broadcasting Partners Inc.

Some major companies on the 1997 list themselves were gobbled up by companies that also dominated that list. American Radio Systems Corp. (number four last year) was bought last October by CBS Corp.; SFX Broadcasting Inc. (number seven last year) was subsumed last August by then-CapStar Broadcasting Partners LP; Nationwide Communications Inc. (number 15) was bought by Jacor last October, and Paxson Communications Corp.'s radio stations (number 19) went to Clear Channel last June.

Stations on the list are grouped by metro area as defined by Arbitron (number in parentheses). The list includes stations that are being purchased and those with which the company has a local marketing agreement or joint sales agreement (see key). It was compiled by Duncan's American Radio and B&C Editorial Assistant Allison Frey.

—Elizabeth A. Rathbun

KEY—Last year's rank in parenthesis after company name (or NA if not on list last year). *LMA, **JSA, (1)buying (Arbitron spring 1998 market)

Chancellor Media Corp. (1)

(includes pending buy of Capstar Broadcasting Corp.), Dallas
President Jeffrey A. Marcus
Radio Group
President James E. de Castro



Revenue:
\$1,765,421,000
No. of stations: 488
New York (1)
WLTW(FM), WKTU(FM),
WHTZ(FM), WBIX-FM,
WAXQ(FM)

Los Angeles (2)
KKBT(FM), KYSR(FM),
KBIG(FM), KLAC(AM),
KCMG-FM

Chicago (3)
WGCI(FM), WNUA(FM),
WLIT-FM, WVAZ(FM),
WRCX(FM), WGCI(AM)

San Francisco (4)
KYLD(FM), KMEL(FM),
KKSF(FM), KABL(AM),
KISQ(FM), KIOI(FM),
KNEW(AM)

Philadelphia (5)
WDAS-FM, WUSL(FM),
WJJZ(FM), WIOQ(FM),
WYXR(FM), WDAS(AM)

Dallas/Fort Worth (5)
KHKS(FM), KZPS(FM),
KDGE(FM), KSKY(AM),
KBFB(FM)*, KTXX(FM)*

Detroit (7)
WJLB(FM), WNIC(FM),
WKQI(FM), WMXD(FM),
WWW-FM, WDFN(AM),
WYUR(AM)

Washington (8)

WMZO-FM, WASH(FM),
WBIG-FM, WGAY(FM),
WTEM(AM), WWRC(AM),
WWDC-FM, WWDC(AM)

Houston (9)
KKBO-FM, KLDE(FM),
KLOL(FM), KTRH(AM),
KBME(AM), KODA(FM),
KKRW-FM*, KQUE(AM)*

Boston (10)
WJMN(FM), WXKS-FM,
WXKS(AM)

Miami (11)
WEDR(FM), WVCG(AM)

Atlanta (12)
WFOX(FM)

Minneapolis/St. Paul (14)
KEEY-FM, KDWB-FM,
KQQL(FM), KTCZ-FM,
WRQC(FM), KFAN(AM),
KXBR(AM)

San Diego (15)
KYXY(FM)*, KPLN(FM)*

Nassau/Suffolk, NY (Long Island) (16)
WALK-FM, WALK(AM)

Phoenix (17)
KOY(AM), KMLE(FM),
KOOL-FM, KYOT-FM,
KZON(FM), KISO(AM),
KFYI(AM)*, KKFR(FM)*

Pittsburgh (20)
WWSW-FM, WWSW(AM),
WDVE(FM)*, WDX(FM)*,
WJJJ(FM)*, WDRV(FM)*

Denver (22)
KXKL-FM, KALC(FM),
KIMN(FM), KXPX(FM),
KVOD(FM), KRRF(AM)

Cleveland (23)
WZAK(FM)*, WDOK(FM)*,
WRMR(AM)*, WZJM(FM)*,
WQAL(FM)*, WJMO(AM)*,
WKNR(AM)

Cincinnati (25)
WUBE-FM, WYGY(FM),
WBOB(AM), WUBE(AM)

Sacramento, Calif. (27)
KFBK(AM), KHYL(FM),
KGBY(FM), KSTE(AM)

Riverside/San Bernardino (29)

KGGI(FM), KMRZ(AM)

Milwaukee (30)
WISN(AM), WLTO(FM)

Providence, R.I. (31)
WHJJ(AM), WHJY(FM),
WSNE(FM)

Charlotte, N.C. (36)
WKKT(FM), WLYT(FM),
WRFX(FM)

Indianapolis (37)
WNDE(AM)*, WRZX(FM)*,
WFBQ(FM)*

Orlando, Fla. (38)
WJHM(FM), WOCL(FM),
WXXL(FM), WOMX-FM

Greensboro/Winston-Salem/High Point, N.C. (40)

WHSI-FM, WMAG(FM),
WMFR(AM), WTCK(AM),
WFMX(FM)

Hartford, Conn. (42)
WHCN(FM), WKSS(FM),
WMRQ(FM), WWYZ(FM),
WPOP(AM)

Nashville (44)
WRVW(FM), WSIX-FM,

Top 25 Radio Groups

WJZC(FM), WLAC(AM),
WNRO(FM)

Raleigh/Durham, N.C. (48)

WDCG(FM), WRDU(FM),
WRSN(FM), WTRG(FM)

Austin, Tex. (50)

KASE(FM), KVET-FM,
KVET(AM), KFMK(FM)
(CP, not on air yet)

Jacksonville, Fla. (51)

WAPE-FM, WFYV(FM),
WMXQ(FM), WKQL(FM),
WOKV(AM), WBWL(AM)

Birmingham, Ala. (55)

WMJJ(FM), WERC(AM),
WOWC(FM), WQEN(FM)

Richmond, Va. (56)

WMXB(FM), WBZU(FM),
WKHK(FM), WKLR(FM),
WLEE(AM), WRCL(FM)

Albany/Schenectady/ Troy, N.Y. (57)

WGNA-FM, WGNA(AM),
WPYX(FM), WTRY(AM),
WTRY-FM, WXLE(FM)

Greenville/Spartan- burg, S.C. (58)

WGLV(AM), WMYI(FM),
WROQ(FM), WSSL-FM

Honolulu (59)

KSSK(AM), KSSK-FM,
KUCD(FM), KHVH(AM),
KKLV(FM), KIKI(AM), KIKI-
FM

Tucson, Ariz. (61)

KCEE(AM), KNST(AM),
KRQQ(FM), KWFN-FM

Fresno, Calif. (64)

KFSO-FM, KEZL(FM),
KALZ(FM), KFSO(AM),
KBOS-FM, KCBL(AM),
KRZR(FM), KRDU(AM),
KSOF(FM)

Grand Rapids, Mich. (65)

WGRD-FM, WRCV(AM),
WLHT(FM), WQFN(FM)

Allentown/Beth- lehem, Pa. (66)

WAEB(AM), WAEB-FM,
WZZO(FM), WKAP(AM)

Omaha (72)

KFAB(AM), KTNP(FM),
KXKT(FM), KGOR(FM)

Harrisburg, Pa. (73)

WTCY(AM), WNNK-FM

Wilmington, Del. (74)

WDSD(FM), WRDX(FM),

WJBR(AM)

Springfield, Mass. (77)

WHMP(AM), WHMP-FM,
WPKX(FM)

Baton Rouge (81)

WYNK-FM, WYNK(AM),
WJBO(AM), WLSS(FM),
KRVE(FM), WSKR(AM)

Spokane, Wash. (86)

KAQQ(AM), KEYF(AM),
KEYF-FM, KISC(FM),
KKZX(FM), KNFR(FM),
KUDY(AM), KEYF(AM)**,
KEYF-FM**, KUDY(AM)**,
KKZX(FM)**

Des Moines, Iowa (87)

KHKI(FM), KGGO(FM),
KDMI(AM)

Wichita, Kan. (88)

KKRD(FM), KRZZ-FM,
KNSS(AM), KEYN-FM,
KFH(AM), KQAM(AM),
KRBB(FM), KWSJ(FM),
KZSN(FM)

Columbia, S.C. (89)

WCOS-FM, WHKZ(FM),
WVOC(AM), WSCQ(FM),
WCOS(AM), WNOK-FM

Colorado Springs (93)

KSPZ(FM), KTWK(AM),
KVOR(AM), KVVU(FM),
KVOR(AM)**,
KSPZ(FM)**,
KTVK(AM)**,
KVVU(FM)**

New Haven, Conn. (94)

WPLR(FM), WYBC-FM*,
WYBC(AM)*

Melbourne/Titusville/ Cocoa, Fla. (95)

WHKR-FM, WLRQ-FM,
WMMV(AM), WBVD(FM),
WMMB(AM)

Roanoke/ Lynchburg, Va. (103)

WROV(AM), WROV-FM,
WYYD(FM), WJJS(FM),
WJJX(FM), WLDJ(FM),
WJLM(FM), WPVR(FM),
WFIR(AM)

Worcester, Mass. (111)

WTAG(AM), WSRS(FM)

Huntsville, Ala. (112)

WBHP(AM), WDRM(FM),
WHOS(AM), WTAK-FM,
WWXQ(FM), WXQW(FM)

Portsmouth/Dover/ Rochester, N.H. (116)

WHEB(FM), WXHT(FM),
WTMN(AM), WERZ(FM),
WMYF(AM), WQSO(FM),
WZNN(AM)

Jackson, Miss. (117)

WJDS(AM), WKTF-FM,
WMSI-FM, WSTZ-FM,
WQJQ(FM)

Ft. Pierce/Stuart, Fla. (118)

WZZR(FM), WQOL(FM),
WPAW(FM), WBBE(FM),
WAVW(FM), WAXE(AM)

Madison, Wis. (119)

WIBA(AM), WIBA-FM,
WMAD-FM, WTSO(AM),
WZEE(FM), WMLI-FM

Modesto, Calif. (120)

KJSN(FM), KFIV(AM),
KJAX(AM), KFRY(FM),
KOSO(FM)

Pensacola, Fla. (122)

WMEZ(FM), WXBW-FM,
WWSF(FM)

Corpus Christi, Tex. (126)

KRYS-FM, KRYS(AM),
KMXR(FM), KNCN(FM),
KUNO(AM), KSAB(FM)

Beaumont/Port Arthur, Tex. (127)

KLVI(AM), KYKR(FM),
KKMY(FM), KIOC-FM

Shreveport, La. (128)

KRMD-FM, KRMD(AM),
KMJJ-FM

Biloxi/Gulfport, Miss. (136)

WKNN-FM, WMJY(FM)

Huntington, W. Va. (139)

WTCR(AM), WTCR-FM,
WIRO(AM), WHRD(AM),
WZZW(AM), WKEE(AM),
WKEE-FM, WAMX(FM),
WFXN-FM, WBVB(FM)

Tyler/Longview, Tex. (140)

KNUE(FM), KISX(FM),
KTYL-FM, KKTXX(AM),
KKTXX-FM

Montgomery, Ala. (142)

WZHT(FM), WMCZ(FM),
WQLD(FM)

Savannah, Ga. (153)

WCHY(AM), WCHY-FM,
WYKZ(FM), WAEV(FM),
WSOK(AM), WLVB(FM)

Fayetteville, Ark. (155)

KEZA(FM), KKIX(FM),
KMXF(FM), KJEM(FM)

Fort Smith, Ark. (169)

KWHN(AM), KMAG(FM),
KZBB(FM)

Anchorage, Alaska (170)

KTZN(AM), KGOT(FM),
KYM(AM), KBFX(FM),
KASH-FM, KENI(AM)

Lincoln, Neb. (171)

KIBZ(FM), KKNB(FM),
KZKX(FM), KTGL(FM)

Lubbock, Tex. (173)

KFMX-FM, KKAM(AM),
KCRM(FM), KZII(FM),
KFYO(AM), KKCL(FM)

Odessa/Midland, Tex. (174)

KCDQ(FM), KCHX(FM),
KMRK-FM

Asheville, N.C. (176)

WWNC(AM), WKSF(FM)

Amarillo, Tex. (188)

KMML-FM, KBUY-FM,
KNSY(FM), KIXZ(AM)

Springfield, Ill. (190)

WFMB(AM), WFMB-FM,
WCVS-FM

Danbury, Conn. (191)

WAXB(FM), WINE(AM),
WPUT(AM), WRKI(FM)

Waco, Tex. (192)

KBRQ(FM), KKTK(AM),
WACO-FM, KCKR(FM),
KWTX-FM, KWTX(AM)

Manchester, N.H. (194)

WGIR(AM), WGIR-FM

Cedar Rapids, Iowa (199)

KHAK(FM), KDAT(FM),
KRNA(FM)

Alexandria, La. (200)

KRRV-FM, KKST(FM),
KZMZ(FM), KDBS(AM)

Frederick, Md. (200)

WFRE(FM), WFMD(AM)

Tri-Cities (Richland/ Kennewick/Pasco), Wash. (202)

KALE(AM), KEGX(FM),
KIOK(FM), KTCR(AM),
KNLT(FM), KUJ-FM

Tuscaloosa, Ala. (215)

WZBQ(FM), WTXT-FM,
WACT(AM), WRTR(FM)

Wheeling, W. Va. (218)

WWVA(AM), WOVB(FM),
WKWK-FM, WBBB(AM),
WZNW(FM), WEGW(FM),
WEEL(FM)

Winchester, Va. (219)

WUSQ-FM, WFQX(FM),
WNTW(AM), WFTR(AM),
WFTR-FM

Burlington, Vt. (222)

WEZF(FM), WCPV(FM),
WEAV(AM), WXPS(FM)

Battle Creek, Mich. (232)

WBCK(AM), WBXX(FM),
WRCC(AM), WWKN(FM)

Bryan-College Station, Tex. (237)

KTSR(FM), WTAW(AM)

Texarkana, Tex. (241)

KKYR(AM), KKYR-FM,
KTHN(FM), KYGL(FM),
KTFS(AM)

Jackson, Tenn. (260)

WTJS(AM), WTNV(FM),
WYNU(FM)

Gadsden, Ala. (NR)

WAAX(AM)

Fairbanks, Alaska (NR)

KIAK-FM, KIAK(AM),
KAKQ-FM, KUAB(FM)

Yuma, Ariz. (NR)

KYJT(FM), KTTI(FM),
KBLU(AM)

Stamford/Norwalk, Conn. (NR)

WNLK(AM), WEFX(FM),
WSTC(AM), WKHL(FM)

Dover, Del. (NR)

WDOV(AM)

Ogallala, Neb. (NR)

KOGA-FM, KOGA(AM),
KMCX(FM)

Farmington, N.M. (NR)

KKFG(FM), KDAG(FM),
KCQL(AM), KTRA(FM)



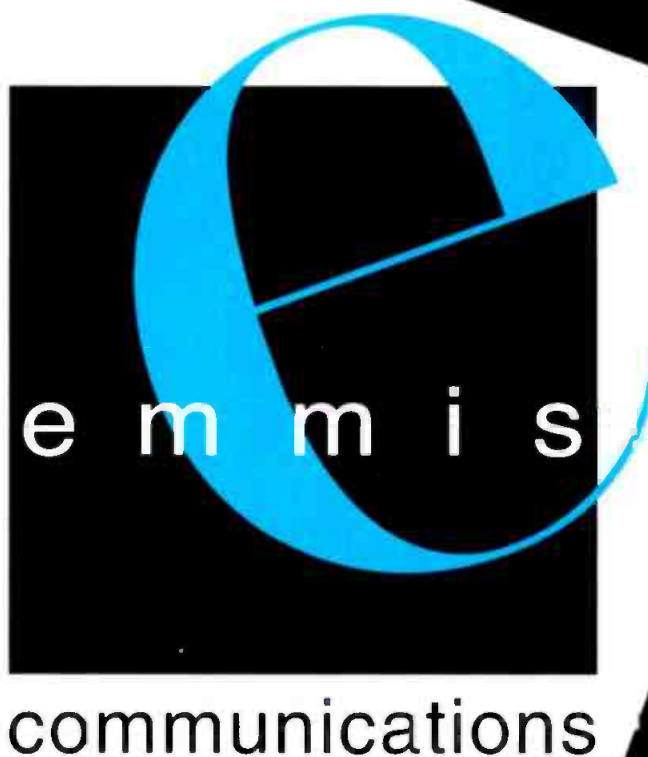
1970



1980



1990



THE NEXT BIG THING.

KPWR-FM / WRKS-FM / WQHT-FM / WQCD-FM / WKQX-FM / KSHE-FM / WKKX-FM / WALC-FM
WENS-FM / WIBC-AM / WNAP-FM / WTLC-FM & AM / WWVR-FM / AGRIAMERICA / NETWORK IND ANA
WTHI-FM & AM / SLAGER RADIO / WVUE-TV / KHON-TV / WLUK-TV / WALA-TV / WFTX-TV
WTHI-TV / INDIANAPOLIS MONTHLY / ATLANTA / CINCINNATI MAGAZINE / TEXAS MONTHLY

Top 25 Radio Groups

Statesville, N.C. (NR)

WSIC(AM)

Lawton, Okla. (NR)

KLAW(FM), KZCD(FM)

Puerto Rico (NR)

WZNT(FM), WOYE-FM, WLDI(FM), WOQI(FM), WRPC(FM), WIOA(FM), WIOB(FM), WIOC(FM)

Killeen/Temple, Tex. (NR)

KIIZ-FM, KLFX(FM)

Lufkin/Nacogdoches, Tex. (NR)

KTBO(FM), KSFA(AM), KYKS(FM), KAFX-FM

Victoria, Tex. (NR)

KIXS(FM)*, KLB(AM)*

Other media holdings:

9 TV stations and 4 LMAs; 35,000 billboards; media reps Katz Media Group Inc. and Petry Media Corp.; AMFM Radio Networks; 12 radio stations in Mexico. Hicks, Muse, Tate & Furst Inc. owns 25% of Chancellor

CBS Corp. (2)

New York

Chairman Michael

Jordan

Radio President Dan Mason



Revenue:

\$1,687,457,000

No. of stations: 164

New York (1)

WCBS-FM, WCBS(AM), WFAN(AM), WINS(AM), WNEW(FM), WXRK-FM

Los Angeles (2)

KCBS-FM, KFWB(AM), KLSX(FM), KNX(AM), KRLA(AM), KROQ-FM, KRTH-FM, KTWV(FM)

Chicago (3)

WBBM-FM, WBBM(AM), WCKG(FM), WJMK-FM, WMAQ(AM), WSCR(AM),

WUSN-FM, WXRT-FM

San Francisco (4)

KCBS(AM), KFRC-FM, KFRC(AM), KITS(FM), KLLC(FM), KYCY(AM), KYCY-FM

Philadelphia (5)

KYW(AM), WIP(AM), WOGL-FM, WPHT(AM), WYSP-FM

Dallas/Fort Worth (6)

KHVN(AM), KLUV-FM, KLUV(AM), KOAI(FM), KRBV-FM, KRLD(AM), KVIL(FM), KYNG(FM)

Detroit (7)

WKRK(FM), WOMC-FM, WVMV(FM), WWJ(AM), WXYT(AM), WYCD(FM)

Washington (8)

WARW-FM, WHFS(FM), WJFK-FM, WPGC-FM, WPGC(AM)

Houston (9)

KIKK-FM, KIKK(AM), KILT-FM, KILT(AM), KXYZ(AM)

Boston (10)

WBCN-FM, WBMX(FM), WBZ(AM), WODS(FM), WZLX-FM, WNFT(AM)

Atlanta (12)

WAOK(AM), WVEE(FM), WZGC-FM

Seattle/Tacoma (13)

KBKS(FM), KMPS-FM, KRPM(AM), KYCW(FM), KZOK-FM

Minneapolis/St. Paul (14)

WCCO(AM), WLTE(FM), KMJZ(FM)*(1), KSGS(AM)*(1)

St. Louis (18)

KEZK-FM, KMOX(AM), KYKY(FM)

Baltimore (19)

WBGR(AM) and WBMD(AM) in trust with CBS as sold beneficiary, WJFK(AM), WLIF-FM, WQSR(FM), WWMX-FM, WXYV(FM)

Pittsburgh (20)

KDKA(AM), WBZZ(FM), WDSY-FM, WZPT(FM)

Tampa/St. Petersburg/Clearwater, Fla. (21)

WLLD(FM)*(1), WQYK-FM, WQYK(AM), WYUU(FM)*(1)

Portland, Ore. (24)

KBBT-FM, KINK-FM, KKJZ(FM), KUFO(FM), KUPL-FM, KUPL(AM)

Cincinnati (25)

WGRR(FM), WKRO(FM), WYLY(FM)

Kansas City (26)

KBEQ-FM, KFKF-FM, KMXV(FM), KOWW(AM), KOZN(FM)

Sacramento (27)

KHTK(AM), KNCI(FM), KOME(AM), KRAK(FM), KSFM(FM), KYMX(FM), KZZO(FM)

San Jose, Calif. (28)

KBAY(FM), KEZR(FM)

Riverside/San Bernardino (29)

KFRG(FM), KXFG(FM)

Columbus, Ohio (32)

WAZU-FM, WHOK(FM), WLWQ(FM)

Charlotte, N.C. (36)

WBAV-FM, WFNZ(AM), WGIV(AM), WNKS(FM), WPEG(FM), WSOC-FM, WSSS(FM)

Buffalo, N.Y. (41)

WBLK(FM)*, WECK(AM), WJYE(FM), WLCE(FM), WYRK(FM)

Hartford, Conn. (42)

WRCH(FM), WTIC-FM, WTIC(AM), WZMX(FM)

Las Vegas (43)

KLUC-FM, KMXB(FM), KMZQ-FM, KSFN(AM), KXNT(AM), KXTE(FM)

Rochester, N.Y. (47)

WCMF-FM, WPXY-FM, WRMM-FM, WZNE(FM)

West Palm Beach, Fla. (49)

WEAT-FM, WIRK-FM, WMBX(FM), WPBZ(FM)

Austin, Tex. (50)

KAMX(FM), KJCE(AM), KKMJ-FM, KQBT(FM)

Fresno, Calif. (64)

KMJ(AM), KNAX(FM), KOOR(AM), KOQO-FM, KRNC(FM), KSKS(FM), KVSF(FM)

Palm Springs, Calif. (149)

KEZN(FM)

Other media holdings: CBS Television Network; 14 TV stations; Eyemark Entertainment; CBS Cable: Country Music Television, The Nashville Network, Eye on People (co-owned with Discovery Communications); Midwest Sports Channel; Home Team Sports; Spanish news cable network CBS TeleNoticias (co-owned with Grupo Medcom); Group W Network Services; outdoor advertising company TDI

Clear Channel Comm. (3)

(includes pending buy of Jacor Communications Inc.; markets or stations involved in that deal are designated 'J') San Antonio, Texas
President L. Lowry Mays



Revenue:

\$1,240,644,000

No. of stations: 453

Los Angeles (2)J

KIIIS-FM, KXTA(AM), KBET(AM)*, KEZY(FM), KORG(AM), KACD(FM), KBCD(FM)

San Francisco (4)J

KZSF(FM)

Dallas/Fort Worth (6)J

KEGL(FM), KDMX(FM)

Houston (9)

KPRC(AM), KSEV(AM), KMJQ(FM), KBXX(FM), KHYS(FM)*, KJOJ(AM), KJOJ-FM, KHMJ(FM)J, KTBZ(FM)J, KKTL(FM)J

Miami (11)

WINZ(AM), WIOD(AM), WPLL(FM), WLVE(FM), WZTA(FM), WHYI-FM, WBGG-FM, WFTL(AM)

Atlanta (12)J

WGST(AM), WKLS-FM, WPCB(FM), WGST-FM*

San Diego (15)J

KHTS-FM, KSDO(AM), KOGO(AM), KIOZ(FM), KGB-FM, KPOP(AM), XTRA(AM)*, XTRA-FM*, KJQY(FM), XHRM-FM*, KMSX(FM)

Phoenix (17)J

KMXP(FM), KZZP(FM)

St. Louis (18)

KMJM(FM), KATZ-FM, KSLZ(FM), KATZ(AM), KSD(FM)*, KLOU(FM)*

Baltimore (19)

WPQC(FM), WCAO(AM)*, WOCT(FM)*

Pittsburgh (20)

WEAE(AM)

Tampa/St. Petersburg/Clearwater, Fla. (21)

WLTV-FM, WHNZ(AM)*(1), WZTM(AM), WSJT(FM), WHPT(FM), WSSR(FM), WRBQ(AM), WRBQ-FM, WFLZ(FM)J, WFLA(AM)J, WDUV(FM)J, WXTB(FM)J, WTBT(FM)J, WAKS-FM)J, WDAE(AM)J

Denver (22)J

KHOW(AM), KOA(AM), KTLK(AM), KBCO-FM, KRFX(FM), KBPI(FM), KHIH(FM), KTCL-FM

Cleveland (23)

WNCX(FM), WERE(AM), WENZ(FM), WMMV(FM)J, WTAM(AM)J, WMMS(FM)J, WGAR-FM)J, WMJI(FM)J

Portland, Ore. (24)J

KEX(AM), KKCW(FM), KKRZ(FM), KEWS(AM)

Cincinnati (25)J

WCKY(AM)*, WLW(AM), WEBN(FM), WOFX(FM), WVMX(FM), WSAI(AM)*, WKFS-FM*, WKRC(AM)

San Jose, Calif. (28)J

KSJO(FM), KUFJ(FM)*,

No one **COVERS** a wider **SPECTRUM.**

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CORPORATION
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Senior Credit Facilities



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Senior Credit Facilities
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Bill Gooch
Senior Vice President
(213) 236-6908

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Provider of Equity
and Mezzanine Capital



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Senior Credit Facilities



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and Provider of
Equity Capital



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TRITON CELLULAR
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of Equity Capital



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Provider of Equity
and Mezzanine Capital



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Senior Credit Facilities and
Provider of Equity
and Mezzanine Capital



ANCORA CAPITAL
& MANAGEMENT
GROUP
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Senior Credit Facilities and
Provider of Equity
and Mezzanine Capital



Comprehensive industry expertise, superior responsiveness, and long-term commitment. Union Bank of California's Communications/Media Division continues to provide innovative capital markets solutions for the complete spectrum of communications and media companies.



Top 25 Radio Groups

KLDZ(FM)*

Riverside/San Bernardino (29)^J
KDIF(AM), KCKC(AM)

Milwaukee (30)
WKKV-FM, WMIL(FM),
WOKY(AM), WZTR(FM)

Providence, R.I. (31)
WWBB(FM), WWRX-FM

Columbus, Ohio (32)^J
WTVN(AM), WZAZ-FM,
WCOL-FM, WNCI(FM),
WFII(AM), WAZU(FM),
WHOK(FM), WLWQ(FM),
WXMG(FM)

San Antonio (33)
WOAI(AM), KQXT(FM),
KTKR(AM), KAJA(AM),
KSJL-FM*(1)

Norfolk, Va. (34)
WOWI(FM), WJCD(FM),
WSVV(FM), WSVY-FM

**Salt Lake City/
Ogden/Provo, Utah
(35)^J**

KALL(AM), KODJ(FM),
KKAT(AM), KURR-FM,
KZHT(FM), KNRS(AM)*,
KWLW(AM)

Orlando, Fla. (38)
WWNZ(AM), WQTM(AM),
WSHE(FM), WJRR(FM),
WMGF-FM, WTKS(FM)

New Orleans (39)
WODT(AM), WQUE-FM,
WYLD(AM), WYLD-FM,
WNOE-FM, KKND-FM,
KUMX(FM)

**Greensboro/Winston-
Salem/High Point,
N.C. (40)**
WXRA(FM), WTQR(FM),
WSJS(AM), WSML(AM)(1)

Las Vegas (43)^J
KFMS-FM, KWNR(FM),
KQOL(FM), KSNE-FM

Memphis (45)
WHRK-FM, WDIA(AM),
WEGR-FM, WREC(AM),
WRXQ-FM, KJMS(FM),
KWAM(AM)

Rochester, N.Y. (47)^J
WHAM(AM), WHTK(AM),
WNVE(FM), WVOR-FM,
WISY(FM), WYSY(FM),
WMAX-FM

**Raleigh-Durham,
N.C. (48)**
WQOK(FM), WNNL(FM),
WDUR(AM), WFXC(FM),
WFXK(FM)

West Palm Beach,

Fla. (49)
WBZT(AM), WKGR(FM),
WOLL(FM), WTPX(FM)(1),
WJNO(AM)(1), WXFG(FM)

Austin, Tex. (50)
KPEZ(FM), KHFI(FM),
KEYI-FM, KFON(AM)

**Jacksonville, Fla.
(51)**
WZNZ(AM), WNZS(AM),
WFSJ-FM, WROO(FM),
WPLA(FM), WBGB(FM),
WQIK-FM^J, WSOL-FM^J,
WJBT(FM)^J, WJGR(AM)^J,
WZAZ(AM)^J

Louisville, Ky. (52)
WHAS(AM), WAMZ(FM),
WHKW(FM), WTFX(FM),
WWKY(AM), WKJK(AM),
WQMF(FM), WDJX-FM^J,
WFIA(AM)^J, WVEZ(FM)^J,
WSFR(FM)^J, WLRS(FM)^J,
WMHX(FM)^{J**}

Oklahoma City (53)
KTOK(AM), KEBC(AM),
KJYO(FM), WKY(AM)*,
KTST(FM), KXXY-FM,
KQSR(FM)

Dayton, Ohio (54)
WING-FM, WING(AM),
WGTZ(FM), WONE(AM)^J,
WLQT(FM)^J, WTUE(FM)^J,
WBTT(FM)^J, WMMX(FM)^J,
WXEG(FM)^J, WIZE(AM)^J,
WLSN(FM)^J

Richmond, Va. (56)
WRVA(AM), WRNL(AM),
WRVQ(FM), WRXL(FM),
WTVR-FM, WTVR(AM)

**Albany/Schenectady/
Troy, N.Y. (57)**
WQBK-FM, WQBJ(FM),
WTMM(AM), WXCRC(FM),
WHRL(FM)(1),
WRVE(FM)(1),
WGY(AM)(1)

**Greenville/Spartan-
burg, S.C. (58)**
WESC-FM, WESC(AM),
WTPT(FM), WJMZ-FM

Tulsa, Okla. (60)
KAKC(AM), KMOD-FM,
KQLL(AM)*(1), KQLL-
FM*(1), KOAS-FM*(1),
KMRX(FM)

**Grand Rapids, Mich.
(65)**
WOOD(AM), WOOD-FM,
WBCT-FM, WTKG(AM),
WCUZ-FM, WVTI(FM)

**Allentown/Bethlehem,
Pa. (66)**
WODE-FM, WEEX(AM)

El Paso, Texas (69)
KPRR(FM), KHEY-FM,
KHEY(AM), KTSM(AM)(1),
KTSM-FM(1)

Harrisburg, Pa. (73)
WRBT(FM)(1),
WRVV(FM)(1),
WWKL(FM)(1),
WHP(AM)(1),
WKBO(AM)(1),
WWKL(AM)(1)

**Ft. Myers/Naples,
Fla. (75)**
WCKT(FM), WQNU(FM),
WKII(AM), WXR(AM),
WOLZ(FM), WIKX(FM)^J,
WCVU(FM)^J, WCCF(AM)^J

Toledo, Ohio (76)^J
WCWA(AM), WSPD(AM),
WRVF-FM, WVK(AM),
WIOT-FM

**Springfield, Mass.
(77)**
WHYN(AM), WHYN-FM,
WNNZ(AM)

**Monterey/Salinas/
Santa Cruz, Calif. (78)**
KTOM(AM), KDON(AM),
KOCN(FM), KDON-FM,
KRQC-FM, KTOM-FM

Sarasota, Fla. (79)^J
WSBP(AM), WYNF(FM),
WSRZ-FM, WCTQ(FM),
WAMR(AM),
WLTF(FM)(CP-not on
air yet)

Little Rock, Ark. (82)
KQAR(FM), KMJX(FM),
KDDK(FM), KSSN-FM,
KOLL-FM

Mobile, Ala. (85)
WKSJ-FM, WKSJ(AM),
WMXC(FM), WRKH(FM),
WDWG(FM), WNTM(AM),
WNSP(FM)

**Des Moines, Iowa
(87)^J**
WHO(AM), KMXD(FM),
KYSY(FM)

Columbia, S.C. (89)

WWDM(FM), WARQ(FM),
WMFX(FM), WOIC(AM)

**Youngstown/Warren,
Ohio (90)^J**
WKBN(AM)*, WKBN-FM*,
WBTJ(FM), WNCD(FM),
WNIO(AM)

**Daytona Beach, Fla.
(91)**
WGNE-FM

**New Haven, Conn.
(94)**
WKCI(FM), WAVZ(AM),
WELI(AM)

Charleston, S.C. (96)^J
WRFQ(FM), WLLC(FM),
WEZL(FM), WXLY(FM),
WPAL(AM)

Lexington, Ky. (107)^J
WMXL(FM), WKQQ(FM),
WLAP(AM), WTKT(AM),
WBUL(FM), WLKT-FM

Lancaster, Pa. (109)
WLAN-FM, WLAN(AM)

Jackson, Miss. (117)
WKXI(AM), WKXI-FM,
WOAD(AM), WJMI(FM)

**Fort Pierce/Stuart,
Fla. (118)**
WIRA(AM), WJNX(AM)

Pensacola, Fla. (122)
WTKX(FM)

Boise, Idaho (125)^J
KIDO(AM), KLTB(FM),
KARO(FM), KCIX-FM,
KXLT-FM, KFXD(AM)

Shreveport, La. (128)^J
KEEL(AM), KWKH(AM),
KITT(FM), KRUF(FM),
KVKI-FM

Reading, Pa. (130)
WRAW(AM), WRFY(FM)

**Fort Collins, Colo.
(134)^J**
KCOL(AM), KPAW(FM),
KGLL(FM), KII(AM)

**Utica/Rome, N.Y.
(148)**

WOUR(FM)(1),
WRFM(FM)(1),
WSKS(FM)(1),
WADR(AM)(1),
WRNY(AM)(1),
WUTO(AM)(1)

**Tallahassee, Fla.
(165)**
WNLS(AM), WJZT(FM),
WTNT(FM), WOKL(FM),
WXS(AM)

**Johnstown, Pa.
(168)**
WMTZ(FM)(1),

WNTJ(AM)(1)

Santa Barbara (187)^J
KTYD-FM, KSBL-FM,
KTMS(AM), KXXT(AM),
KIST(FM)

**Cedar Rapids, Iowa
(199)^J**
WMT(AM), WMT-FM,
KKRQ(FM), KXIC(AM)

**Medford-Ashland,
Ore. (204)^J**
KOPE(FM), KRWQ(FM),
KMED(AM), KKJJ(FM),
KZZE(FM), KNCA(FM)

Lima, Ohio (221)^J
WIMA(AM), WIMT-FM,
WBUK-FM, WMLX(FM),
WQTL(FM)

**Panama City, Fla.
(226)**
WDIZ(AM), WSHF(FM),
WPBH(FM), WFSY(FM),
WPAP-FM

**Williamsport, Pa.
(244)**
WKS(AM)(1),
WMYL(FM)(1),
WRAC(AM)(1),
WRKK(AM)(1)

**Cookeville, Tenn.
(258)**
WHUB(AM), WPTN(AM),
WGIC(FM), WGSQ(FM)

**Bismarck, N.D.
(259)^J**
KFYR(AM), KYYY(FM)

**Cheyenne, Wyo.
(265)^J**
KIGN(FM), KOLZ(FM),
KLEN(FM), KGAB(AM),
KMUS-FM*

Casper, Wyo. (268)^J
KTWO(AM), KMCG(AM),
KMGW-FM

**Lancaster/Antelope
Valley, Calif. (NR)^J**
KAVS(FM), KAVL(AM),
KYHT(FM)

**Oxnard/Ventura,
Calif. (NR)^J**
KLYF(AM)

**Walnut Creek, Calif.
(NR)^J**
KFJO(FM)

Florida Keys (NR)
WAVK(FM), WKRY(FM),
WFKZ(FM),
WAIL(FM)*(1),
WLOW(FM)*(1),
WKWF(AM)*

Helen, Ga. (NR)^J
WHEL(FM)

Idaho**Falls/Pocatello, Idaho (NR)^J**

KID(AM), KID-FM,
KPKY(FM), KWIK(AM),
KRSS(FM)

Twin Falls, Idaho (NR)^J

KEZJ-FM, KLIX-FM,
KLIX(AM)

Burlington, Iowa (NR)^J

KBKB-FM, KBKB(AM)

Chillicothe, Ohio (NR)^J

WBEX(AM)*, WFCB(FM),
WCHI(AM)

Findlay, Ohio (NR)^J

WQTL(FM), WHMQ(FM)

Marion, Ohio (NR)^J

WMRN(AM), WMRN-FM,
WDIF(FM)

Sandusky, Ohio (NR)^J

WLEC(AM), WMTX(FM),
WCPZ(FM)

Washington Courthouse, Ohio (NR)^J

WBUB(AM), WCHO-FM

Albany/Corvallis, Ore. (NR)^J

KRKT(AM), KRKT-FM,
KLOO(AM), KLOO-FM

Centralia, Wash. (NR)^J

KELA(AM)*, KMNT(FM)*

Vancouver, Wash. (NR)^J

KKLQ(FM)(CP-not on
air yet)

^J = Jacor station

Other media holdings: 18 TVs; 29.1% of Heftel Broadcasting Corp.; 220,000 billboards; 50% of Australia Radio Network; 33% of Total Radio Network, New Zealand; 40% of Hispanic radio company Grupo Acir. Jacor's other media holdings include 1 TV; Premiere Radio Networks; syndicator RadioActive; NSN Network Services; helicopter traffic news service Airwatch; research company Critical Mass Media; Nova Marketing.

ABC Inc. (6)

New York

President Robert A. Iger

ABC Radio President

Robert F. Callahan

Revenue:

\$339,822,000

No. of stations: 35

New York (1)

WABC(AM), WPLJ(FM)

Los Angeles (2)

KABC(AM), KDIS(AM),
KLOS(FM)



Chicago (3)

WLS(AM), WMVP(AM),
WTAQ(AM), WXCD(FM)

San Francisco (4)

KGO(AM), KMKY(AM),

KSFO(AM)

Dallas/Fort Worth (6)

KAAM(AM), KNKI(FM),
KSCS(FM), WBAP(AM)

Detroit (7)

WDRQ(FM), WJR(AM),
WPLT(FM)

Washington (8)

WJZW(FM), WMAL(AM),
WRQX(FM)

Atlanta (12)

WDWD(AM), WKHX-FM,
WYAY(FM)

Seattle/Tacoma (13)

KKDZ(AM)

Minneapolis/St. Paul (14)

KDIZ(AM), KQRS-FM,
KXXR(FM), KZNR(FM),
KZNT(FM), KZNZ(FM)

Phoenix (17)

KCWW(AM)

St. Louis (18)

WIBV(AM)

Cleveland (23)

WMIH(AM)

Other media holdings: ABC Inc. (divi-

innovation

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sion of Walt Disney Co.) includes 10 TVs; ABC Television Network (ABC News, ABC Sports and ABC Entertainment); cable channels ESPN, ESPN2, ESPN Classic, Disney Channel, Toon Disney and interests in Lifetime, A&E Television Networks, History Channel and E! Entertainment Television; ABC Radio Networks; domestic TV syndicator Buena Vista Television; Walt Disney Television International; Fairchild Publications.

Cox Broadcasting Inc. (9)

Atlanta
President Nicholas D. Trigony
Cox Radio Inc.
President Robert F. Neil



Revenue:
\$279,279,000
No. of stations: 59

Los Angeles (2)
KFI(AM), KOST(FM),
KACE-FM, KRTO-FM

Miami (11)
WFLC-FM, WHQT-FM

Atlanta (12)
WSB(AM), WSB-FM,
WJZF-FM, WCNN(AM)*

Nassau/Suffolk (Long Island), N.Y. (16)
WBLI(FM), WBAB-FM,
WHFM(FM)

Tampa/St. Petersburg, Fla. (21)
WWRM-FM, WCOF-FM,
WFNS(AM), WLUV-FM

San Antonio (33)
KCYF(AM), KKYX(AM),

KCJZ(FM), KISS-FM,
KSMG(FM), KLUP(AM),
KONO-FM, KONO(AM)

Orlando, Fla. (38)
WDBO(AM), WWKA(FM),
WCFB(FM), WHOO(AM),
WHTQ(FM), WMMO(FM),
WTLN-FM(1), WZKD(AM)

Louisville, Ky. (52)
WRKA(FM), WRVI-FM,
WLSY(FM)

Dayton, Ohio (54)
WHIO(AM), WHKO-FM,
WCLR(FM), WZLR(FM),
WPTW(AM)

Birmingham, Ala. (55)
WZZK-FM, WEZN(AM),
WODL-FM, WBHJ-FM*,
WAGG(AM), WBHK(FM)

Tulsa, Okla. (60)
KRMG(AM), KWEN(FM),
KJSR(FM), KRAV-FM,
KGTO(AM)

Syracuse, N.Y. (71)
WSYR(AM), WYYY(FM),
WBBS(FM), WHEN(AM),
WWHT(FM)

Bridgeport, Conn. (113)
WEZN-FM

Other media holdings: 11 TVs; syndicator Rysher Television; rep firms Telerep, MMT Sales, HRP; research company Eagle Group

Entercom Communications Corp. (16)

Bala Cynwyd, Pa.
Chairman Joseph M. Field
President/COO/CFO
David J. Field



Revenue:
\$193,564,000
No. of stations: 41
Boston (10)
WEEI(AM), WRKO(AM),

Top 25 Radio Groups

WAAF(FM), WEGQ(FM),
Seattle/Tacoma (13)

KBSG(AM), KBSG-FM,
KIRO(AM), KIRO-FM,
KISW-FM, KMTT-FM,
KNWX(AM), KNDD(FM)

Portland, Ore. (24)
KFXX(AM), KGON(FM),
KRSK(FM), KKSJ(FM),
KKSJ-FM, KNRK(FM),

Sacramento (27)
KCTC(AM), KRXQ(FM),
KSEG(FM), KSSJ(FM),
KXOA(AM)

Kansas City (26)
KCMO(AM), KCMO-FM,
KMBZ(AM), KUDL(FM),
KYYF(AM), WDAF(AM)

Rochester, N.Y. (47)
WBBF(FM), WBEE-FM,
WEZO(AM), WQRV(FM)

Gainesville/Ocala, Fla. (104)
WKTK(FM), WRRX(FM)

Worcester, Mass. (111)
WWTM(AM)

Longview/Kelso, Wash. (NR)
KBAM(AM), KEDO(AM),
KLYK(FM), KRQT(FM)

Salem, Ore. (NR)
KSLM(AM)

Other media holdings: Kansas City Royals Radio Network; Seattle Seahawks Radio Networks; Boston Celtics Radio Network; Boston Red Sox Radio Network; Seattle Mariners Radio Network

Heftel Broadcasting Corp. (NA)

Dallas
President Mac
Tichenor Jr.



Revenue:
\$184,748,000
No. of stations: 39

New York (1)
WADO(AM), WCAA(FM)

Los Angeles (2)
KLVE(FM), KTNQ(AM),
KSCA(FM)

Chicago (3)
WIND(AM), WOJO(FM),
WLXX(AM)

San Francisco (4)
KSOL(FM), KZOL(FM)

Dallas/Fort Worth (6)
KESS(AM), KHCK(FM),
KDXX(AM), KDXX-FM,
KDXT(FM)

Houston (9)
KLAT(AM), KOVE-FM,
KLTN(FM), KLTO(FM),
KRTX(AM), KOVA(FM),
KRTX(FM)

Miami (11)
WAMR-FM, WRTO(FM),
WAQI(AM), WQBA(AM)

San Diego (15)
KLQV(FM), KEBN(FM)

San Antonio (33)
KXTN-FM, KCOR(AM),
KROM(FM)

Las Vegas (43)
KLSQ(AM)

McAllen/Brownsville, Tex. (62)
KGBT(AM), KGBT-FM,
KIWW(FM)

El Paso (69)
KBNA(AM), KBNA-FM,
KAMA(AM)

Other media holdings: Clear Channel Communications Inc. owns 29% of Heftel

Emmis Communications Corp. (8)

Indianapolis

Chairman Jeffrey H. Smulyan
Emmis Radio
President Doyle L. Rose



Revenue:
\$171,538,000
No. of stations: 16

New York (1)
WRKS-FM, WQHT-FM,
WQCD(FM)

Los Angeles (2)
KPWR-FM

Chicago (3)
WKQX-FM

St. Louis (18)
KSHE-FM, WXTM(FM),
WKXX-FM

Indianapolis (37)
WENS-FM, WNAP-FM,
WIBC(AM), WTLC-FM,
WTLC(AM)

Terre Haute, Ind. (186)
WTHI(AM)(1), WTHI-FM(1),
WWVR-FM(1)

Other media holdings: 4 TVs; buying 2 TVs; 4 regional magazines; Slager Radio, Hungary; broadcast sales consultant Revenue Development Systems

Cumulus Media Inc. (NA)

Milwaukee
Executive Chairman
Richard W. Weening
Executive Vice
Chairman Lewis W. Dickey Jr.



Revenue:
\$167,209,000
No. of stations: 207

Toledo, Ohio (76)
WKKO-FM, WLQR(AM),
WRQN-FM, WTOD(AM),
WWWFM-FM, WKKR-FM,
WIMX(FM), WTWR(FM)

**Greenville/New
Bern/Jacksonville,
N.C. (80)**
WQSL(FM), WXQR(FM)

Chattanooga (101)
WUSY-FM, WLMX(AM),
WLMX-FM, WXKT-FM,
WKXJ-FM(1)

Augusta, Ga. (108)
WEKL-FM, WRXR-FM,
WUUS-FM, WGUS(AM),
WBBQ-FM, WBBQ(AM),
WZNY-FM(1)

**Beaumont/Port
Arthur, Tex. (127)**
KAYD-FM, KAYD(AM),
KQXY-FM, KQHN(AM),
KTCX-FM

**Appleton/Oshkosh,
Wis. (137)**
WNAM(AM), WOSH(AM),
WUSW-FM, WVBO-FM

Montgomery, Ala. (142)
WXFX-FM(1), WJCC-
FM(1), WHHY(AM)(1),
WMSP(AM), WNZZ(AM),
WMXS-FM, WLWI-FM

Ann Arbor, Mich. (145)
WIOB-FM, WQKL-FM,
WTKA(AM), WDEO(AM)

**Salisbury/Ocean
City, Md. (152)**
WLWV-FM, WLBW-FM,
WQHQ-FM, WTGM(AM),
WOSC-FM, WWFG-FM,
WSBY-FM, WJDY(AM),
WRXS(FM)

Savannah, Ga. (153)
WJCL-FM, WIXV-FM,
WSGF-FM, WBMQ(AM),
WZAT-FM(1),
WEAS(AM)(1), WEAS-
FM(1)

Tallahassee (165)
WHBX-FM, WBZE-FM,
WHBT(AM), WWLD-FM,
WGLF-FM(1)

Columbus, Ga. (166)
WVRK-FM, WGSY-FM,
WMLF(AM), WPNX(AM),

WAGH-FM
Kalamazoo, Mich. (172)
WKFR-FM, WRKR-FM,
WRKR(AM), WKMI(AM)

**Odessa/Midland,
Tex. (174)**
KBAT-FM, KODM-FM,
KNFM-FM, KGEE-FM,
KMND(AM)

Myrtle Beach, S.C. (175)
WSYN-FM, WDAI-FM,
WJXY-FM, WJXY(AM),
WSEA-FM, WXJY-FM(1)

Tupelo, Miss. (176)
WESE-FM(1),
WTUP(AM)(1), WWZD-
FM(1), WNRX(AM)(1)

Wilmington, N.C. (178)
WWQQ-FM, WAAV-FM,
WAAV(AM)

Topeka, Kan. (180)
KDVV-FM, KMAJ-FM,
KMAJ(AM), KTOP(AM)

Green Bay, Wis. (182)
WEZR-FM(1), WJLW-
FM(1), WOGB-FM(1)

Amarillo, Tex. (188)
KZRK-FM, KZRK(AM),
KARX-FM, KPUR-FM,
KPUR(AM), KQIZ-FM

Florence, S.C. (198)
WYNN-FM, WYNN(AM),
WHLZ-FM(1), WCMG-
FM(1), WHSC(AM),
WHSC-FM, WBZF-FM(1),
WMXT-FM(1), WWFN-
FM(1)

Lake Charles, La. (203)
KKGB-FM, KBIU-FM,
KYKZ-FM, KXZZ(AM)

**Laurel/Hattiesburg,
Miss. (205)**
WHER-FM(1),
WFOR(AM)(1), WEEZ-
FM(1)

Fargo, N.D. (208)
KPFX(FM), KQJD(FM),
KQWB(FM)

**Marion/Carbondale,
Ill. (209)**
WDDD(AM), WDDD-FM,
WFRX(AM), WTAO-FM,
WVZA-FM, WQUL-FM

Dubuque, Iowa (217)
KIKR-FM, KLYV-FM(1),

KXGE-FM(1), WJOD-
FM(1), WDBQ(AM)(1)

Abilene, Tex. (224)
KCDD-FM, KBCY-FM,
KHXS-FM, KFQX-FM

Wichita Falls, Tex. (236)
KLUR-FM, KQXC-FM,
KYYI-FM, KOLI-FM

**Augusta/Waterville,
Me. (245)**
WABK-FM(1), WKCG-
FM(1), WIGY-FM(1),
WCME-FM(1),
WFAU(AM)(1), WTOS-
FM(1)

Albany, Ga. (246)
WALG(AM)(1), WEGC-
FM(1), WGPC(AM)(1),
WGPC-FM(1), WJAD-
FM(1), WKAK-FM(1)

**Grand Junction,
Colo. (248)**

KBKL-FM, KEKB-FM,
KMXV-FM, KKNM-FM(1),
KEXO(AM), KQIL(AM)(1)

Bismarck, N.D. (259)
KACL-FM, KBYZ-FM,
KKCT-FM, KLXX(AM)

Bangor, Me. (263)

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- | | |
|---------------------------------------|------|
| ■ All commercial radio & TV stations? | Yes. |
| ■ Ownership information? | Yes. |
| ■ Revenue information? | Yes. |
| ■ Comparable sales & market reports? | Yes. |
| ■ Contacts information? | Yes. |
| ■ Demographics information? | Yes. |
| ■ Daily updates? | Yes. |

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WQCB-FM, WBZN-FM

Washington, Ga. (NR)

WLOV-FM, WLOV(AM)

Charles City, Iowa (NR)

KCHA(AM), KCHA-FM

Clear Lake, Iowa (NR)

KLKK(FM)

Mason City, Iowa (NR)

KGLO(AM), KIAI-FM, KLKK-FM, KWMM-FM

New Hampton, Iowa (NR)

KCZE-FM

Albert Lea, Minn. (NR)

KQPR(FM)

Austin, Minn. (NR)

KNFX(AM)

Faribault, Minn. (NR)

KDHL(AM), KQCL-FM, KQPR(AM), KRFO(AM), KRFO-FM, KRUE-FM

Mankato, Minn. (NR)

KYSM(AM), KYSM-FM

New Ulm, Minn. (NR)

KNUJ(AM), KNUJ-FM, KXLP-FM, KRFO(AM), KRFO-FM

Rochester, Minn. (NR)

KMFX(AM), KMFX-FM, KRCH-FM, KWEB-AM

Springfield, Minn. (NR)

KNSG-FM

Waseca, Minn. (NR)

KOWO(AM), KRUE(FM)

Columbus/Starkville, Miss. (NR)

WMXU-FM(1), WSMS-FM(1), WKOR(AM)(1), WKOR-FM, WSSO(AM)(1), WMBC-FM(1), WJWF(AM)

Keene, N.H. (NR)

WKNE(AM), WKNE-FM

Manning, S.C. (NR)

WMYB(AM)

Other media holdings: None

Susquehanna Radio Corp. (14)

York, Pa.
President David E. Kennedy

Revenue:

\$152,475,000

No. of stations: 22



San Francisco (4)

KNBR(AM), KTCT(AM), KFOG-FM, KSAN-FM

Dallas/Fort Worth (6)

KPLX-FM, KKZN(FM), KTCK(AM), KLIF(AM), KXIL(FM)

Houston (9)

KRBE-FM

Atlanta (12)

WNNX-FM

Cincinnati (25)

WRRM(FM), WVAE(FM)

San Jose (28)

KFFG(FM)

Indianapolis (37)

WFMS-FM, WGRL-FM, WGLD(FM)

York, Pa. (102)

WSBA(AM), WARM-FM

Anniston, Ala. (NR)

WHMA(AM), WHMA(FM)

Albermarle, N.C. (NR)

WABZ-FM

Other media holdings: Susquehanna

Cable Co.; Internet access company
BlazeNet; 50% interest in a competitive local-exchange carrier

Sinclair Broadcast Group Inc. (17)

Baltimore
President David D. Smith
CEO Designate
Kerby Confer



Top 25 Radio Groups

Revenue:

\$141,603,000

No. of stations: 53

St. Louis (18)

KPNT(FM), KXOK-FM, WVRV(FM), WRTH(AM), WIL-FM, KIHT(FM)

Kansas City (26)

KCFX(FM), KQRC-FM, KCIY(FM), KXTR(FM)

Milwaukee (30)

WEMP(AM), WMYX(FM), WAMG(FM)

Norfolk, Va. (34)

WVKL(FM), WPTE(FM), WWDE-FM, WNVZ(FM)

New Orleans (39)

WLMG-FM, WWL(AM), WSMB(AM), WEZB(FM), WLTS-FM, WTKL(FM)

Greensboro/Winston-Salem/High Point, N.C. (40)

WMQX-FM, WEAL(AM), WJMH(FM), WQMG(AM)

Buffalo/Niagara Falls, N.Y. (41)

WMJQ-FM, WKSE-FM, WBEN(AM), WWKB(AM), WGR(AM), WWWS(AM)

Memphis (45)

WRVR-FM, WJCE(AM), WOGY(AM)

Greenville/Spartanburg, S.C. (58)

WFBC-FM, WORD(AM), WYRD(AM), WSPA(AM), WSPA-FM, WOLI(FM), WOLT(FM)

Wilkes-Barre/Scranton, Pa. (63)

WGGI(FM), WILT(AM)*, WKRZ-FM, WGGY-FM, WILK(AM), WGBI(AM), WWSH(FM), WILP(AM), WWFH(FM), WKRF(FM), WILK(AM)

Other media holdings: Owns, pro-

grams or is buying 64 TVs

Citadel Communications Corp. (12)

Bigfork, Mont.
President Lawrence R. Wilson



Revenue:

\$140,941,000

No. of stations: 102

Providence, R.I. (31)

WPRO(AM), WPRO-FM, WWLI(FM), WSKO(AM), WXEX(FM), WHKK(FM)

Salt Lake City/Ogden/Provo, Utah (35)

KUBL-FM, KCNR(AM), KBEE(FM), KFNZ(AM), KBER-FM, KENZ(FM)

Wilkes-Barre/Scranton, Pa. (63)

WMGS(FM), WARM(AM), WKQV(AM)*, WZMT(FM), WKQV(FM)*, WAZL(AM), WBHT(FM)*, WCTD(FM), WCTP(FM), WCDL(AM), WEMR(AM)

Allentown/Bethlehem, Pa. (66)

WCTO(FM), WLEV(FM)

Albuquerque (70)

KKOB-FM, KKO(AM), KNML(AM), KMG(AM), KRST(FM), KTBL-FM, KHFM(FM), KHTL(AM)

Harrisburg/Lebanon, Pa. (73)

WRKZ(FM)

Baton Rouge (81)

KQXL-FM, WEMX(FM), WIBR(AM), WKJN-FM, WXOK(AM)

Little Rock, Ark. (82)

KARN(AM), KARN-FM, KRNN(AM), KRNN(FM), KIPR(AM), KOKY(FM), KLAL(FM), KURB(FM), KVLO(FM), KLIH(AM)

Spokane, Wash. (86)

KDRK-FM, KGA(AM), KAEP-FM, KJRB(AM)

Colorado Springs (93)

KKFM-FM, KKM(AM), KKL(FM)

Lafayette, La. (97)

KFXZ(FM), KNEK(AM), KNEK-FM, KRRQ(FM)

York, Pa. (102)

WQXA(AM), WQXA-FM

Modesto, Calif. (120)

KATM-FM, KBUL(AM), KHOP(FM), KHK(AM), KDJK(FM), KANM(AM)

Boise, Idaho (125)

KBOI(AM), KQFC(FM), KKGL(FM), KIZN(FM), KZMG(FM)

Reno (129)

KBUL-FM, KKO(AM), KNEV-FM, KNHK(FM)

Eugene/Springfield, Ore. (143)

KUGN(AM), KKTT-FM, KEHK-FM

Johnstown, Pa. (168)

WGLU-FM, WQKK-FM

Tri-Cities, Wash. (202)

KFLD(AM), KORD-FM, KXRX-FM, KEYW-FM, KTHK-FM

Medford/Ashland, Ore. (204)

KBOY-FM, KAKT-FM, KCMX(AM), KCMX-FM, KTMT(AM), KTMT-FM

State College, Pa. (235)

WQWK-FM, WRSC(AM), WBLF(AM), WIKN-FM

Billings, Mont. (242)

KBUL(AM), KCTR-FM, KKBR-FM, KMHK-FM, KBBB-FM

Other media holdings: None

Bonneville International Corp. (11)

Salt Lake City
President Bruce T. Reese

Executive VP/COO
Robert A. Johnson

Revenue:

\$120,912,000

No. of stations: 15



Los Angeles (2)
KZLA-FM

Chicago (3)
WLUP-FM, WNND-FM,
WTMX-FM

San Francisco (4)
KOIT(AM), KDFC-FM,
KOIT-FM, KZQZ-FM

Washington (8)
WTOP(AM), WXTR(AM),
WGMS-FM, WTOP-FM,
WWZZ-FM

Salt Lake City (35)
KSL(AM)

Frederick, Md. (200)
WWVZ-FM

**Other media hold-
ings:** 2 TVs; ad
agency Bonneville
Communications;
Bonneville LDS
Radio Network;
Bonneville Satellite
Co.; video distribution
service Bonneville
Worldwide
Entertainment; Videc
West Productions;
Washington news
bureau

Greater Media Inc. (13)

E. Brunswick, N.J.
**Chairman Peter A.
Bordes**
Greater Media Radio
President **Thomas J.
Milewski**



Revenue:
\$116,420,000
No. of stations: 16
Philadelphia (5)

WPEN(AM), WMGK-FM,
WMMR-FM, WXXM-FM,
WPLY(FM)

Detroit (7)
WXDG-FM, WRIF-FM,
WCSX-FM

Boston (10)
WMJX-FM, WKLB-FM,
WROR-FM, WBOS-FM,
WSJZ-FM

**New Brunswick, N.J.
(NR)**
WCTC(AM), WMGQ-FM
Other media hold-

ings: Cable systems
in Pennsylvania and
Massachusetts;
newspapers in New
Jersey

Jefferson- Pilot Commu- nications Co. (20)

Greensboro, N.C.
President **Theresa M.
Stone**



Radio President
Clarke Browne
Revenue:
\$101,664,000
No. of stations: 17

Miami (11)
WLYF-FM, WAXY(AM),
WMXJ-FM

Atlanta (12)
WSTR-FM, WQXI(AM)

San Diego (15)
KSON(AM), KSON-FM,
KIFM-FM, KBZT-FM

Denver (22)
KYGO(AM), KYGO-FM,
KKFN(AM), KCKK(FM)

Charlotte, N.C. (36)
WBT(AM), WBT-FM,
WLNK-FM

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For all our current and future students, and the dreams you placed within their reach, we want to say thank you Jim - we appreciate your vision, your wisdom and your generosity.

Other media holdings: 3 TVS

Beasley Broadcast Group (18)

Naples, Fla.
Chairman **George G. Beasley**



Revenue:
\$85,715,000
No. of stations: 30
Philadelphia (5)
WXTU-FM, WWDB(AM)-
WWDB-FM, WTMR(AM)
Miami (11)
WPOW-FM, WQAM(AM),
WKIS-FM

Ft. Myers/Naples, Fla. (75)
WRXK-FM, WWCN(AM),
WXXB-FM, WJBX-FM,
WJST-FM

Greenville/New Bern/Jacksonville, N.C. (80)
WIKS-FM, WMGV-FM,
WSFL-FM, WXNR-FM,
WNCT(AM), WNCT-FM

Little Rock, Ark. (82)
KAAY(AM)

Augusta, Ga. (108)
WGOR-FM, WGAC(AM),
WCHZ-FM, WAJY(FM)

Fayetteville, N.C. (124)
WKML-FM, WFLB-FM,
WAZZ(AM), WZFX-FM,
WUKS-FM, WYRU(AM),
WEWO(AM)

Aiken, S.C. (NR)
WAJY-FM

Other media holdings: None

Spanish Broadcasting System (10)

Coral Gables, Fla.

President Raul Alarcon Jr.



Revenue:
\$82,785,000
No. of stations: 11
New York (1)
WSKQ-FM, WPAT-FM
Los Angeles (2)
KLAX-FM
Chicago (3)
WLEY-FM

Miami/Ft. Lauderdale (11)
WCMQ(AM)*, WCMQ-FM,
WRMA-FM, WXDJ-FM

San Antonio, Tex. (33)
KLEY-FM

Key Largo, Fla. (NR)
WZMQ-FM

Key West, Fla. (NR)
WVMQ-FM

Puerto Rico (NR)
WDOY-FM(1)

Other media holdings: None

Saga Communications Inc. (21)

Grosse Pointe Farms, Mich.
President **Edward K. Christian**



Revenue:
\$77,132,000
No. of stations: 41
Milwaukee (30)
WLZR-FM, WKLH(FM),
WFMR(FM), WPNT(FM),
WJYI(AM)

Top 25 Radio Groups

Columbus, Ohio (32)
WSNY(FM), WVKO(AM)

Norfolk, Va. (34)
WNOR-FM, WAFX(FM),
WNOR(AM)

Springfield, Mass. (77)
WAQY-FM, WAQY(AM)

Des Moines, Iowa (87)
KSTZ(FM), KIOA-FM,
KAZR(FM), KRNT(AM),
KLTJ-FM, KXTK(AM)

Portland, Me. (162)
WPOR-FM, WMGX(FM),
WGAN(AM), WYNZ(FM),
WZAN(AM), WPOR(AM)

Springfield, Ill. (190)
WYXY(FM), WVAX(AM),
WDBR(FM), WTAX(AM),
WQOL(FM), WYMG(FM)

Manchester, N.H. (194)
WOLL(FM), WZID(FM),
WFEA(AM)

Champaign, Ill. (206)
WIXY(FM), WLRW(FM)
Sioux City, Iowa (243)
WNAX(FM)

Yankton, S.D. (NR)
KCCH(FM)

Bellingham, Wash. (NR)
KISM(FM), KGMI(AM),
KAFE(FM), KPUG(AM)

Other media holdings: 1TV; buying 1 TV; two state radio networks; 50% of six radio stations in Iceland

Journal Broadcast (NA)

Milwaukee
President **Douglas G. Kiel**

Executive VP-Radio Carl Gardner



Revenue:
\$67,378,000
No. of stations: 36
Milwaukee (30)
WKTI-FM, WTMJ(AM)
Tulsa, Okla. (60)
KCKI(FM), KVOO(AM),
KVOO-FM

Tucson, Ariz. (61)
KMXZ-FM, KZPT-FM,
KIXD-FM, KFFN(AM)

Knoxville, Tenn. (68)
WMYU-FM, WWST-FM,
WQIX-FM, WQBB(AM)

Omaha (72)
KEZO-FM, KKCD-FM,
KSRZ-FM, KESY-FM,
KOSR(AM), KBBX(AM),
WOW(AM), WOW-FM

Wichita, Kan. (88)
KFDI(AM), KFDI-FM,
KICT(FM), KLLS(FM),
KYQQ(FM)

Boise, Idaho (125)
KJOT-FM, KCID-FM,
KCID(AM), KQXR-FM,
KGEM(AM), KSRV-FM,
KSRV(AM)

Springfield, Mo. (144)
KLTO(FM), KTTS(AM),
KTTS-FM

Other media holdings: 3 TVS; parent Journal Communications Inc. owns 1 newspaper and shoppers and weekly newspapers across the country.

Tribune Co. (22)

Chicago
Chairman/President **John Madigan**
VP radio, Tribune Broadcasting Co.,
Wayne Vriesman
Revenue:
\$57,071,000
No. of stations: 4



Chicago (3)
WGN(AM)

Denver (22)
KOSI(FM), KKKH(FM),
KEZW(AM)

Other media holdings: 18 TVS; syndicator Tribune Entertainment; Tribune Media Services; CLTV News; Chicago Cubs; 4 newspapers; Tribune Education; 50% of Central Florida News 13; 33% of Quest LLC; 28% of Food Network; 25% of WB network; 1% of America Online, 20% of Digital City (with AOL); numerous interactive ventures

Radio One (NA)

Baltimore
Owner/Chairwoman **Catherine L. Hughes**
President **Alfred Liggins**



Revenue:
\$54,901,000
No. of stations: 13
Philadelphia (5)
WPHI-FM

Detroit (7)
WDTJ-FM, WCHB(AM)

Washington (8)
WOL(AM), WMMJ-FM,
WKYS-FM, WYCB(AM)

Atlanta (12)
WHTA-FM, WAMJ-FM
Baltimore (19)

WWIN(AM), WWIN-FM,
WERQ-FM, WOLB(AM)
Kingley, Mich. (NR)
WJZZ(AM) (not on air)
**Other media hold-
ings:** None

Dick Broad- casting Co. (NA)

Knoxville, Tenn.
President **Allen Dick**



Revenue:
\$45,136,000
No. of stations: 14
**Greensboro/Winsto-
n-Salem/High Point,
N.C. (40)**
WKRR(FM), WKZL(FM)
**Birmingham, Ala.
(55)**
WAPI(AM), WENN(FM),
WJOX(AM), WRAX(FM),
WYSF(FM), WZRR(FM)
Knoxville, Tenn. (68)
WIVK(FM), WNOX(AM),
WXVO(FM), WGFX(FM),
WKDF(FM)
**Other media hold-
ings:** None

Sandusky Newspapers (NA)

San Francisco
Chairman **David Rau**
Sandusky Radio
President **Norman
Rau**



Revenue:
\$42,315,000
No. of stations: 10
Seattle/Tacoma (13)
KEZX(AM), KIXI(AM),
KLSY-FM, KRWM-FM,
KWJX-FM
Phoenix (17)
KDKB-FM, KSLX(AM),
KSLX-FM, KDUS(AM),
KUPD-FM
**Other media hold-
ings:** 5 daily newspa-
pers

Buckley Broadcasting (NA)

Hartford, Conn.
President **Richard D.
Buckley, Jr.**
Revenue:
\$42,109,000
No. of stations: 17
New York (1)
WOR(AM)
Hartford, Conn. (42)
WSNG(AM), WDRC-FM,

Top 25 Radio Groups

WDRC(AM)
Syracuse, N.Y. (71)
WSEN-FM, WFBL(AM)
**Monterey/Salinas/
Santa Cruz, Calif.
(78)**
KWAV-FM, KIDD(AM)
**Bakersfield, Calif.
(84)**
KNZR(AM), KKBB-FM,
KLLY-FM
**Visalia/Tulare/
Hanford, Calif. (105)**
KIOO-FM, KSEQ-FM
Merced, Calif. (193)
KUBB-FM, KHTN-FM

Meriden, Conn. (NR)
WMMW(AM)
**Waterbury, Conn.
(NR)**
WWCO(AM)
**Other media hold-
ings:** WOR Radio
Network

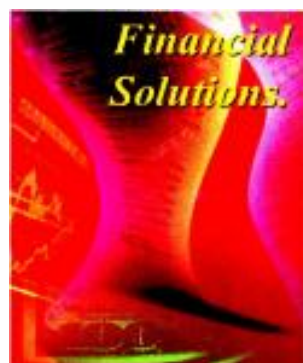
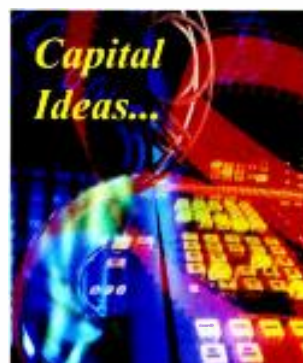
Fisher Broad- casting Inc. (NA)

(includes Sunbrook
Communications
Corp.) Seattle
President **Patrick M.
Scott**



Revenue:
\$38,159,000
No. of stations: 24

Seattle/Tacoma (13)
KOMO(AM), KVI(AM),
KPLZ-FM
Portland, Ore. (24)
KOTK(AM), KWJJ-FM
Billings, Mont. (242)
KRKX-FM, KBLG(AM),
KYVA-FM
**Great Falls, Mont.
(264)**
KAAK-FM, KXGF(AM),
KQDI(AM), KQDI-FM
Butte, Mont. (NR)
KAAR-FM, KMBR-FM,
KXTL(AM)
Hamilton, Mont. (NR)
KBEB(FM)(CP - not on
air yet)
Missoula, Mont. (NR)
KGGL-FM, KGRZ(AM),
KZOQ-FM, KYLT(AM)
**Wenatchee, Wash.
(NR)**
KYSN-FM, KXAA-FM,
KWWX(AM), KWWW-FM,
KZPH-FM
**Other media hold-
ings:** 2 TVs; Fisher
Communications Inc.



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CHARTER FINANCIAL

Bochco mending fences with CBS

Producer also says he would like to do more half-hours

By Michael Stroud

After publicly questioning whether he'd work for CBS after it canceled *Brooklyn South* at the end of last season, producer Steven Bochco seems ready to let bygones be bygones.

He noted in an interview last week that he has pitched some half-hour shows to the network over the past year, although they were turned down. Asked whether he'd work with CBS again, he says: "Under the right circumstances, I would work for anybody, happily. Who the hell am I?"

What the heck is happening to *NYPD Blue* character Bobby Simone also has been on Bochco's plate of late.



Bochco: 'Under the right circumstances I would work for anybody, happily.'

Millions of loyal *NYPD Blue* viewers are waiting to hear what happens to Detective Simone in the show's first four episodes this fall. Some are willing to pay for it.

"The *National Enquirer* called our wardrobe designer and offered a lot of money to give the story line," says Bochco. "I think it is a terrible symptom of a very destructive impulse to spoil." A *National Enquirer* spokesperson couldn't be reached.

Bochco, who says there have been other offers of money from "gossip rags" for details about the show's first fall episodes, says the Simone character is stabbed, but he won't say what happens next in the four-episode story arc that leads to actor

Jimmy Smits' departure from the series.

The money offers are one reflection of the most tumultuous changes in the hit drama's five seasons. Five weeks after *NYPD Blue*'s debut on Oct. 20, Smits and his character will be replaced by former *Silver Spoons* actor Rick Schroder, whose character is expected to clash with the crusty older detective played by Emmy winner Dennis Franz.

Not coincidentally, the transition will take place about three weeks into the November sweeps and after the World Series and election day have played themselves out—when ABC can get the maximum ratings mileage out of the changes. For all the plot's turmoil, Smits' real-life departure from the series has been much less traumatic than actor David Caruso's famously acrimonious exit after the show's first season.

"There was so much ill will there," Bochco says. "We were so under the gun, we had to literally throw out five scripts and start over. Jimmy came in literally at the last minute. He took [the part] on faith as a function of friendship. Four years later, having fulfilled the terms of his obligation, he very respectfully and lovingly made a decision to move on. We had time to really figure out what we wanted to do."

Bochco also has had time to reflect on his own next moves. For the first time in more than 10 years, he doesn't have a new series on tap. And now that the *NYPD Blue* transition seems smoothly under way, he's ready to consider doing some different kinds of shows.

"I've always wanted to do half-hours," said Bochco, whose last hit half-hour show was *Doogie Howser, M.D.* "As a company, we'd like to do more."

A Rose for '60 Minutes II'

Charlie Rose, host of the popular interview show on PBS, confirmed last week that he will be a contributing correspondent for *60 Minutes II*. He'll also keep his interview show on PBS, Rose said. A CBS executive confirmed last week a deal is near but not signed yet. Others expected to do on-air reporting for the show include CBS News veterans Dan Rather, Vickey Mabrey—currently based in London—and Bob Simon, currently based in Tel Aviv. But no deals have been finalized with any of them yet, sources say. The network is also talking with ABC's Chris Wallace about joining the show. One hitch there: He's got another year to run on his contract. As of last week, the network was showing no signs of letting him out of it early, an executive at ABC said.

—Steve McClellan



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WNBC

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SAT 3P

SUN 3P

SAT 1:30A

SUN 3P

4.6/9

2.1/5

2.0/4

1.7/6

1.4/3



Turnabout

The situation was familiar, with police and the media battling in court over a videotape that shows a possible crime in progress. But this time it was the police with the tape and the media that wanted it—perhaps a VHS look at things to come as police increase their use of videotape.

WTAE-TV Pittsburgh went to court to force Carnegie police to release a videotape of a traffic arrest believed to offer evidence of police brutality. Allegheny County District Attorney Stephen Zappala had argued against releasing the “violent” and “distasteful” video of the arrest after a high-speed chase of motorist Evan Gross last Dec. 26. In various proceedings, law enforcement attorneys argued that the tape was not evidence of certain charges, was evidence of others, was investigative in nature and therefore not a public record and was prejudicial to a jury pool for Gross’s eventual trial.

The court disagreed. Judge Robert Dauer of Allegheny County Common Pleas Court “accepted our argument,” says WTAE-TV attorney David Porter, “that this was an incident report and therefore a public record. ... The judge ordered it to be made publicly available for review and copying.” Joining WTAE-TV were the *Pittsburgh Post-Gazette* and *Tribune Review*.

What the tape showed, according to local reports, was an unresisting suspect being beaten by several



WTAE went to court to obtain this police video of an arrest.

officers, and repeated showings of the video on local TV have raised questions locally over why police were not charged with excessive use of force.

Only last week, a Pittsburgh newspaper reported on citizens ready to bring complaints against police who had been dissuaded by videotapes of their own misconduct, leading a local police chief to estimate the cameras’ worth at “their weight in gold.” Such use of videotape by police is believed to be on the rise. The Department of Justice is expected to produce soon a report on the use of video monitoring equipment by local police. Reporters, have your writs ready.

Public affairs in forefront in Philly

The National Broadcast Association for Community Affairs (NBACA) meets in Philadelphia this week (Oct. 14-17). Convention committee chair Gay Ball, public affairs director for WPSG(TV) Philadelphia and coordinator of public affairs for the Paramount Stations Group, says

that one of the top topics at the gathering will be the \$195 million the Office of Drug Control began spending in the third quarter on anti-substance abuse spots. The spots are essentially the same as ones already being run for free as PSAs, she says, and “when you start paying, it changes the rules of the game.” For instance, she says, if the office makes a buy on a competitor’s stations and not yours, do you still run essentially the same PSA for free? “If there are organizations willing to pay, where do you draw the line when they ask you to run them for free?” she asks.

Coast to coast

Ed Kosowski, who had been assistant news director at NBC O&O WRC-TV Washington, took over last week as news



Jim Watkins (l) is moving from WNBC to WPIX to replace Jack Cafferty (r).



director at ABC’s San Francisco O&O, KGO-TV. Kosowski, who will be in charge of the station’s 21 hours of weekly news programming, replaces Milt Weiss, who moved to ABC O&O WEWS(TV) Cleveland.

“Becoming a news director,” the 36-year old Kosowski says, “has always been my goal. We have a very proud tradition here of journalism and community service, and I want to build on that.” A Chicago native and Northwestern grad, Kosowski worked 10 years in that city, starting as an intern for WLS-TV

and later producing news there and at WBBM-TV. He was also an executive producer at WTVJ(TV) Miami.

Anchors away

Longtime New York TV news anchor Jack Cafferty is being replaced as nightly news anchor at WPIX(TV). Station management had no comment on Cafferty’s departure other than to say that Cafferty will be pursuing other opportunities and that his contract there was ending. Cafferty was unavailable for comment. Replacing Cafferty will be Jim Watkins, currently weekend anchor at WNBC(TV). WPIX News Director Karen Scott said that Watkins will join co-anchor Kaity Tong on the Oct. 26 10 p.m. broadcast. Watkins was nearing the end of his contract with NBC, and Scott said the station granted him an early release to move to WPIX.

Cafferty has been part of New York City’s news scene since 1977, when he was a reporter and anchor at WNBC. He left that station in 1989 for WNYW(TV) and joined WPIX three years later. He had been anchor at WPIX since 1992.

Bradley coverage

Most local television in Los Angeles was preempted Monday for the funeral of longtime Los Angeles Mayor Tom Bradley. Going live for all or part of the church service, funeral and graveside service were KCBS-TV, KNBC(TV), KABC-TV, KTLA(TV), KTTV(TV), KCOP(TV), and KCAL(TV).

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Twentieth looks into 'Divorce'

Adds a reality series and first action hour to development

By Joe Schlosser

Twentieth Television continued its push into first-run syndicated television last week, unveiling two more shows in development for fall 1999.

Twentieth has added a remake of *Divorce Court* and the studio's first action hour, *The Judger*. Fox's syndication unit already has announced that it is developing a remake of *Queen For a Day*, and sources say that Twentieth has a number of other potential syndicated series up its sleeve. Last week, Twentieth executives acknowledged they have had discussions with popular South Florida radio personality Randi Rhodes but said that no show is imminent. Rhodes currently hosts a daily radio talker on WJNO(AM) West Palm Beach.

The Judger is not only Twentieth's first action hour but also the studio's first-ever collaboration with co-owned Fox Television Studios. The two stu-

dios are teaming with executive producer Jan De Bont for the action series, set on Mars 100 years in the future. De Bont has directed such box office hits as "Twister" and "Speed." Mindless Entertainment's John Auerbach and Mark Cronin are co-executive-producing the series with De Bont.

Rick Jacobson, Twentieth's president, says that the timing is right to get into the action-hour business. "We looked at the marketplace and saw that next fall there was a place for a new hour weekly series," he says. "If it were fall 1997 or fall 2000 or 2001, we probably wouldn't have gone forward with a new hour. But our off-network hours *NYPD Blue* and *X-Files* are already renewed, and *Buffy, the Vampire Slayer* and *Ally McBeal* don't start for at least another year or two."

Former *Northern Exposure* co-star John Corbett is set to play *The Judger*.

Corbett's character is a legendary gunslinger on Mars who now fights only to preserve justice on the planet. Twentieth will produce 22 episodes; sources say the studio will spend more than \$1 million an episode on the series.

Twentieth's *Divorce Court* will differ markedly from the last version of the series, which ran in syndication from 1984 to 1991 and used actors as litigants. Twentieth, which acquired the rights from New World, will use real-life divorced couples. Jacobson says the studio is looking for a current or former judge.

"Court shows seem to be hot right now, but that doesn't mean that any court show will work," Jacobson says. "This is a little different than the average court series, and we think it is something that could break through the clutter. It's not going to be make-believe, but reality-based, and I think that is what the audience wants these days. They want closure, and *Divorce Court* will offer that up."

'ER,' 'Friends' lead new syndicated shows

The first national Nielsen Media Research numbers are in for new syndicated shows, and the off-network runs of two Warner Bros. series have stolen the show. For the week ending Sept. 27, *ER* and *Friends* scored the best national ratings. The weekend runs of *ER* averaged a 4.2 rating, second only to *The X-Files* among weekend syndicated series, either first-run or off-net. Twentieth's *X-Files* averaged a 5.2 national rating. *Friends*, not including the hour episode that kicked off the series in syndication, averaged a 5.3 rating for the final full week of September. *Friends* trailed only off-net vet *Seinfeld* among all sitcoms in syndication. Columbia TriStar's *Seinfeld* averaged a 6.3 national rating. MGM's new action hour, *Stargate SG-1*, came out of the blocks strong, leading among new first-run series with a 3.2 rating. Columbia TriStar's Pamela Anderson-starring actioner, *VIP*, debuted with a 2.7 rating. Rysher Entertainment's *Highlander: The Raven* premiered with a 2.1, while its second-year action series, *Special Ops Forces*, scored a 1.8 to begin the year. *The New Adventures of Robin Hood* from Sachs scored a 1.1 rating, and Western International's *Acapulco H.E.A.T.* debuted with a 0.8 national rating. There were no national numbers available for Tribune's *Earth: Final Conflict*, Pearson's *Air America* and PolyGram's two new weekend shows, *The Crow: Stairway to Heaven* and *Motown Live*.

Among the strips, King World's access game series, *Hollywood Squares*, weighed in with a 3.9 rating, while the distributor's new talker, *The Roseanne Show*, scored a 1.9 rating. In the hotly competitive courtroom genre, Rysher's *Judge Mills Lane* started off with a 2.4 rating, while Worldvision's new courtroom show, *Judge Joe Brown*, scored a 2.2 rating for the week ending Sept. 27. Worldvision's returning court show, *Judge Judy*, averaged a 5.4 national number that week, while Warner Bros.' *The People's Court* generated a 2.3. Columbia TriStar's *Donny & Marie* scored a 1.5, while Pearson's *Match Game* got off with a 0.8 rating. The late-night duo of *Change of Heart* and *Love Connection* started with a 1.0 rating for each half-hour show. Off-network runs of *The Nanny* averaged a 2.4 rating, while *Sister, Sister* scored a 2.4 and *NewsRadio* pulled down a 2.1 national rating. —Joe Schlosser



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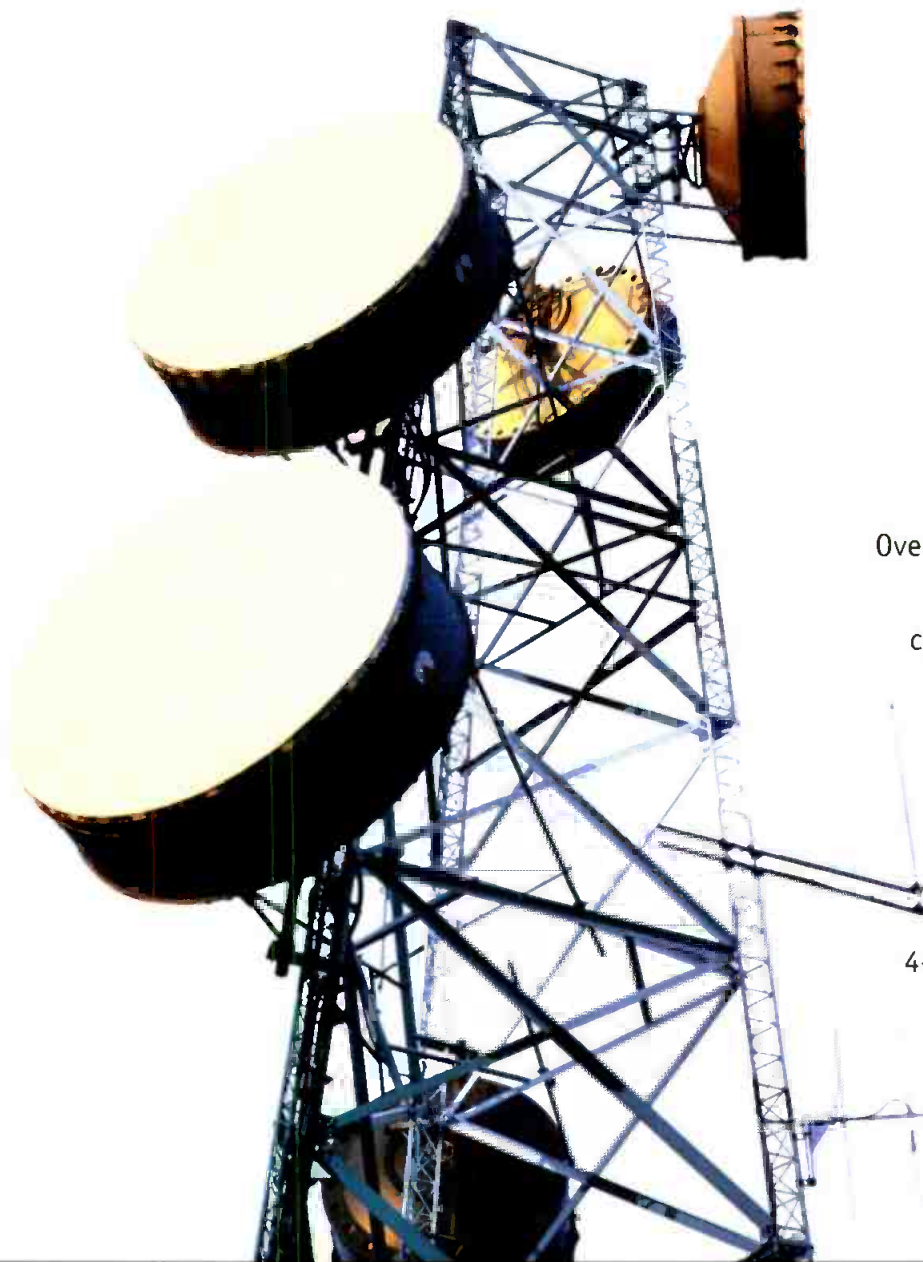
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Key Media & Telecommunications Finance

'Pfeiffer' controversy continues

UPN's *The Secret Diaries of Desmond Pfeiffer* continues to generate controversy, if not ratings. Leaders of a protest at UPN parent Paramount's studio gates were planning to meet late last week to discuss unspecified action against the show's sponsors, a spokesperson for protest co-organizer Brotherhood Crusade says. The group's plans come after a week of increased anti-Pfeiffer activity that culminated in civil rights leader Jesse Jackson's appearance at last week's protest. The week before, the Los Angeles City Council voted unanimously to condemn the show's alleged trivialization of slavery—sparking protests from the National Campaign for Freedom of Expression.



UPN's new farce debuted with a high profile and low ratings.

Despite the added publicity, *Pfeiffer* got off to a slow start, garnering a 1.6 household rating/2 share for its premiere episode Monday and a 0.8/2 among 18-49-year-olds, according to Nielsen Media Research. The household score was below that of UPN's other new show for the evening, *DiResta*, which scored a 1.8/3, although the two shows tied in 18-49s. That left UPN with a 1.73 rating for the night in households, compared with a 3.0 rating for the same Monday last year. "Obviously, it's very disappointing," a UPN spokesperson says. "We expected this [season] to be difficult, and we expected it to be a marathon as opposed to a sprint." Yet, the network has no plans to remove the show, "and no special interest group will ever dictate our business policy," the spokesperson adds.

—Michael Stroud

Web feat for Big Bird

New WebTV interactive element could be part of revamped 'Sesame Street'

By Steve McClellan

Lots of changes are coming to *Sesame Street*, which will kick off its 30th season on PBS Monday, Nov. 16. The changes include a new set, a new opening and some new characters. Also planned, but not yet final, is a new interactive program package that will be delivered by Microsoft-owned WebTV.

Sesame Street will be reformatted to include a show within a show called "Elmo's World." The new 15-minute segment will explore a single topic each day from the perspective of a three-year-old. Topics may range from music to dance to balls (of the beach or tennis variety). New characters for the segment include Elmo's pet goldfish, Dorothy, and Mr. Noodle, played by actor Bill Irwin.

The series, produced by Children's Television Workshop, has just been renewed on PBS for another four years and has secured its first-ever corporate sponsor, Discovery Zone.

That news didn't sit well with consumer advocate Ralph Nader, who attacked Children's Television Workshop for signing the \$1 million sponsorship deal. Nader accused the producers of "selling out," saying the show ought to change its name to *Huckster Alley*; he urged parents to protest. CTW's Gary Knell told AP that it was "disappointing that [Nader] would smear the name of the one program that is trying to bring quality to children's television at a time when government funding and foundation funding have been declining."

Last week Nader said, "It's sad that even *Sesame Street* is turning into a delivery vehicle for advertisers to pitch to our children."

The show has a new opening that jettisons the animation openings of recent seasons for a new live-action montage featuring Big Bird and lots of cute shots of toddlers—the program's core audience.

The producers also are reducing the size of the set—by half—to better reflect "the intimacy" of the original *Sesame Street* "neighborhood," says executive

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producer Michael Loman. This season the show will focus on "prosocial skills," he says.

The WebTV service offers a host of educational games for children and educational material for parents that can be accessed via WebTV for Windows. The service is compatible with WebTV Plus receivers but is not yet available for broadcast. WebTV and CTW are considering

The changes are "designed to take us into the next century and through the next 30 years."

—CTW President David Britt

a collaboration on upcoming episodes of *Sesame Street* that would be televised.

CTW President David Britt says that

the show's new look and format are "designed to take us through the next 30 years."

CTW founder Joan Ganz Cooney says that the program continues to change as the needs of children change. For example, when the show first started 30 years ago the core target was four-year olds. But children are now starting school earlier, and the core target is now three-year-olds. ■

News Corp. sells less to public

Will offer only 13.4% of Fox, according to SEC filing

By Steve McClellan

News Corp. will sell less of its Fox Entertainment Group assets to the public than originally anticipated, according to the company's amended public offering prospectus filed with the Securities & Exchange Commission last week.

Fox said it would offer 85 million shares, or 13.4%, to the public. The FEG assets include the film, TV and cable operations as well as the compa-

ny's sports franchise holdings.

Analysts initially expected the offering to raise some \$3.5 billion for 20% of the spun-off operations. With the depressed stock market and a smaller piece being sold, the offering may now raise only \$2.5 billion, analysts say. But they also say that there is nothing to prevent News Corp. from selling additional pieces of its Fox assets in the future.

Bishop Cheen, media analyst for First Union Capital Markets, says that News Corp. is selling a smaller piece

because of the drop in the company's stock price since the summer, when it traded as high as 33-5/16. Last Wednesday it closed at \$22.50, down about 33%. "They can sell less in the initial offering and keep their powder dry for another offering in a better market," Cheen says.

News Corp. is not under the pressure to do an IPO that CBS is, Cheen says, because, in the latter case, company president Mel Karmazin has "a very specific agenda, and that's to get that stock moving." For that reason, he says, News Corp. will probably wait for CBS

What are your stations worth?

Where are your revenues going?

What is your stock worth?

Where are multiples going?

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GET WITH THE PROGRAM

By Michael Stroud and Joe Schlosser

And that's the way he is

Walter Cronkite suffered a bout of stomach pains Tuesday (Oct. 6) but is fine, a spokesperson said last week. Because his doctor was making rounds at New York Hospital, Cronkite stopped by to get the pains checked out. Then he continued on a full day of shooting on a documentary and an interview with Dan Rather about the upcoming space shuttle flight of John Glenn. Meanwhile, Bill Cosby stood in for Cronkite on CBS's *This Morning* after Cronkite was unable to

make a scheduled appearance.

Miracle man

Pax TV has named former *Waltons* star Richard Thomas co-host of its new weekly one-hour series, *It's a Miracle*. The series, which airs Sundays on the start-up network, focuses on "heartwarming and uplifting" real-life stories of "miraculous occurrences." Nia Peeples (of *Fame* fame) also hosts.

Flockhart fine, says Fox

Rumors that 20th Century Fox Television shut down production on

Ally McBeal because the star suffered from anorexia are "completely false," a studio spokesperson says. "Production never shut down and she [Calista Flockhart] is completely fine." Last week, WCBS-TV New York reported that the willow-thin star was in a treatment center for the condition. The station later retracted the report.

Griffith out

Melanie Griffith has left CBS's midseason comedy *Me & Henry*, although co-star Jeffrey Tambor (*The Larry Sanders Show*) remains

attached, sources say. Griffith reportedly was to have been paid a six-figure sum to appear on the show, and earlier this year she appeared on a panel discussing the crossover of movie talent to television. Sources say the show is still under development at CBS.

Seymour's return

Dr. Quinn, *Medicine Woman* star Jane Seymour returned to CBS prime time television on Sunday in her first original production for the network since CBS's decision at the end of last season to cancel the show. Seymour appeared in CBS's made-for-TV movie *Marriage of Convenience*. Seymour had publicly chastised the network for its decision to cancel the show.

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to launch its offering (for a 20% stake in the radio and outdoor advertising assets under the Infinity Broadcasting banner) before moving ahead.

CBS wants very much to get its IPO done this year, Cheen says. And with the momentum that the CBS Television Network is showing, he says, coupled with the strong radio assets, it just may happen in spite of the market turmoil.

In its amended prospectus, News Corp. said that the Fox Entertainment Group generated \$7.02 billion in revenue for fiscal 1998 (ended June 30), with \$3.9 billion of that from filmed entertainment; \$3.1 billion from broadcasting (including both the Fox network and Fox Stations Inc.), and \$72 million from cable network programming. In fiscal 1997, the comparable figures were \$5.8 billion in total; \$3.1 billion for film; \$2.7 billion for broadcasting, and \$37 million for cable.

Total operating income in fiscal '98 from the TV and film assets was \$663 million, more than double the previous year's total of \$320 million. Operating income from broadcasting was \$555 million, up 54%, while operating losses at the cable division totaled \$141 million, compared with losses of \$148 million the previous year. Film operating income totaled \$266 million, up 135%. ■

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Broadcast network prime-time
ratings according to Nielsen

PEOPLE'S CHOICE

CBS's highest-rated show in Week 2—"Touched by an Angel"—only placed sixth, but the network still took three nights to win the week.

Week 2	abc	CBS	NBC	FOX	U/PIN	WB
	10.7/17	8.3/13	8.6/13	8.4/13	1.6/2	3.6/5
MONDAY	8:00 68. NFL Showcase 6.8/12	33. Cosby 9.0/14	44. Suddenly Susan 8.1/13	71. Melrose Place 6.1/9	111. In the House 1.5/2	85. 7th Heaven 4.5/7
	8:30 12. NFL Monday Night Football—Tampa Bay Buccaneers vs. Detroit Lions 11.1/18	32. King of Queens 9.1/14	69. Conrad Bloom 6.7/10	16. Ally McBeal 10.6/16	110. Malcolm & Eddie 1.6/2	
	9:00	21. Ev Lvs Raymd 9.9/15	58. Caroline in/City 7.3/11		108. In the House 1.7/3	98. Hyperion Bay 2.6/4
	9:30	66. Brian Benben 6.9/10	44. Will & Grace 8.1/12		108. Malcolm & Eddie 1.7/3	
	10:00 50. L.A. Doctors 7.6/12		15. Dateline NBC 10.7/18			
TUESDAY	8:00 8.4/14	9.6/16	9.5/16	7.7/13	1.9/3	4.7/8
	8:30 10. Home Imprvmt 11.7/19	21. JAG 9.9/16	37. Mad About You 8.6/14	53. MLB AL Division Playoffs Game 1—Texas Rangers vs. New York Yankees 7.5/13	106. Moesha 1.8/3	81. Buffy the Vampire Slayer 4.7/8
	9:00 24. The Hughleys 9.7/15		50. Encore! Encore! 7.6/12		105. Clueless 1.9/3	
	9:30 26. Spin City 9.5/15	29. CBS Tuesday Movie—Eye for an Eye 9.4/16	24. Just Shoot Me 9.7/15		103. Moesha 2.0/3	80. Felicity* 4.8/8
	10:00 53. Sports Night 7.5/12		34. Working 8.9/14		106. Clueless 1.8/3	
WEDNESDAY	8:00 9.8/16	8.6/14	8.6/15	7.3/12	2.5/4	2.9/5
	8:30 16. Dharma & Greg 10.6/18	44. The Nanny 8.1/14	37. MLB AL Division Playoffs Game 2—Texas Rangers vs. New York Yankees 8.6/15	63. Beverly Hills, 90210 7.1/12	102. The Sentinel 2.2/4	93. Dawson's Creek 2.9/5
	9:00 40. Two Guys, a Girl 8.3/14	30. Maggie Winters* 9.2/15		56. Party of Five 7.4/12	94. Star Trek: Voyager 2.8/4	94. Felicity 2.8/4
	9:30 11. Drew Carey 11.4/18	63. To Have and to Hold* 7.1/11				
	10:00 26. Secret Lvs/Men* 9.5/15	20. Chicago Hope 10.0/17				
THURSDAY	8:00 4.8/8	9.5/15	18.2/29	8.3/14		2.7/4
	8:30 79. Vengeance Unlimited 5.0/8	23. Promised Land 9.8/16	3. Friends 17.4/29	40. MLB NL Division Playoffs Game 2—Chicago Cubs vs. Atlanta Braves 8.3/14		99. The Wayans Bros 2.5/4
	9:00 81. ABC Thursday Night Movie—Futuresport 4.7/7	14. Diagnosis Murder 11.0/17	5. Jesse 14.7/23			96. Jamie Foxx 2.7/4
	9:30	49. 48 Hours 7.7/13	2. Frasier 17.7/27			88. Steve Harvey 3.0/5
	10:00		4. Veronica's Clst 15.7/24			96. For Your Love 2.7/4
FRIDAY	8:00 9.4/18	8.0/15	6.8/13	4.2/8		
	8:30 53. Two of a Kind 7.5/15	39. Kids/Darndest 8.4/17	58. MLB AL Division Playoffs Game 3—New York Yankees vs. Texas Rangers 7.3/13	88. Liv'g in Captivity 3.2/6		
	9:00 43. Boy Meets Wrlld 8.2/16	40. Candid Camera 8.3/16		90. Getting Personal 3.0/6		
	9:30 35. Sabrina/Witch 8.8/16	66. Buddy Faro 6.9/13		77. Millennium 5.2/9		
	10:00 47. Brothr's Keeper 7.9/14	36. Nash Bridges 8.7/17	83. 3rd Rock fr/Sun 4.6/9			
SATURDAY	8:00 5.3/10	8.4/15	7.1/13	5.0/9		
	8:30 86. America's Funniest Home Videos 4.3/8	58. Early Edition 7.3/14	58. MLB NL Division Playoffs Game 3—Atlanta Braves vs. Chicago Cubs 7.3/14	83. Cops 4.6/9		
	9:00 72. Fantasy Island 5.9/11	50. Martial Law 7.6/14		76. Cops 5.3/10		
	9:30 75. Cupid* 5.5/10	18. Walker, Texas Ranger 10.2/19	90. Working 3.0/6	78. AMW: America Fights Back 5.1/9		
	10:00					
SUNDAY	8:00 8.8/14	12.9/21	6.1/10	7.5/12		2.6/4
	7:00 47. Wonderful World of Disney—Sabrina Goes to Rome 7.9/13	8. 60 Minutes 12.4/22	74. Dateline NBC 5.6/10	56. NFL Sunday Post 7.4/14		103. 7th Heaven Beginnings 2.0/4
	7:30	6. Touched by an Angel 13.2/20				99. Sister, Sister 2.5/4
	8:00 10. 20/20 10.1/15	7. CBS Sunday Movie—About Sarah 12.9/20	70. NBC Sunday Night Movie—Rob Roy 6.2/10	58. MLB NL Division Playoffs—Houston Astros vs. San Diego Padres 7.3/12		88. The Smart Guy 3.2/5
	9:00 30. The Practice 9.2/15					87. Unhap Ever After 3.4/5
WEEK AVG	8.2/14	9.5/16	9.2/15	7.1/12	2.0/3	3.2/5
STD AVG	8.4/14	9.8/16	9.5/16	6.5/11	1.9/3	2.9/5

KEY: RANKING/SHOW TITLE/PROGRAM RATING/SHARE
 • TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED
 • TELEVISION UNIVERSE ESTIMATED AT 99.4 MILLION HOUSEHOLDS: ONE RATINGS POINT IS EQUAL TO 994,000 TV HOMES • YELLOW TINT IS WINNER OF TIME SLOT • (NR)=NOT RANKED: RATING/SHARE ESTIMATED FOR PERIOD SHOWN • *PREMIERE • SOURCES: NIELSEN MEDIA RESEARCH, CBS RESEARCH • GRAPHIC BY KENNETH RAY

New radio nets netting more listeners

RADAR summer survey shows overall listening up 40%

By John Merli, B&C correspondent

The proliferation of upstart radio networks in recent months may not be fragmenting current network programming audiences as much as simply bringing in new listeners. A previous RADAR 58 survey had tracked 15 networks, which pulled in about 24.6 million network listeners. The latest RADAR 58 numbers from summer 1998 tracked 19 networks with a reach of about 34.2 million network listeners—a jump of nearly 40%.

The new RADAR 58 figures—in which only four networks appear to have posted gains from the previous survey—give ABC's Advantage Network the largest listener gain for persons 12-plus—25.5%. ABC Research says this is the fourth straight increase for Advantage, which boosted its

important 18-49 demo by 31% from the previous RADAR report.

In fact, ABC's various networks hold 19 of the top 20 network radio programs, with franchise superstar Paul Harvey continuing as the top-ranked network program personality. His average audience peaks for the day

at about 4.5 million for his 8:30 a.m. news and comment segments.

However, despite ABC's domination of the top 20 network programs, the top slot goes to Premiere Network's *AM Drive*, which boasts an average early-morning audience of about 5.4 million. Four of the Premiere Radio Networks were included for the first time in the latest RADAR survey. ■

CHR format grows up with former teens

Top 40 penetrates 30something and older

By John Merli

Contemporary hit radio (CHR), once dismissed by some advertisers as too teen-oriented, has spread well beyond the high school years, according to a new analysis of the CHR format. A proven survivor in the radio format wars over nearly half a century, CHR was declared dead and buried by a major radio consultant only four years ago.

CHR now is "firmly" an age 18-34 format with listenership extending into the 35-44 demo cell, Interop Research says in a new study. CHR (once known simply as top 40), "is back in a big way," says report author Mary Ann Slepavic, because of "the wide range of music now available and suitable to the top 40 format." Even the format definition of CHR these days is wide-ranging: "Lively, upbeat, rock-flavored or soft rock current songs, most popular current hits, often called top 40. Includes contemporary all-hit, contemporary rock, hot hits, rock 'n' roll, solid rock and stereo rock," according to the Center for Radio Information.

Over recent decades, CHR has had to endure the popular onslaught of disco, rap, and a "slew of pop, teenage fluff,"

Slepavic says. But today most CHR stations are playing many of the same hits that get plenty of airtime on other young adult formats, such as alternative, modern AC and AAA. This crossover of playlists is seen as a big boon to CHR, according to the report. Another lucky break was the launch of MTV in 1983.

According to Simmons spring 1998 data, CHR reaches 14 million adults in the 18-34 demo weekly. In fact, the analysis points out that if

CHR were a national television show, its 18-34 reach would rank third among the top-rated weekly prime time programs, (theoretically bested last season in cum numbers only by *Seinfeld* and *Home Improvement*). About 20% of CHR's overall audience extends into the 35-44 demo, and 8% of listeners are part of the oldest boomer cell, 45-54.

Most CHR listeners are female (56%), and the CHR demographic is characterized by active consumers of alcoholic beverages, restaurants and all entertainment categories (especially movies), as well as of computers and electronic equipment. Formats that share the highest percentages of CHR audiences include Spanish, alternative/modern rock, urban and AC. ■

RAB, Arbitron produce auto dealer video

The Radio Advertising Bureau's 5,000-plus member stations will be receiving a one-hour video in their October marketing kit. RAB says the video sheds light on the state of today's automotive industry, radio's biggest advertising category.

The video features a panel recently convened by Arbitron and RAB's Auto Dealer Council, which delves into "big-box superstores," dealer advertising and marketing trends, and the growing impact of the Internet on the auto industry. The radio industry is attempting to grow its share of the overall advertising pie, which has remained fairly steady at 7%-8% over several years, despite six straight years of radio ad revenue growth (B&C, Oct. 5).

Arbitron GM Pierre Bouvard says that "ultimately, a better understanding of the customer's business [by radio] will mean more cars sold and a higher share of the automotive ad dollar." —John Merli

CHR was declared dead and buried only four years ago. It now is "firmly" an 18-34 format with listenership extending into the 35-44 demo.

Nielsen inks basic agreements

Cable channels eventually will get new AP People Meter as part of deals

By Donna Petrozzello

Nielsen Media Research has started signing basic and premium cable networks to new contracts that include Nielsen's implementation of a more advanced AP People Meter system to measure TV audiences.

The advantage of Nielsen's AP (active/passive) People Meter system is its ability not only to detect the channel to which a set is tuned but also to discern which multiplex feed of a particular network a household is watching on a digital set-top box, says Nielsen's Jack Loftus. Loftus says the AP meter would gradually replace Nielsen's existing People Meter.

Nielsen is currently testing the AP meter, and Loftus says it may begin rolling out the service nationally as early as next year—although the time frame for the rollout depends on how quickly digital TV set-top boxes are adopted, he says.

Last week 10 cable networks signed new five-year agreements with Nielsen that provide for the ratings company to switch over to the AP meter during the course of their contract.

Eight of the 10 networks—USA, ESPN 2, Sci-Fi Channel, Showtime, TNN, Country Music Television, Fox Family Channel and Odyssey—already had contracts with Nielsen.

Two other networks—Knowledge TV and America's Health Network—signed their first contracts with Nielsen last week, according to the ratings company. Both Knowledge and AHN meet the minimum guidelines of being detected in at least 150 of Nielsen's total sample of 5,000 U.S. households, Loftus says.

These 10 networks are the first cable channels to sign contracts that incorporate provisions for Nielsen to use AP to measure audiences, Loftus says. He also says that Nielsen expects (within the next year) to update existing contracts with 47 basic and premium cable networks.

Meanwhile, some basic networks that have re-signed with Nielsen say

they haven't ended negotiations with Statistical Research Inc., a Westfield, N.J.-based company that wants to forge agreements with cable networks to supply them ratings via SRI's alternative "SMART" TV ratings service.

USA Networks, still negotiating with SRI, has not yet agreed to provide financial support for SRI's national rollout of SMART for cable networks, according to USA officials. However, Tim Brooks, USA Networks research director, says that USA "supports the testing of SMART."

Most basic and premium cable networks say they are interested in testing

the SMART system, if only to provide a benchmark measurement comparison with Nielsen's service, which cable networks consider "the national service of record," Brooks says.

"Nielsen will be the service of record for a long time no matter what happens," he says. "We want to support both and see what each can provide. The most likely scenario is that a network will sign the letter of intent with SRI and also a new contract with Nielsen."

ESPN, meanwhile, has signed the letter of intent with SRI, but that did not preclude them from also re-signing their agreement with Nielsen. ■

Paulus to head New York 1

Richard Aurelio leaving Time Warner cable news networks

By Donna Petrozzello

After nearly 20 years with Time Warner, Richard Aurelio, 70, is resigning as president of Time Warner's New York 1 News cable network and as senior adviser to Time Warner Chairman Gerald Levin.

Steve Paulus, 42, New York 1 News senior vice president of news and programming, will succeed Aurelio as general manager of the 24-hour cable news channel at the end of 1998, when Aurelio's contract expires. Aurelio joined Warner Communications in 1979 as senior vice president of government affairs; with Paulus, he helped to found and launch New York 1 News in 1992.

Paulus says he intends to expand New York 1's content to cover more local news, which he says is typically underreported by other New York-area TV newscasts, and "to build on the franchise that Dick [Aurelio] started



Steve Paulus wants New York 1 to cover more local news.

and which has made us popular."

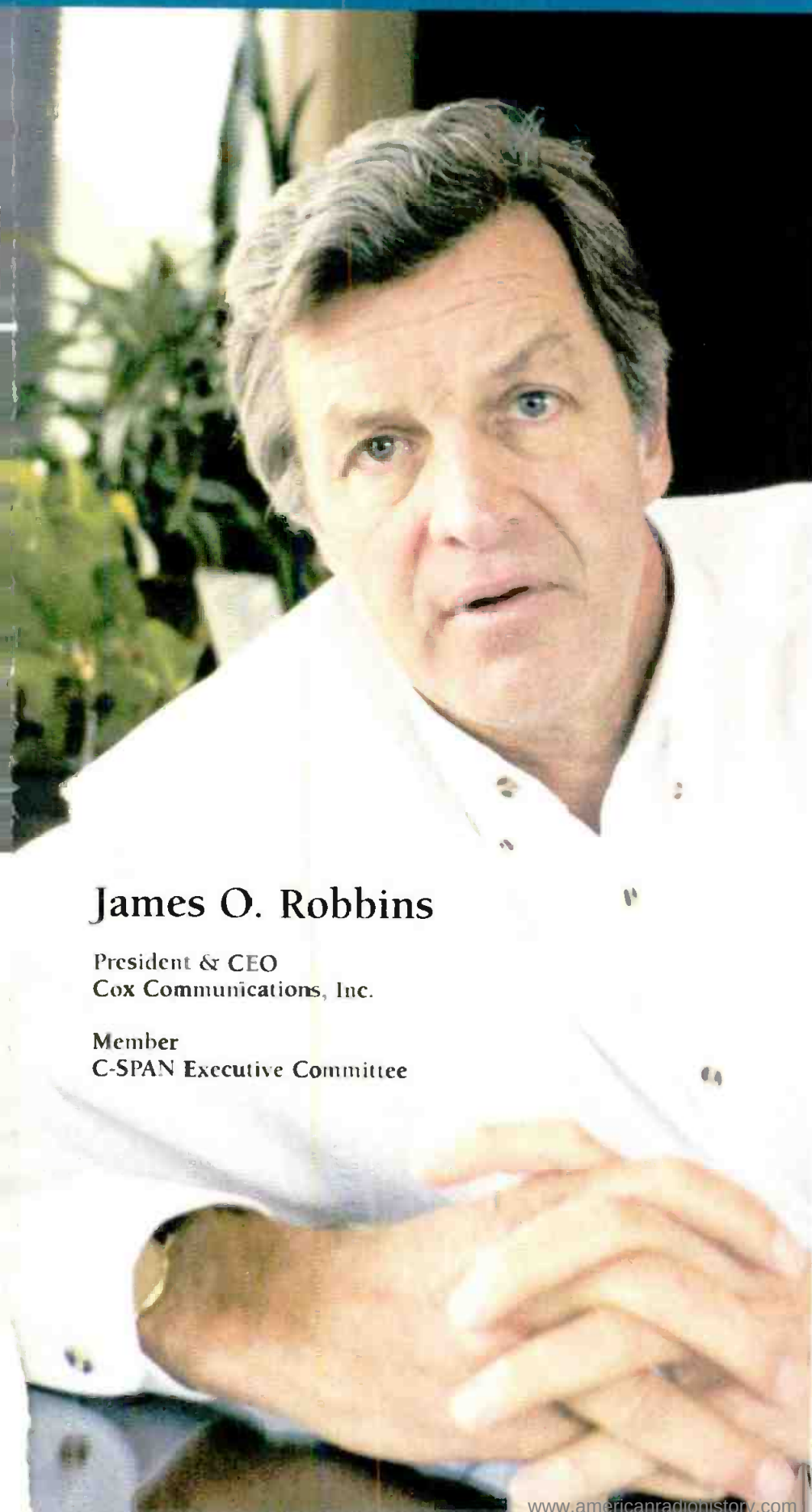
Paulus also wants to feature more investigative reports and to consider launching more long-form news shows covering specific cultures in New York, similar to the half-hour feature segment about the city's theater scene that New York 1 launched earlier this year.

"There's a lot more news channels and more news content out there, and we have to continue

developing those franchises that make us most popular," says Paulus. Before joining New York 1 News, Paulus was assistant news director at WCBS-TV New York; he boasts 20 years experience in TV journalism.

Aurelio plans to retire and spend time with his family, calling his time with Time Warner "a great run." Aurelio got into cable in 1979 as senior vice president of government affairs for Warner Communications. He headed the creation of a Warner

"I grew up wanting to be the next Walter Cronkite."



James O. Robbins

President & CEO
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"My father was widowed at age 39, and faced that painful adversity with incredible strength, dignity and resolve. He was my hero then and still is today, at age 95 and with a spirit as bright as it ever was. He raised me to appreciate my surroundings — not only in my backyard in Mt. Kisco, New York, but also on the other side of the globe."

"I grew up wanting to be the next Walter Cronkite. The excitement and international intrigue of the news business fascinated me, and those ideals merged with my love of language, critical thinking and the visual medium to drive me toward a career as a reporter. While I never ascended to the anchor desk, I've discovered plenty of excitement and intrigue in my various career experiences — whether in Vietnam, local TV news or corporate America."

"After destroyer duty in Vietnam, I did a second tour of duty in country on a gunboat operation in the Mekong River. As deputy public affairs officer, I had a tape recorder around my neck most of the time. One day, a slug of shrapnel tore into and nearly obliterated that tape recorder, lodging in the machinery. It saved my life."

"After making it out of Vietnam in one piece, I went to Harvard Business School and then wandered into the cable television business. My first job in the industry, with the Adams-Russell company, taught me the most valuable lesson in my life: 'Work with good people.' And I've done so ever since, at Continental, Viacom and Cox."

"Although not where I once envisioned I would be, I think my job is every bit as exciting as Cronkite's. I'm fortunate to be part of a business, cable television, that captures the essence and excitement of the world — the widely divergent cultures, conflicts and crises — and makes it real to us in our own living rooms."

"C-SPAN plays an important role in that education process. I start my day with C-SPAN, as I huff and puff on the Nordic Track at 6 a.m. I watch it because it demonstrates the value of political relationships — local, national, international. By sharing with us the political structure of our nation, C-SPAN helps us better understand the politics and the people of our towns, our states and, most important, our world."

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cable system, BQ Cable, which served the New York boroughs of Brooklyn and Queens. He parlayed that success into running the first Time Warner Cable system for New York soon after Time Inc. and Warner merged in 1989.

Aurelio's previous careers included positions as a reporter and editor at the Long Island daily newspaper *Newsday* in the 1950s, as administrative assistant to former U.S. Senator Jacob Javits, as a campaign manager to former New York City Mayor John

Lindsay and as first deputy mayor under Lindsay.

"As a former journalist, developing New York 1 was a dream come true," Aurelio says. "After six years, it is on its way to becoming an enduring part of the New York scene." ■

Wireless on the wane

The latest problems: Heartland will file for Chapter 11. Cellularvision misses interest payment

By John M. Higgins

The meltdown of the wireless cable industry continued as a major operator headed for bankruptcy court last week and a second acknowledged that it has tripped into default.

Heartland Wireless Inc. disclosed that it plans to file for Chapter 11 to straighten out its crippling financial situation. Once a high-flying stock that boasted of taking on rural cable operators in 57 different markets, Heartland is unable to service its \$336 million debt. The Plano, Tex.-based company is handing ownership over to holders of its junk bonds, wiping out existing stockholders.

At the same time, Cellularvision USA Inc. is unable to pay its operating expenses. The New York-based company missed an interest payment on a bank loan and can't make lease payments on equipment and fiber network capacity.

Last week's stumbles are just the latest in the slow collapse of the wireless industry. Just four years ago, wireless companies sending Home Box Office and MTV to homes via microwave signals rather than copper were supposed to be the hammer that would crack cable operators' local monopolies. Big telcos, like Bell Atlantic, Nynex (since merged) and Pacific Bell, backed or bought wireless companies to mount their video attack. Wireless companies sold almost \$2 billion in stock and junk bonds to fund acquisitions and build a subscriber base.

But marketing proved more difficult than promised, and expensive equipment required in each customer's home sucked up cash. Other than BellSouth Communications, the Baby Bells pret-

***"I never thought
this was much of
a business.
I still don't think
it's much of a
business."***

***Bear Stearns & Co.
media analyst Ray Katz***

ty much retreated, crushing the value of wireless spectrum licenses that all the operators counted on as their exit strategy.

Virtually all the major players have worked all year to restructure the now-crushing junk bond debt they incurred a few years ago. Once-leading player CAI Wireless emerged from Chapter 11 two weeks ago, and People's Choice TV is still trying convince bondholders to extinguish most of its debt. The industry line now is that they'll jump back by delivering high-speed Internet services.

"I never thought this was much of a business," says Bear Stearns & Co. media analyst Ray Katz. "I still don't think it's much of a business."

Heartland supposedly had a great niche: buying MMDS licenses covering smaller towns where cable systems generally had not been rebuilt and hence had limited channel capacity. It hit the wall anyway, burning through \$290 million dollars it had raised.

Last week the company said it had cut a deal to pretty much extinguish its debt. Owners of \$266 million

worth of senior notes that don't start coming due for five years will exchange their paper for 97% of the company's stock. Investors holding \$57 million worth of subordinated notes will get the bulk of the remaining 3%. Current shareholders get next to nothing, but the company intends to stay in business by reselling programming from DirecTV.

The company expects to file the plan by Nov. 13.

Heartland said in a statement that the reorganization should leave it "with the strongest capital structure in the wireless cable industry," which isn't much of a boast these days. But the company will only have \$15 million in debt, all owed to the FCC.

Cellularvision is in equally bad shape operationally, but its financial position is better. Employing higher-frequency LMDS technology, the company had planned to offer wireless cable and telephone services in New York City. At its peak last December, the company had just 18,500 customers. That has since dropped to just 12,000 customers.

On Sept. 30, Cellularvision missed a \$271,000 interest payment on \$6 million worth of notes owed to Morgan Guaranty Trust Co., which plans to press the company for repayment. The company also hasn't been making lease payments on equipment owned by Boston Financial & Equity Corp. and an optical-fiber trunks controlled by Metromedia Fiber Network.

Cellularvision is waiting for a bailout from Winstar Communications Inc. That alternate access telephone carrier, which traffics phone calls over the air rather than through copper and fiber, has agreed to buy about two-thirds of Cellularvision's core asset—LMDS spectrum in metro New York—for \$32 million.

That would pretty much cover all of Cellularvision's debts but would force the company to take its only operating business, subscription video, off the air. ■



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*Hearst & Associates, Inc. Life survey of 1,600 female Prime time subscribers



Geographic extends international arm

National Geographic Television, Washington, has formed a program development arm, Program Enterprise Group. The group's charter is to create original programming to fill National Geographic Channels Worldwide, a co-venture of NGT and NBC that launched its first chan-



Nick Durrie

nels in September 1997 and now serves 27 million subs in 45 countries. Nick Durrie, president, ABC/Kane Productions, Washington, has been named senior VP of the group. Christine Weber, senior producer, new program development, National Geographic Television, has been named senior producer of the group.

@Home in the Dakotas

@t Home Network and Midcontinent Cable Co. have signed an affiliation agreement for Midcontinent to deliver @Home's high-speed Internet-via-cable service to Midcontinent subscribers in North and South Dakota. Financial terms weren't disclosed. The companies intend to begin deploying the service, called Midcontinent@Home, early next year. Terms also call for Midcontinent and Telecommunications Inc. systems to provide high-speed Internet service to schools in South Dakota. The companies intend to provide the service to all K-12

schools in their cabled communities in North Dakota by the end of 1999. Midcontinent, including its partnerships with TCI, has about 134,000 subscribers in the two states.

Next up for Zone

ESPN and Disney Regional Entertainment have announced plans to open ESPN Zone sports-themed restaurants/entertainment facilities in Chicago and in New York City's Times Square next summer. The first ESPN Zone opened in Baltimore's Inner Harbor this summer.

WWF taking on all prime time comers

The World Wrestling Federation is managing to take down all its opponents. Last Monday, USA Network's prime time block of *WWF Raw* and *WWF War Zone* drew more male teenagers than ESPN's special MLB play-off coverage and ABC's *Monday Night Football* combined. The wrestling block netted 966,000 males 12-17, compared with ESPN's Chicago Cubs/San Francisco Giants game (196,000) and MNF's Tampa Bay/Detroit matchup (683,000). USA attracted 3,492,000 total households during its WWF block last Monday.

Western swing for Nashville

The Nashville Network plans to launch a second U.S. satellite feed to serve the Pacific and Mountain time zones as well as Alaska and Hawaii. The satellite will allow the network to run its prime time schedule in prime time on the West Coast as well. The new Western feed launches Dec. 28 on Galaxy 1R, transponder 6.



CABLE'S TOP 25

PEOPLE'S CHOICE

Monday's ESPN's coverage of the contest between Major League Baseball's San Francisco Giants and the Chicago Cubs drove home basic cable's top ratings, earning an 8.1 rating/6.1 million homes.

Following are the top 25 basic cable programs for the week of Sept. 28-Oct. 4, 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	MLB: San Francisco vs. Chicago	ESPN	Mon	8:00P	238	8.1	6.1	6,112	12.8
1	NFL: Seattle vs. Kansas City	ESPN	Sun	8:15P	67	8.1	6.1	6,061	12.3
3	NFL: Seattle vs. Kansas City	ESPN	Sun	10:05P	127	8.0	6.0	6,012	14.1
4	NFL Studio Show	ESPN	Sun	9:22P	43	7.3	5.5	5,458	10.6
5	WWF Raw	USA	Mon	10:00P	66	4.9	3.7	3,689	7.7
6	South Park	COM	Wed	10:00P	30	4.8	2.6	2,591	7.6
7	MLB: Chicago vs. Atlanta	ESPN	Wed	4:35P	128	4.7	3.5	3,525	11.7
8	NASCAR: UAW-GM 500	TBS	Sun	1:05P	313	4.4	3.3	3,314	9.4
8	WWF War Zone	USA	Mon	9:00P	60	4.4	3.3	3,275	6.1
10	WCW Monday Nitro	TNT	Mon	8:00P	60	4.2	3.1	3,125	6.2
11	WCW Thunder	TBS	Thu	9:06P	61	4.0	3.0	3,031	6.1
11	NFL Primetime	ESPN	Sun	7:30P	45	4.0	3.0	2,985	6.7
13	WCW Monday Nitro	TNT	Mon	9:00P	60	3.9	2.9	2,899	5.4
13	WCW Monday Nitro	TNT	Mon	10:00P	57	3.9	2.9	2,891	5.9
15	WWF Sunday Heat	USA	Sun	7:00P	60	3.8	2.9	2,866	6.3
15	Rugrats	NICK	Wed	7:30P	30	3.8	2.8	2,823	6.7
15	Rugrats	NICK	Mon	7:30P	30	3.8	2.8	2,767	6.2
18	MLB: Cleveland vs. Boston	ESPN	Fri	4:00P	158	3.6	2.7	2,733	9.9
18	Movie: 'Legalese'	TNT	Sun	8:00P	120	3.6	2.7	2,670	5.2
20	MLB: San Diego vs. Houston	ESPN	Tue	4:25P	143	3.5	2.7	2,638	8.7
20	Rugrats	NICK	Tue	7:30P	30	3.5	2.6	2,593	6.0
20	Wild Thornberrys	NICK	Tue	8:00P	30	3.5	2.6	2,565	5.5
20	Rugrats	NICK	Thu	7:30P	30	3.5	2.6	2,553	6.1
20	Wild Thornberrys	NICK	Thu	8:00P	30	3.5	2.6	2,552	5.4
25	Rugrats	NICK	Sat	8:00P	30	3.4	2.5	2,486	6.1



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Life's a bowl of CherryPickers

Imedia hitches its fortunes to technology for "grooming" digital multiplexed signals

By Price Colman

When Imedia Corp. popped up on the telecommunications radar screen in late 1995, it was thanks to a dream deal with TCI.

Imedia's founders

had developed a digital compression technology they called StatMux (statistical multiplexing) that could fit as many as 24 digital channels into one 6 mhz analog channel.

IMEDIACherryPicker™

StatMux appeared to be an almost miraculous answer to TCI's seemingly unsolvable problem: how to gain bandwidth without spending billions of dol-

lars on cable system upgrades.

For about 18 months, from the time the deal was announced until August 1997, it looked like nothing but blue skies for Imedia. Meanwhile, however, a number of



Adam Tom's CherryPicker lets operators 'groom' multiplexed digital signals.

other companies, including the cable industry's biggest equipment vendor, General Instrument, were developing their own statistical multiplexing technologies.

The "dream" deal had a rude awakening when the TCI subsidiary that had signed an 8-year contract with Imedia instead picked GI's competing technology. The relationship deteriorated into a \$65 million lawsuit by Imedia against TCI; TCI withdrew \$8 million in funding to the San Francisco-based start-up.

As quickly as Imedia had become a cable industry darling, it disappeared from view. Now, however, Imedia is girding for a comeback with a technology called CherryPicker that could let cable, DBS and broadcasters exploit the promise of digital programming.

CherryPicker enables operators to "groom" multiplexed digital signals delivered to a headend. That means that instead of simply taking a prepackaged feed of digital programming, a cable operator can mix and match channels to create custom-tailored programming lineups. In addition, the technology allows operators to insert local digital signals, even digital advertising. All that can be done on the fly—and without decoding digital signals to analog and then encoding them back to digital. That's crucial, because it means no appreciable loss in picture quality.

Imedia had intended to launch Cher-

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ryPicker in 1997's second quarter, but it was a tougher nut to crack—or cherry to pick—than the company figured.

"For CherryPicker, the delay was a combination of two things," says Adam Tom, who co-founded Imedia with Ed Krause and Paul Shen and with them and CEO Efi Arazi is the core of the company's brain trust. "The technology was not easy for what CherryPicker is doing. We were pretty excited about what we had and probably talked about it too soon."

Whether CherryPicker is the breakthrough that Imedia hopes remains to be seen. But the company recently signed a deal with Swiss cable operator Cablecom, which has a CherryPicker operating in its Zurich headend. Perhaps more important, TCI plans to test CherryPicker later this month. That's a positive by itself, but it also suggests that Imedia and TCI may be on the verge of resolving the lawsuit. Neither company would comment on the litigation.

Although TCI is intrigued enough by CherryPicker to run it through its paces, David Beddow, president of the MSO's National Digital Television Center digital delivery service, says that one drawback of CherryPicker is

its expense. Neither TCI nor Imedia would discuss CherryPicker's cost.

In addition, Imedia faces increasing competition. A company called V-BITS has developed technology that does essentially the same thing at reportedly lower cost. In addition, industry heavy hitters General Instrument, Scientific-Atlanta and DiviCom all are exploring similar technologies.

"There's a lot of activity in this area," says Tom Elliott of Cable Television Laboratories, the industry's research-and-development consortium. "As the penetration of digital [set-top] devices increases, the interest in these kinds of [grooming] devices will increase. It's going to become [very] important in a short amount of time. From CableLabs' perspective, this is a good thing."

Imedia's Tom says CherryPicker is ahead of the pack and is the only such technology currently available. But there's still the question of whether history might repeat itself: Imedia's CherryPicker might come out of the starting gate first but get passed by later, less-expensive offerings from other companies.

Imedia executives are confident that won't happen this time around.

For one thing, says Tom, Imedia worked closely with several potential customers in developing CherryPicker instead of focusing solely on hitting a home run with one, albeit large, customer.

And, in addition to the upcoming CherryPicker beta tests with TCI, Imedia will test the system with at least three other leading MSOs, the company says. ■

Leonid said to be weaker

Meteor shower expected to cause only minimal damage to satellites

By Price Colman

OK, so Chicken Little was right: The sky, in the form of the Leonid Meteor Storm, will fall for a short while in the early morning hours of Nov. 17.

Virtually every satellite in the path of the debris from Comet 55P/Tempel-Tuttle will be hit by what's shaping up as the biggest storm in more than three decades, says David Lynch, a research



scientist and astrophysicist with Aerospace Corp. But the particles typically will be so tiny—essentially space dust—that they're likely to cause only minimal damage.

"The main thing," says Lynch, "is the intensity of the shower appears to be weaker than expected by a significant amount. We're still looking at something 40 to a thousand times stronger than normal."

For that reason, a lot of people—from executives in aerospace, cable, broadcast, DBS and telecommunications to those in military and Internet

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The following organizations wish to pay tribute to the Memory of Smith D. Murrin:

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DirecTV picks up most new business

DirecTV increased its lead over competitors during September, while EchoStar Communications Corp.'s Dish Network further closed the distance on PrimeStar.

DirecTV reports that it added 121,000 new customers in September, about 21% better than the 96,000 or so customers added during the comparable period last year. The key reason: DirecTV's NFL Sunday Ticket promotion, which continues to be a strong magnet for subscribers. DirecTV now has slightly more than 4 million subscribers.

EchoStar says Dish Network added 81,000 new subscribers, compared with 105,000 last year. Dish's big boost in September '97 came largely from introduction of a \$99 installation promotion. Dish's September additions came in slightly above analysts' projections, which were in the 70,000s. Analysts say Dish could see an even stronger October as its free-hardware promotion kicks in. Dish now has about 1.6 million subs.

PrimeStar, meanwhile, reports adding 10,002 customers during September. That's well off the 25,462 gained in September 1997 and less than half the 22,400 new customers PrimeStar reported for August of this year. PrimeStar continues to struggle with the lingering impact of its cable partnership rollout. During September, the company cleaned up consolidated subscriber databases from its five partnership units. PrimeStar now has about 2.166 million subscribers, giving it a million-sub lead over Dish Network.

—Price Colman

sectors—are paying close attention to this year's Leonid storm.

The Leonid storm, which occurs every year, peaks in intensity about every 33 years, when the comet passes closest to the sun and spins out more debris. Initial projections were that this year's event might match or surpass the 1966 storm, when 150,000 meteoroids per hour lit up the night sky. But as the current storm approaches, scientists have been able to better measure its intensity, and that's prompting more modest estimates.

The chance of a satellite getting knocked out range from 0.00001% to 1%. But the scientists agree that the Leonid storm won't produce a Hollywood-like "Deep Impact" or "Armageddon" scenario for Earth. The planet itself is in no danger, because any particles entering the atmosphere will burn up.

Even planes in flight aren't considered at risk, because the Leonid meteoroids burn far up in Earth's atmosphere.

The space dust particles spawned by the comet typically are smaller than the diameter of a human hair. But they travel at about 155,000 miles per hour—some 200 times the speed of sound. The danger to the estimated 500-plus satellites orbiting Earth is primarily pitting and scratching of mirrors, solar arrays and other surfaces from the sandblasting in space. Scientists estimate that the wear and tear occurring on Nov. 17 will be the equivalent of one to three years normal wear.

That kind of damage may not kill a satellite—but a plasma, or electrically charged, cloud created by the high-speed space dust, can. Such a plasma creates an electromagnetic pulse that can disrupt functioning of electronic

equipment, including on-board computers. If the pulse is intense enough, it can cause a complete failure. Scientists figure that's what happened to an Olympus communications satellite during the 1993 Perseid meteor show, which was far less intense than the upcoming storm will be.

All satellite companies have contingency plans. Recommendations from the scientific community range from redirecting solar arrays so that they're edge-on to the storm to shutting down sensitive equipment. And in the unlikely event that a satellite is seriously hurt or incapacitated, on-board redundancy or shifting of service to another bird should prevent service interruptions. NASA, for instance, has delayed a planned space shuttle launch until well after the storm.

Surprisingly, the Leonid storm has had little impact on satellite insurance. It remains abundant and relatively cheap despite numerous problems this year, including the fatal malfunction of PanAmSat's Galaxy IV and the Leonid threat.

Fox, FX hit homers

Major League Baseball is a proven winner for Fox/Liberty Networks' Fox Sports Net and FX. According to the networks, which cite Nielsen data, Fox Sports Net ratings for 1998 regular-season national baseball coverage averaged a 0.9, up 29% from the regular-season games last year. During its Thursday-night coverage, Fox Sports Net drew an average 545,000 homes this year, compared with an average 326,000 last year. Coverage of baseball by FX—Fox/Liberty's general entertainment basic network—on Saturday nights over the past season averaged a 0.6 rating, up from a 0.4 rating during the same period last year. Meanwhile, ESPN reported that ratings for its MLB coverage on Sunday and Wednesday nights jumped to an average 2.2 rating during the third quarter of this year, compared with an average 1.5 rating last year.

ESPN signature sports news show *SportsCenter* also celebrated its highest-rated month to date in September. According to Nielsen data, *SportsCenter* averaged a 1.7 rating last month for its 11 p.m. telecast, a 55% ratings increase over its average 1.1 in September 1997.

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GI racks up HD encoder sales

Makes deals with CBS, HBO for satellite distribution gear

By Glen Dickson

General Instrument grabbed a large share of the HD encoding and decoding market last week, making system sales to CBS and HBO for the satellite distribution of HDTV programming.

The contract with HBO is no surprise, since the premium cable network has been using GI digital compression gear since 1992 to distribute multiplexed standard-definition programming. GI will now supply HBO with an ATSC-compliant system that will compress and multiplex SDTV and HDTV feeds within a single integrated transmission system, allowing HBO to launch HDTV feeds in early 1999. The new high-definition equipment will be compatible with HBO's existing GI DigiCipher II MPEG-2 compression systems.

GI will provide HBO with HDTV encoders and HBO affiliates with HDTV integrated receiver/decoders (IRDs) that will work alongside their existing DigiCipher II IRDs; the company already has delivered a few HDTV encoders and IRDs to HBO.

"Our HD architecture is part of our overall digital TV system," says Thomas Lynch, senior vice president/general manager of GI's satellite data network systems unit. "So they're not running a separate system, so to speak. It works under the same control system, so a customer like HBO can basically plug a few pieces in and make it work."

CBS, on the other hand, already has bought 4:2:2 HDTV encoders and decoders from Mitsubishi/Tektronix (B&C, Oct. 5). But those encoders will be used only for the contribution of programming from CBS Television City in Los Angeles to the CBS Broadcast Center in New York City.

According to Bob Seidel, CBS vice president of engineering and advanced technology, 4:2:2 HDTV encoding at 45 Mb/s is required for the backhaul of high-quality signals, and Mitsubishi was the only vendor CBS had identified that could deliver both 1080x1920, 4:2:2 HDTV encoding and decoding in the necessary time frame. The second



GI's sales to CBS and HBO include DigiCipher II MPEG-2 compression units.

piece of the DTV transmission puzzle, distribution of digital signals to the stations, will be handled by GI.

CBS will rely on GI equipment both to launch HDTV programming this fall and to replace its aging analog NTSC distribution system with digitally compressed feeds. GI will provide CBS with HDTV encoders to support East and West Coast HDTV feeds from the CBS Broadcast Center in New York as well as SDTV encoders to support twelve 4:2:2 SDTV

channels for NTSC broadcast.

GI will also supply CBS affiliates with newly designed (IRDs) that will decode both 4:2:2 SDTV and HDTV feeds; GI software will control the entire system.

"Our old analog satellite equipment, standard FM modulators and FM receivers,

is getting cost-prohibitive to maintain," Seidel says. "By replacing that with new digital equipment, we can go from a one-for-one arrangement on our transponders [one channel on one transponder] to a three-for-one arrangement," he adds. "We can put three 525-line signals on a single transponder at 45 Mb/s, which frees up space segment for us."

CBS currently uses 10 C-band transponders to distribute its 10 regional NTSC feeds; the new GI equipment



The future of DTV is now under construction in Milwaukee

OmniAmerica is now in the construction phase of Milwaukee, Wisconsin's first digital broadcast tower for the new DTV. It's one of only a handful of digital towers in the U.S. and it will be capable of generating and transmitting in both NTSC analog format and the new DTV system.

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will allow four transponders to handle that programming load, and CBS will gain two extra SDTV channels in the process. Seidel says CBS then could lease its capacity on the remaining six transponders or use them for busy NFL weekends when the network needs a lot of capacity for backhauls.

CBS's standard-definition conversion will begin in first quarter 1999 and continue throughout the year; Seidel says the logistics of installing new IRDs at more than 200 stations takes time.

CBS will be providing HDTV IRDs from general Instrument for its 12 "early-adopter" stations—eight affiliates and four O&Os—that will begin broadcasting HDTV this fall. Stations will receive the 45 Mb/s feed (which initially will be delivered in 4:2:0 form until GI delivers 4:2:2 HDTV units in a few months) and decode it to 1.5 Gb/s baseband HDTV. After routing the uncompressed signal through their plant, they will then recompress it to 19.3 Mb/s for local broadcast using a

4:2:0 HDTV encoder. Affiliates are free to purchase whatever encoder they desire; CBS bought Mitsubishi/Tektronix 4:2:0 units for its four O&Os.

Eventually, every CBS affiliate and O&O will have two GI IRDs—one to receive SDTV feeds for NTSC local broadcast, and one to receive HDTV feeds for its DTV channel.

CBS isn't disclosing terms of its deal with GI; Seidel only says that the encoding contract "was competitively bid upon among all the manufacturers. ■



By Karen Anderson and Glen Dickson

DirecTV taps Snell & Wilcox gear

Snell & Wilcox has signed a \$2.3 million deal to provide DirecTV with video and audio processing equipment for its new Los Angeles Broadcast Center (LABC), which is scheduled to be operational in second quarter 1999. Snell & Wilcox will supply the LABC with more than 150 MDD2000 and MDD500 digital video decoders and several hundred Kudos IQ modules. The modules include frame synchronizers, audio digitization and delay, embedded audio inserters and audio subframe routing.

on-air playback. "We chose [ENPS] for its simplicity," says Leilani Evans, NPR's director of information technology, adding that it is user-friendly and easy to learn. She calls ENPS an "ever-developing" product, because AP will customize and upgrade the system as NPR's requirements change. She expects that ENPS will help to make



DirecTV is buying a large order of Snell & Wilcox gear, including the top-of-the-line MDD2000 advanced multiphase video decoder.

NPR upgrades newsroom with AP

National Public Radio's Washington headquarters, as well as several national and international bureaus, will upgrade 220 newsroom workstations with AP's Electronic News Production System (ENPS). The system is designed to manage news operations from assignment to production and

NPR's news staff "even more productive." According to Lee Perryman, AP director of broadcast technology, installation has begun, and the system will be up and running around Nov. 1.

Columbine JDS launches Web-based invoicing system

In December, traffic and billing software supplier Columbine JDS will

introduce Spotdata, an open-protocol Web-based invoicing system that will allow advertising agencies to download invoice information from broadcasters in a generic format that can be used with all computerized media systems. The goal of the heavily encrypted system is to eliminate printed invoices, thus speeding the reconciliation and payment processes and eliminating the cost and errors associated with manual entry. "The industry has been looking

for something like this for a long time," says Columbine JDS CEO Wayne Ruting. Spotdata will use a

data clearinghouse to which broadcasters will send invoice information and from which agencies will retrieve it via Web page prompts. Ruting says security was a big focus in creating the system. "Agencies can log on online through the Web and access information by signing on as a subscriber to the service," he says. "They're given a unique password, and once verified they have

the ability to access only their invoices."

Tektronix ready to ship 8-VSB test product

Tektronix has announced availability of its RFA300, a television test system designed to measure 8-VSB digital TV signals. The product, which has a user interface similar to Tektronix's established VM700 analog measurement system, is due to begin shipping by Oct. 30 for \$49,500. Key RFA300 measurements include signal-to-noise, error vector magnitude, eye diagram and constellation; out-of-channel emissions, such as adjacent channel emissions and adjacent channel spectrum; linear distortions, including group delay and frequency response; nonlinear distortions, including amplitude error and phase error; phase noise; pilot amplitude error, and peak-to-average channel power. "We were focused heavily on making this usable for somebody who up to this point is only familiar with operating an NTSC transmitter, so they could push one button and make a measurement," says Tektronix principal engineer Kathy Engholm. "We have to deal with a marketplace that doesn't know about 8-VSB and DTV, yet has to be on the air."

WITF-TV flips on the DTV switch

Noncommercial station takes economical route to digital

By Karen Anderson

The transition to digital TV transmission may not cost as much as expected. That's what PBS affiliate WITF-TV Harrisburg, Pa., is finding out. The station is using equipment on loan from Harris and Emcee to test its digital signal in an effort to prove that for stations in certain power ranges, digital transmission doesn't have to burn out a budget.

"Some people have chosen this as an opportune moment to spend their way into the future," says John Bosak, WITF-TV director of engineering. "New buildings, new towers, new everything, so digital becomes the excuse for spending a lot of money to get you into the future."

For the DTV tests, Harris has lent WITF-TV a panel antenna and exciter,



Emcee Chief Engineer Bob Nash (far right, with glasses) and other engineers watch as WITF-TV Chief Engineer Larry Winemiller (in dark shirt) switches on the station's Emcee 25 kw digital transmitter.

while Emcee provided a TTU2500HD DTV transmitter. Currently, the station is operating at 25

kw—50% of its full DTV power. PBS is feeding WITF-TV the same 1080i HDTV programming used for the Harris/PBS DTV Express truck via satellite to its transmitter. The entire transmission system, not including encoders and decoders—cost less than \$300,000, Bosak says.

The Emcee transmitter is a compact, air-cooled unit that does not require a lot of power, Bosak says. The transmitter costs about \$200,000 with the Harris exciter. "For the stations in the 50,000 watt effective radiated power range, [the Emcee] transmitter neatly fills the bill," he says.

Bosak explains that the Emcee unit can be used as an interim transmitter, "one with training wheels." This will allow broadcasters to begin their digital broadcasts at a lower power and for a lower initial cost. When broadcasters are ready to increase power, the exciter can be transferred to the new transmitter.

The Emcee transmitter then can be resold or used as a backup, Bosak suggests.

Bosak says the station most likely will purchase the transmission equipment that is on loan for the tests. ■

KRON taps GI for encoding

General Instrument has picked up a call-letter customer for its HDTV encoder—KRON-TV San Francisco. The Chronicle Broadcasting NBC affiliate has spent more than \$300,000 on an integrated encoding system that includes a 1080i HDTV encoder and a single-channel SDTV encoder.

"For us, it was a good combo to buy the HD and the SD," says Craig Porter, KRON-TV chief engineer. "They're two separate chassis and they back each other up. The two chassis are independent, but it's relatively transparent when they go from mode to mode—the encoder doesn't have to reload and go to microcode."

Porter says that one computer controls both encoders, which also use common ports. By buying the SDTV encoder, KRON-TV picks up redundancy and the capability to do SDTV broadcasts, although current plans call only for HDTV, he adds.

—Glen Dickson



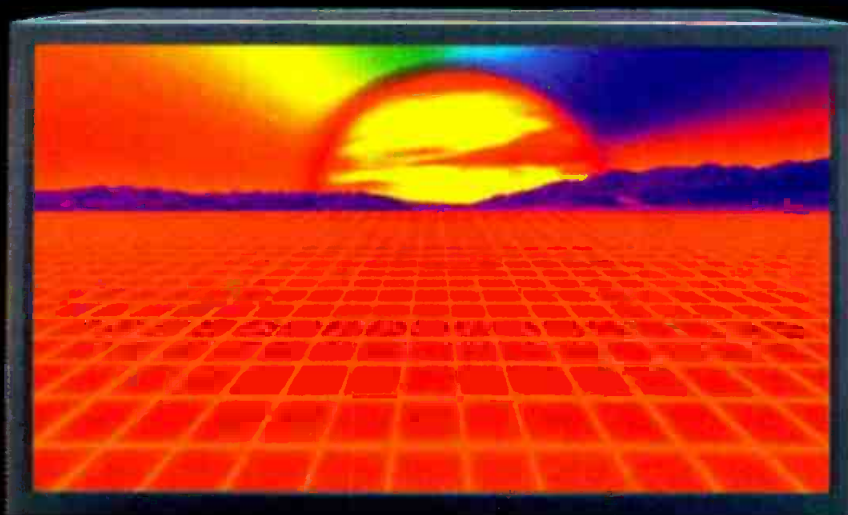
The future of DTV is now under construction in Dallas

OmniAmerica is now in the construction phase of Dallas, Texas's digital broadcast tower for the new DTV. It's one of only a handful of digital towers in the U.S. and it will be capable of generating and transmitting in both NTSC analog format and the new DTV system.

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OnRadio links with Jacor stations

Former Electric Village seals major alliance

By Richard Tedesco

OnRadio, formerly Electric Village, has struck a deal to provide content and other online services to Jacor Communications' 200 radio stations.

The two-year deal puts OnRadio on target to be a Web resource for 750-800 radio stations by year's end, according to Ricardo Ramirez, OnRadio president. A similar deal with Bonneville International is near closing, he says. OnRadio serves 500 stations online, including radio outlets in the Chancellor, CBS and Clear Channel groups.

The Web resource gives station sites an Internet platform with transactional capabilities and provides packaged editorial content from Vibe/SPIN Ventures, strategic partner Sony Music Entertainment and other sources that stations can use for background about musical artists and genres.

OnRadio also creates special formats on sites, including morning drive time sections that archive "best of" local jocks' comedy shticks and post their pictures. "We give a face to radio, which is really key," says Ramirez.

An online syndicator of talk show content, such as Dr. Laura, to 400 stations, OnRadio is adding Rush Limbaugh and others to that business, according to Ramirez. He strikes cash deals with stations that pay flat monthly rates and contribute promotional plugs to the online effort. OnRadio is concentrating on the top 25 markets and is selling content sponsorships (Amazon.com sponsors playlists posted on the respective station sites).

When the Starr report was a hot ticket online two weeks ago, OnRadio created links to UPI's transcript for stations that wanted the link.

But its primary mission, along with expanding the number of affiliates it serves, is to expand the reach of multimedia online in terms of both audio and video.

Ramirez says that in first quarter 1999, the company plans to start pro-



New York's K-Rock (WXKK-FM) was an OnRadio hit with its PPV Metallica concert.

plete with backstage coverage, for \$3.99 or \$4.99 a pop. Strong response from a Metallica concert it produced with New York City's K-Rock and the success of other non-mainstream events, such as WWF, lead OnRadio executives to believe the market is ripe for online PPV.

OnRadio is backed by Sony Music Entertainment, Katz Radio Group and Microsoft Corp. Microsoft also

ducing pay-per-view performance Webcasts with video streaming, com-

provides its streaming technologies for OnRadio. ■



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DTV. Right. Now.

Microsoft makes streaming moves

By Richard Tedesco

Microsoft Corp. struck content deals last week to strengthen its position in streaming media online, including a deal to host varied multimedia content accessible only with its Windows Media Player.

CNN Interactive, the WWF, MSNBC, Fox News and Sports Online, Warner Bros. Online, Universal Studios Online, CBS.com, Capitol Records, Broadcast.com, CyberTV Toronto, Bob Rivers Twisted Tunes and Raveworld.Net are part of the very mixed bag of content suppliers for the new MSN Web Events. The aggregation of this disparate content on a single site (webevents.msn.com) creates another kind of Web portal for Microsoft, which wants to create as many portals as it can using its propri-

etary streaming technology.

Microsoft sees the move as yet another response to consumer demand for multimedia content that is easy to find online, according to Will Poole, Microsoft senior director, business development and strategy.

On another multimedia front, Microsoft has agreed to co-develop interactive content with Children's Television Workshop for the WebTV format. Initially, Microsoft and CTW will work on creating interactive educational content for upcoming episodes of *Sesame Street*.

Icons will appear on screen during *Sesame Street*, prompting access to animated educational games and other interactive content related to that episode. Printable coloring book pages will be part of the picture.

RealNets brings real life to 'Net

It sounds like the Web's answer to *America's Funniest Videos*: a cash-prize contest to inspire wannabe directors to shoot videos about themselves for streaming online.

Rob Glaser, RealNetworks CEO, considers the three-minute "personals" known as *Real Life, Real Stories*—billed as the Web's version of *The Truman Show*—the cutting edge of "new media" on the Internet. Comedian Paula Poundstone will host several planned showings of videos as the field is whittled down. "The great thing about this is that we ourselves aren't programming this. We're asking people to program it for us," Glaser says.

All the details weren't nailed down last week, but a \$50,000 grand prize will go to the winner and \$10,000 each to two runners-up in the month-long contest, with first entries to be posted next week. The culmination of the contest—online at RealNetworks' site—is scheduled just after Thanksgiving, with winners to be announced by Dec. 1.

Real Life contestants can win \$50,000.

The contest is a pilot for what RealNetworks might turn into a regular series, according to Glaser. Apart from pornography, basically anything goes on the videos. But Glaser argues that this isn't just tabloid fare intended to appeal to the lowest common denominator. "One of the things about the 'Net is, whatever brow you are, it's there: high-brow, low-brow, maybe even no-brow. It's a general-audience program."

RealNetworks is hoping that the audience is general enough eventually to migrate the concept to TV. "These things blur. But you never know where [they will] go," says Glaser, who adds that RealNetworks has "millions" of Webcast concepts on its drawing board.

—Richard Tedesco

SITE OF THE WEEK

www.kgan.com



KGAN(TV) Cedar Rapids, Iowa CBS, ch. 2

Site features: Clips from CBS network news streamed in RealVideo, as was special report on agriculture abroad; links to CBS News and clips from the *CBS Evening News* with *Dan Rather*; links for transcripts of grand jury testimony of President Clinton and Monica Lewinsky; local entertainment/dining guide; links to Web White & Blue, a new all-purpose campaign site

Site launched: August 1995

Site director: Scott Hall, KGAN new-media director

Number of employees: 4

Design: In-house design by station unit that does third-party Web-site design work

Streaming technology:

RealVideo, RealAudio

Traffic generated: Averaging 600,000 page views per month; had been averaging a million per month during severe storms of recent months; more than 80% of traffic is weather-related

Advertising: Banner ads

Revenue: Not available, but station claims that site is verging on profitability

Highlights: KGAN's weather reporting has created a side business in Website weather content that it syndicates to other stations online; KGAN site boasts satellite and radar maps, and the station expects winter winds to whip up traffic of a million chilly Iowans a month focusing on the next storm front

—Richard Tedesco



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The screenshot shows the homepage of the Broadcasting & Cable Online website. At the top, the logo reads "Broadcasting ONLINE & Cable". Below the logo, there's a search bar and a sidebar with links: "Subscribers log in here", "TODAY'S UPDATE", "Online Daily", "Today's Job Bank", "Station Sales", "People", "Policy Briefing", "Industry Calendar", and "SUBSCRIBE". The main content area features "TODAY'S TOP STORIES" with a headline "Powell: Spectrum not scarce" and a sub-headline "Broadcast spectrum is no longer scarce says FCC Commissioner Michael Powell". To the right, there's a "BREAKING NEWS" section with a "TOP OF THE NEWS" item about Comedy Central's "South Park" winning a personal best 8.2 rating. Below that is a "TODAY'S JOB BANK" section with a "Select a Job" dropdown and a "Submit" button. At the bottom right, there's a "Stock Watch" section with the text "Get the latest stock information".

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The week's tabulation
of station sales

ESPN, Broadcast.com make college football play

Fans can toggle between audiocasts and game updates

By Richard Tedesco

Expanding the increasingly complex system of its Web links, ESPN.com is linking its college football content to gamecasts on Broadcast.com.

Fans will be able to toggle back and forth between the sites, moving from ESPN.com for more than 1,000 planned audiocasts on Broadcast.com, and back to ESPN.com for updates about particular college gridiron contests. The move is part of an overall upgrade in ESPN's online college football coverage, according to Geoff Reiss, acting general manager of ESPN Internet Ventures, who reports that a major content rights deal is in the works to bolster the background that ESPN provides on the sport. "Across the board, it's a bigger effort this year," says Reiss.

According to him there are no financial terms to the deal, which he

sees as an opportunity for both online players to evaluate the other's assets. For Broadcast.com, it's a chance to hook more RealAudio listeners for its college football gamecasts through ESPN's heavily trafficked site.

ESPN is counting on the potential reach is there for a big audience of alumni anxious to follow their alma maters' football fates. Reiss calls the deal "another brick in the wall" for ESPN's effort to build a dominant online position.

ESPN partner Broadcast.com has rights to carry audio of most Major League Baseball games online. It's logical for ESPN.com to contemplate links from those audiocasts to its site.

ESPN Internet Ventures already has links to the MLB site and other big league connections; it produces the NFL, NBA, WNBA and NASCAR sites. ■

Koplar to unveil interactive TV Veil

Koplar Communications will debut its interactive TV Veil II technology on KPLR-TV St. Louis and other broadcast stations in the market early next year.

KPLR-TV plans to introduce the multifaceted interactive system during the first quarter to enhance programming with data overlays and provide direct interaction with advertisers. A test base of 400 St. Louis-area viewers will be equipped with the InTouch TV telephone, a high-end handset with a modem, and the InTouch TV set-back box that performs the interactive functions.

Koplar has engineering commitments for the project from three St. Louis stations and is finalizing program commitments from them in advance of the trial, according to Jim Withers, KPLR-TV's chief engineer. "[The technology] is fairly transparent to the broadcasters," he says, "and they'll be able to encode content live."

Data is transmitted through digital bitstreams that ride on the active analog signals, according to Withers, delivering synopses of soap operas and other promotional information and allowing transactions with advertisers. Icons on users' screens indicate when interactive content is accessible. The user hits a button on the InTouch handset to display available options and proceeds from there.

The cordless handsets and set-back boxes will be marketed through local retailers, who will sell the units for prices yet to be determined or lease them as part of a package with a \$15-\$20 monthly subscription fee.

Koplar is aiming at national distribution in 10 of the top 20 TV markets by the end of first quarter 1999, according to Withers, who says that several other Warner Bros. TV stations are lined up as affiliates. —Richard Tedesco

TVS

WHAG-TV Hagerstown, Md.; **WFFT-TV** Fort Wayne, Ind., and **KSVI(TV)** Billings, Mont.

Price: \$61.5 million

Buyer: Midwest Holding Partnership LP, San Francisco (Douglass Wolf, president); no other broadcast interests

Seller: Great Trails Broadcasting, New York (Alexander J. Williams, chairman); no other broadcast interests

Facilities: WHAG-TV: ch. 25, 1,352 kw, ant. 1,230 ft.; WFFT-TV: ch. 55, 600 kw, ant. 830 ft.; KSVI: ch. 6, 100 kw, ant. 817 ft.

Affiliations: WHAG-TV: NBC; WFFT-TV: Fox; KSVI: ABC

COMBOS

KFYI(AM) Phoenix and **KKFR(FM)** Glendale, Ariz.

Price: \$89.85 million

Buyer: Chancellor Media Corp., Dallas (Thomas O. Hicks, chairman); owns/is buying 330 FMs and 130 AMs

Seller: The Broadcast Group Inc., Phoenix (Fred Weber, CEO); no other broadcast interests

Facilities: AM: 910 khz, 5 kw; FM: 92.3 mhz, 100 kw, ant. 1,646 ft.

Formats: AM: news/talk; FM: CHR

WVPO(AM)-WSBG(FM) Stroudsburg, Pa.

Price: \$7 million

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

Seller: Nassau Broadcasting Partners LP, East Stroudsburg, Pa. (Louis Mercatanti, CEO); also owns one AM and three FMs

Facilities: AM: 840 khz, 250 w day; FM: 93.5 mhz, 550 w, ant. 764 ft.

Formats: AM: nostalgia; FM: CHR
Broker: Serafin Bros.

WAEW(AM), WXVL(FM), WCSV(AM) Crossville, Tenn.

Price: \$1.4 million

Buyer: Commonwealth Broadcasting Corp., Glasgow, Ken. (Steven W. Newberry, president); also owns/is buying nine AMs and 14 FMs

Seller: Crossville Radio Inc. and WCSV LLC, Crossville (Ed Whiteaker, principal of both sellers); no other broadcast interests

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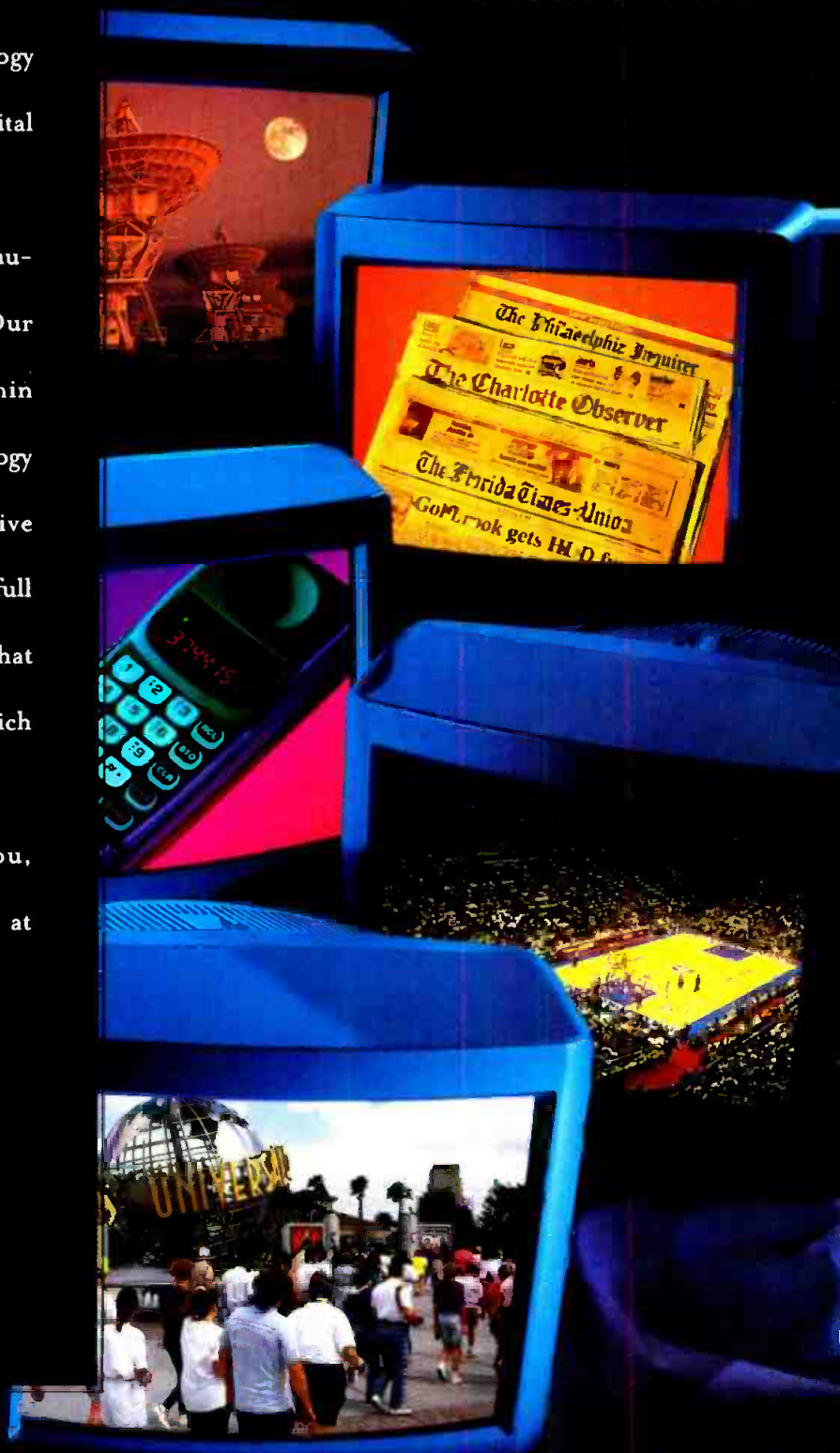
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PROPOSED STATION TRADES

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

THIS WEEK

TVs ☐ \$61,000,000 ☐ 1
Combos ☐ \$99,100,000 ☐ 4
FMs ☐ \$1,330,010 ☐ 3
AMs ☐ \$4,535,000 ☐ 10
Total ☐ \$165,965,010 ☐ 18

SO FAR IN 1998

TVs ☐ \$8,865,263,010 ☐ 69
Combos ☐ \$5,688,306,240 ☐ 227
FMs ☐ \$892,714,837 ☐ 285
AMs ☐ \$594,284,040 ☐ 187
Total ☐ \$15,986,565,127 ☐ 768

SAME PERIOD IN 1997

TVs ☐ \$8,479,180,845 ☐ 82
Combos ☐ \$11,194,087,229 ☐ 278
FMs ☐ \$2,197,752,623 ☐ 329
AMs ☐ \$169,708,914 ☐ 189
Total ☐ \$22,040,729,611 ☐ 878

SOURCE: BROADCASTING & CABLE

Facilities: WAEW: 1330 khz, 1 kw; WXVL: 99.3 mhz, 6 kw, ant. 259 ft.; WCSV: 1490 khz, 2 kw

Formats: WAEW: talk; WXVL: AC; WCSV: tourist radio

Broker: Media Services Group

KBKB-AM-FM Fort Madison, Iowa
Price: \$850,000

Buyer: Jacor Communications Inc., Cincinnati (Samuel Zell, chairman; Randy Michaels, CEO; Zell/Chilmark Fund LP, 30% owner; David H. Crowl, president, Radio Division); owns/is buying one TV, 142 FMs and 80 AMs

Seller: Talley Broadcasting Company, Litchfield, Ill. (Hayward L. Talley, CEO); also owns WSMI-AM-FM Litchfield, Ill.

Facilities: AM: 1360 khz, 1 kw day, 35 w night; FM: 101.7 mhz, 50 kw, ant 466 ft.

Formats: Both AC

Broker: The Connelly Co. Inc.

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FMS

WPCF-FM Panama City Beach, Fla.**Price:** \$1,325,000**Buyer:** Styles Broadcasting of Alabama Inc., Panama City (Kim Styles, president); also owns/is buying WYOO (FM) Springfield and WDLP(AM) Panama City, both Fla.**Seller:** Winstanley Broadcasting Inc., Mandeville, La. (Charles K. Winstanley, president); also owns WYLA(FM) Lacombe and WYLK(AM) Folsom, both La.**Facilities:** 100.1 mhz, 1.7 kw, ant. 413 ft.**Format:** AC**CP for new FM in Burnsville, Miss.****Price:** \$5,000**Buyer:** Southern Community Services Inc, Luka, Miss. (Richard A. Biddle, president); no other broadcast interests**Seller:** Southern Cultural Foundation, Athens, Ala. (Richard W. Dabney, trustee); also owns one AM and three FMs**Facilities:** 91.9 mhz**Format:** Dark

BY THE NUMBERS

BROADCAST STATIONS

Service	Total
Commercial AM	4,724
Commercial FM	5,591
Educational FM	1,961
Total Radio	12,276
VHF LPTV	559
UHF LPTV	1,515
Total LPTV	2,074
FM translators & boosters	2,928
VHF translators	2,248
UHF translators	2,752
Total Translators	7,928
Commercial VHF TV	558
Commercial UHF TV	651
Educational VHF TV	125
Educational UHF TV	242
Total TV	1,576

CABLE

Total systems	11,600
Basic subscribers	64,800,000
Homes passed	93,790,000
Basic penetration*	66.1%

*Based on TV household universe of 98 million.
Sources: FCC, Nielsen, Paul Kagan Associates
GRAPHIC BY BROADCASTING & CABLE

Big Deals

Journal Broadcasting Group is buying Wichita, Kansas-based Great Empire Broadcasting Inc. for \$95.9 million (B&C, Aug. 24), subject to FCC approval. As a result of the sale, Journal Broadcasting will acquire the following stations: WOW-AM-FM Omaha, Neb.; KVOO-AM-FM Tulsa and KCKI (FM) Henryetta, both Okla.; KFDI-AM-FM and KICT-FM Wichita, KLLS (FM) Augusta and KYQQ(FM) Arkansas City, all Kan., and KTTS-AM-FM Springfield and KLTO(FM) Sparta, both Mo. After this transaction closes, Journal Broadcasting Group will own 12 AMs and 24 FMs.

WXOF(FM) Beverly Hills, Fla.**Price:** \$10.00 for stock**Buyer:** WGUL-FM Inc., Palm Harbor, Fla. (Carl J. Marcocci, chairman); also owns/is buying three AMs and one FMs**Seller:** John W. Bride, Portland, Me.; no other broadcast interests**Facilities:** 97.1 mhz, 2.5 kw, ant. 354 ft.**Format:** Digital country

AMS

WGBB(AM) Freeport, N.Y.**Price:** \$1.7 million**Buyer:** WGBB(AM) Inc, Freeport (Arthur Liu, president); no other broadcast interests**Seller:** Cox Broadcasting Inc., Atlanta (Nicholas D. Trigony, president; Andrew S. Fisher, executive VP-TV; Robert F. Neil, president, Cox Radio Inc.); owns/is buying nine TVs, 39 FMs and 20 AMs**Facilities:** 1240 khz, 1 kw**Format:** News/talk**Broker:** Media Venture Partners**WNNZ(AM) Westfield, Mass.****Price:** \$1.2 million**Buyer:** Clear Channel Communications Inc., San Antonio, Tex. (L. Lowry Mays, president); also owns/is buying 79 AMs, 134 FMs and 18 TVs**Seller:** Celia Communications Inc., Springfield, Mass (Curtis and Celia Hahn, owners); no other broadcast interests**Facilities:** 640 khz, 50 kw day, 1 kw night

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www.gmbi.com

Format: Talk
Broker: Serafin Bros.

KWKY(AM) Des Moines, Iowa

Price: \$800,000 for stock
Buyer: Putbrese Communications Ltd., Norwalk, Iowa (Charles E. Putbrese, president); Putbrese also owns the seller, Norseman Broadcasting Corp., and WREL-AM-FM Lexington, Va.
Seller: Norseman Broadcasting Corp., Des Moines, Iowa
Facilities: 1150 khz, 1 kw
Format: Religious

WSPW(AM) Bridgewater, N.J.

Price: \$260,000
Buyer: New Jersey AM Radio LP, Cedar Knoll, N.J. (E. Burke Ross, principal); also owns one AM and three FMs
Seller: Bridgewater Broadcasting Co., Bridgewater, N.J. (John D. Lohse, president); no other broadcast interests
Facilities: 1170 khz, 500 w daytime
Format: AC

WUCO(AM) Marysville, Ohio

Price: \$190,000
Buyer: Frontier Broadcasting LLC, Westerville, Ohio (Thomas Pierce, president); no other broadcast interests
Seller: Jack L. Frost, Huntsville, Ohio; no other broadcast interests
Facilities: 1270 khz, 500 w
Format: Country

WBAG(AM) Burlington N.C.

Price: \$150,000
Buyer: Gray Broadcasting LLC, Graham, N.C. (Theodore J. Graham III, managing member); no other broadcast interests
Seller: Key Broadcasting Corp. Inc., High Point, N.C. (Joel Key, president); no other broadcast interests
Facilities: 1150 khz, 1 kw day, 48 w night
Format: News/talk

KESE(AM) Bentonville, Ark.

Price: \$100,000
Buyer: Lerita A. Huff, Alpena, Ark.; no other broadcast interests
Seller: JEM Broadcasting Co. Inc., Bentonville, Ark. (Elvis Moody, president); no other broadcast interests
Facilities: 1190 khz, 2.5 kw
Format: Easy listening

WDL(AM) Panama City Beach, Fla.

Price: \$100,000
Buyer: Styles Broadcasting of Alabama Inc., Panama City, Fla.

UPN adds affiliate

UPN said Vision III Broadcasting's WVBG in Albany, New York has become its 112th primary affiliate. The station in the nation's 52nd largest market reaches 0.519 percent of the country, UPN said. Paxson's WYPX in Albany will remain a secondary affiliate for UPN. Counting WVBG, UPN has 185 affiliates and controls 27 stations. —Joe Schlosser

(Kim Styles, president); also owns/is buying WYOO(FM) Springfield and WPCF-FM Panama City Beach, both Fla.

Seller: Community Service Broadcasting Inc. of Panama City, (Charles K. Winstanley, president); Winstanley also owns WYLA(FM) LaCombe and WYLK(AM) Folsom, both La.

Facilities: 1290 khz, 270 w day, 1 kw night
Format: Sports

WDSL(AM) Mocksville, N.C.

Price: \$30,000 for stock
Buyer: Clayborne B. Lunsford, Union Grove, N.C.; no other broadcast interests
Seller: Margaret C. Tilley, Statesville, N.C.; no other broadcast interests
Facilities: 1520 khz, 5 kw
Format: Country

WBTS(AM) Bridgeport, Ala.

Price: \$5,000
Buyer: KEA Radio Inc., Scottsboro, Ala. (Ronald H. Livengood, president); KEA Radio Inc. and its principals own/are buying four AMs and six FMs
Seller: Remal J. McCloud and Darren W. McCloud, joint executors of the estate of Roy McCloud, Bridgeport, Ala.; no other broadcast interests
Facilities: 1480 khz, 1 kw
Format: C&W

—Compiled by Alisa Holmes

Errata

The Oct. 5 "Changing Hands" item on WGUL-FM Tampa Bay, Fla., failed to list the other broadcast interests of the seller's CEO, Carl Marcocci. He also is chairman/CEO of WGUL(AM) Tampa Bay, WXOF(FM) Beverly Hills, WBKX(FM) Crystal River, WINV(AM) Inverness and WRFB(AM) Cocoa, all Fla.

RADIO

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

SITUATIONS WANTED MANAGEMENT

General Manager- 15 year + veteran with sales, programming and technical expertise including ownership and multi-unit operations. Current stations being sold. Ed 1-800-827-2483

SITUATIONS WANTED ANNOUNCER

Oldies, Lite AC, Mor. Music Host/News caster. (30 yrs. exp.) Seeks part-time in N.E. (NY, CT, NJ, PA). 212-677-8531.

**Responding to a
Blind Box ad?**

Easy enough!
Just mail your resume to:

Broadcasting & Cable
Box # _____
245 W. 17th Street
New York, NY 10011

TELEVISION

HELP WANTED MANAGEMENT

GENERAL MANAGER

Time Warner Cable seeks a General Manager for our newest local 24-hour news channel, scheduled for a Spring 1999 launch in Austin, Texas. This position will work with corporate and local staff to manage the construction, staffing and implementation of our highly-successful format, in one of the nation's most livable cities. The ideal candidate for this position will have a solid background in television management, with at least three years experience in managing a television newsroom. A demonstrable working knowledge of all aspects of television station operations is a must. A college degree or relevant equivalent professional experience is required.

Time Warner Cable is an Equal Opportunity Employer, all qualified candidates are encouraged to apply. No phone calls please, resumes should be directed to:

Director, Human Resources

Time Warner Cable

12012 North MoPac Expressway

Austin, Texas 78758

Fax: 512-485-6186



**TIME WARNER
CABLE**

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.

Television Station Manager. WRNN-TV (Regional News Network). Kingston NY. Seeking Station Manager to take over all operational details of broadcast station located in Kingston New York. Must have experience. Reports to the General Manager. Please fax resume and letter to Ben at (203) 967-9442. No phone calls please.

Sunshine. Small-market NBC affiliate in the desert southwest is looking for a Sales Manager to lead its local sales effort. Creativity and computer literacy is a must. If you're looking to join a strong company in a fast growing market, send your resume to Box 01435 EOE.

Station Manager. Pikes Peak Broadcasting Co. is seeking a Station Manager for KJCT-TV, an ABC affiliate in Grand Junction, CO. Individual must have 7-10 years of television sales management experience. A college degree is preferred. EEO. Fax resume to 719-444-8601.

Small market TV station looking for Station Manager or Station Manager candidate with strong background in local sales and local sales management. Reply to Box 01434 EOE.

HELP WANTED SALES

TRAFFIC MANAGER

Station in Top 10 Market seeking a motivated individual to join our team. Responsibilities: daily logs, sales contracts, traffic reports, log verifications. 3-5 years. Exp. Reply to Box 01432.

TRAFFIC MANAGER

Imagine a place where the only limits are your imagination; where anything is possible. We offer an alternative, refreshing and unconventional approach to programming. We are seeking individuals who are talented, edgy, aggressive, and dynamic to join us. If you are looking for a unique opportunity, we are currently seeking a qualified individual for Traffic Manager. Must possess a minimum of 4-6 years experience in a similar position. Must have Windows '95 experience. Must possess excellent written and verbal communication skills. Will be responsible for supervising Traffic Department staff. Will interact with Sales and Production. Will also be responsible for scheduling commercials, creating the log, preparing client billing, inputting contracts and timing programs.

Send resumes to: Box 01439

Melody Houston

Where are You?

I have a TV sales job!

**Call Don: (941)768-9654;
(850) 671-5151**

General Sales Manager. Candidate's resume should demonstrate detailed experience, management, organization, and leadership skills. No beginners. Equal Opportunity Employer. Resume to Kathy Cowan, KFVS12, Box 100, Cape Girardeau, MO 63702-0100.

National Sales Manager. WBNE, the WB affiliate in Hartford/New Haven has an immediate opening for a NSM. Position requires good judgment and organization, strong research skills and excellent leadership ability. Candidate must have at least 3 years of media sales experience. WB59 is a Lin Television station with excellent benefits. Contact Greg Bendin, GSM, WBNE, 8 Elm Street, New Haven, CT 06510. Fax 203-782-5995. Drug screening. EOE.

General Sales Manager. WTKR-TV in Norfolk/Virginia Beach is seeking an aggressive sales leader whose goal is to outperform the competition! We need a strong, motivated individual with a proven ability to train and motivate our sales force. If you are an outside-the-box thinker with strong interpersonal, customer focused and non-traditional revenue skills this could be the perfect opportunity for you. The ideal candidate will be organized, possess strong negotiation skills and be able to work with a talented and cohesive management team. We are owned by the New York Times Company and also offer a great quality of life location. Must have a minimum of three years television sales management experience. Send letter and resume to: Sandi Yost, VP and Station Manager, WTKR-TV, 720 Boush Street, Norfolk, VA 23510.

General Sales Manager. Southwest affiliate seeks motivational leader for multi-channel operation. Must be organized, analytical, creative, and computer literate. Show us you have the skills to grow into a GM job. Two years LSM experience preferred. Reply to Box 01438 EOE.

National Sales Manager. KHBS-KHOG, a Hearst-Argyle Television station in Fort Smith, Arkansas has an immediate opening for a National Sales Manager. This is a new position with a dominant, ABC affiliate in beautiful Northwest Arkansas. This is an exceptional career opportunity with one of America's fastest growing broadcast groups. Hearst-Argyle Television offers excellent benefits and growth potential. The ideal candidate will have 2-3 years of National or Regional sales management experience. Please send resume in confidence to John Curry, GSM, KHBS-KHOG-TV, 2415 N. Albert Pike, Fort Smith, AR 72904. EOE.

HELP WANTED MARKETING

KMSS FOX 33 Shreveport has an immediate opening for a Promotions/Marketing Director. Qualified applicants should send their resumes to KMSSTV, Attn: Joe Sugg, 3519 Jewella Ave, Shreveport, LA 71109.

HELP WANTED TECHNICAL

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

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

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

WTVR-TV, a Raycom Media station, has an immediate opening for an experienced Director/Technical Director capable of directing fast-paced newscasts. Experience with GVG 300 switcher and DPM 700 DVE preferable. Thorough knowledge of studio operations required. Minimum of 1-2 years directing experience required. Degree desired. We are an EOE and qualified minorities and females are encouraged to apply. Pre-employment drug screening required. Please send resume, tape with Director's track, and salary requirements to (no phone calls): Matt Heffernan, Director of Operations and Technology, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230.

Television Master Control Supervisor and Operator positions for progressive multi-network and multi-channel television facility in Palm Springs, CA. Must have PC skills along with the ability to adapt quickly and perform under pressure of time deadline. Send resume to KESQ-TV, 42-650 Melanie Place, Palm Desert, CA 92211, Attn: David Gray.

Maintenance Technician. Requires self starter having experience with Beta, VPR-3, PC's and other studio equipment maintenance. Experience with microwave, satellite, VHF and UHF transmitters, CADD ability and FCC General Class License preferred. Contact Charles Hofer, Manager of Engineering Maintenance, WTNH-TV, 8 Elm Street, New Haven, CT 06510. No phone calls please. EOE.

Television Engineer for progressive multi-network and multi-channel television facility in Palm Springs, CA. We are looking for a great attitude combined with 2 years of component level experience on broadcast equipment including tape machines, studio, ENG, EFP, microwave, UHF and or VHF transmission systems. PC and PC networking skills are a real plus. Must have the ability to adapt quickly and perform under pressure of time deadlines. Send resume to KESQ-TV, 42-650 Melanie Place, Palm Desert, CA 92211, Attn: David Gray. No phone calls please. EOE.

Television DSNG Technician. Super environment. Great people. Continuous learning. Excellent benefit package. KMTV, CBS affiliate in Omaha, NE, needs a Digital Satellite News Gathering Technician for our Nightside Team. Drive and maintain our new, state-of-the-art DSNG vehicle. Qualifications: Ability to handle breaking news scenes and independent remote operations, Associate's Degree or equivalent and two years previous TV operations maintenance experience including live microwave operations, a must. Travel required. Apply immediately to Janet Tidwell, KMTV, 10714 Mockingbird Dr., Omaha, NE 68127, Fax: 402-592-4406 or email: intouch@kmtv3.com. Equal Opportunity Employer.

Maintenance Engineer. Engineer needed to install, maintain and repair television broadcast equipment. Need creative individual to help with our upcoming DTV conversion. One year broadcast maintenance experience required. News station and transmitter backgrounds helpful. Associate degree, SBE certification desired. Must be available to work all shifts. Submit resume and cover letter to: Human Resources, KTCB-TV/FOX, 119 E. 10th Street, Austin, TX 78701. Ref: Maintenance Engineer. No phone calls, please. EEO Employer.

Staff Technician: WNDU-TV is looking for an experienced staff technician to perform technical maintenance functions, operate satellite uplinks and perform other repair duties. Knowledge of video, computer, TV, microwave and radio transmitters preferred. Includes shift work, especially nights and weekends, some travel. Valid Chauffeur's driver's license required. Must be a high school graduate with two years vocational-technical training in broadcasting or electronics. Please send resume to: The WNDU Stations, Attention: Human Resources, Position #00218, PO Box 1616, South Bend, IN 46634. Or you can email your resume to JOBS@WNDU.COM. The WNDU Stations is an Equal Employment Opportunity employer.

Ready for some sun and fun? WTCV-TV, the NBC affiliate in beautiful Tallahassee, Florida, urgently seeks a Chief Engineer. The successful candidate will have a minimum 3 years experience as an engineer and 2 years experience as an Assistant Chief of similar position. Must have a sound background in management and maintenance, as well as a strong working knowledge of UHF television transmitters. Since our shop is digitally-based, the candidate must have strong computer experience and abilities. Be prepared to train staff and have hands-on responsibilities in repairing, maintaining, and installing equipment. A degree in Electronic Engineering is preferred, but equivalent experience will be considered. Please fax resume to 850-893-1733, Attn: Human Resources, or mail to 8440 Deerlake Road, Tallahassee, FL 32312. WTCV-TV is an EOE. No phone calls, please.

Maintenance Technician/Engineer: KSEE-TV, NBC, a Granite Broadcasting Corporation station in Fresno, CA is looking for a full time Maintenance Technician/Engineer. Will maintain and install TV broadcast equipment including troubleshooting systems, devices, circuit boards and component level failures. 3-5 years previous experience on TV broadcast maintenance. FCC Radio/Telephone license or SBE certification preferred. Send resume with cover letter to: KSEE 24, 5035 E. McKinley Avenue, Fresno, CA 93727, Attn: Personnel. No phone calls. Final candidate will be required to undergo drug screening. EOE.

KSAT-TV, San Antonio's ABC affiliate, a Post-Newsweek station, has an opening in the Creative Services Dept. for a photographer/editor. Must have 2-3 years news or video photog exp., ability to edit on linear and non-linear equip. Be creative; a team player; able to meet strict deadlines. Exp. in TV marketing a plus. Knowledge of BETACAM, Sony equipment, AVID, Photoshop and After Effects. Mail resume to Kim McReynolds, Creative Services Mgr., KSAT-TV, 1408 N. St. Mary's, San Antonio, TX 78215. No phone calls. Any job offer contingent upon successful completion of pre-employment physical including drug screen; verification of references and education. EOE/M-F/DV/ADA.

Full Time Chyron Operator. KTRK-TV has an opening for a full time Chyron Operator. Experience on a fast-paced newscast is a must. This person must be able to work weekends and weekdays as needed. Send resumes to: Rick Herring, Senior Director, KTRK-TV, 3310 Bissonnet, Houston, TX 77005. Fax 713-663-8723. No phone calls please. Equal Opportunity Employer. M/F/V/D.

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

Chief Engineer. WRNN-TV (Regional News Network), Kingston NY. Seeking an experienced Chief Engineer with excellent knowledge of UHF transmitter operation and maintenance. You will lead in installation and maintenance of studio, production, master control, microwave systems, fiber and satellite transmissions and reception. You will implement preventive maintenance programs and be responsible for staffing, supervision and building maintenance. General license required. SBE certificate a plus. Fax resume and letter to Ben at (203)967-9442. No phone calls please.

Director of Engineering. WTVH-5, the CBS affiliate in Syracuse, New York, is looking for a management professional to lead WTVH's station engineering operation into the next century with a strong focus on DTV. The successful candidate must be able to direct the total engineering and support functions of the television station in accordance with governmental rules and regulations, corporate policies, labor contracts and good engineering practice in a manner that enhances inter-departmental cooperation, technical excellence and station profitability. Will also be responsible for administering and managing Production department. A minimum of 5 years broadcasting engineering and two years supervisory in either RF or maintenance and techniques of FCC compliance. Must have specific knowledge of FCC rules and regulations, budgeting, negotiations, and computer. Ability to communicate orally and in writing and have strong interpersonal skills. In addition resourcefulness, initiative, decisiveness and steadiness under pressure. Please send resume to: WTVH, Human Resources Dept., 980 James Street, Syracuse, New York, 13203. Resumes accepted through 10/15/98. EEOE.

Chief Engineer: WFMJ-TV21, an NBC affiliate in Youngstown, Ohio, has an immediate opening for a Chief Engineer. Candidate must have a minimum of 4 years experience as an Assistant Chief Engineer, with a sound background in management skills, maintenance experience and a strong working knowledge of UHF television transmitters. The candidate must possess above average computer, technical and people skills, and must be able to train as well as repair all electronic studio and transmitter equipment. Send your resume and salary requirements to John A. Grdic, General Manager, WFMJ Television, Inc., 101 Boardman Street, Youngstown, OH 44503. EEO. No phone calls please.

Chief Engineer. Fast growing Southern California full power UHF station needs experienced chief engineer with strong R.F. background for dual klystron transmitter. L.P. and microwave knowledge helpful also. Please fax resume to: KSTV 818-757-7533.

Assistant Chief Engineer. AM-FM-TV combo (PBS/NPR). You have 4 year degree plus 5 years experience and want to grow. We offer secure, professional leadership position. Not less than \$40,000 plus exceptional benefits. Call or email for complete job description and application package: Marge Moluf 217-333-0850, m-moluf@uiuc.edu. We are an Affirmative Action/Equal Opportunity Employer.

HELP WANTED CONTRACTS

MTV NETWORKS

Contract Administrator

MTV Networks (MTVN), a member of the Viacom family and one of the largest and fastest-growing entertainment companies in the world, is comprised of MTV, VH1, Nickelodeon, NICK at NITE, NICK at NITE's TV Land and M2. We are currently seeking a Contract Administrator to join our Contract Accounting/Law & Business Affairs team.

You will be responsible for the analysis and interpretation of legal documents and contracts, determining MTVN's residual liability for each. Using this information, you will maintain a database of residual payments, verifying invoices and ensuring that proper residual payments are made on a monthly and quarterly basis.

The candidate we seek must possess a Bachelor's degree and at least 2 years' experience in the television and/or film industry with at least 1 year of residual payment experience. Excellent interpersonal, communication and client service skills are essential as are good computer skills including knowledge of Word and Excel.

We offer a competitive salary and benefits package. For consideration, send your resume and cover letter with salary requirements to: MTV Networks, Staffing Resources- Dept. JP-CA, 1515 Broadway, 16th Floor, New York, NY 10036. We regret that we can respond only to those candidates who meet the above requirements. We are an equal opportunity employer.

HELP WANTED NEWS

WTVR-TV, a Raycom Media station, has an opening for a Newscast Co-Anchors/Reporter. Responsibilities include co-anchoring morning newscast and contributing a regular franchise to the station's 5:00/5:30pm newscasts. We are an EOE and qualified minorities and females are encouraged to apply. Pre-employment drug screening and motor vehicle report required. Please send resume and pay requirements to (no phone calls): Rob Cizek, News Director, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230.

Weather Anchor. Strong medium market has an immediate opening for a weekend weather anchor. We want a highly motivated team player that possesses a thorough knowledge of the science of weather and at least 2 years of on-air experience. BS in meteorology and A.M.S. seal preferred. Wide knowledge of weather computer systems a plus. Please send a VHS tape and resume to Box 01433 EOE.

Weathercaster. KIRO-TV in Seattle has immediate opening for an energetic, experienced weathercaster to join the KIRO weather team in preparing, forecasting and presenting weather segments. Must have polished presentation skills and previous experience in a major market. Send non-returnable demo tape to KIRO-TV, Attn: HR Dept., 2807 Third Avenue, Seattle, WA 98121. EOE.

TV Photojournalist: WESH-TV, the NBC affiliate in Orlando, is looking for a top-notch photojournalist to join our nightside team, the team that has made our 11pm news Number 1 in the market. Thorough technical knowledge of ENG is just the beginning. You must be able to combine your personal style, excellent lighting and composition, and high NPPA standards to tell a compelling story. You will be expected to operate a microwave truck on a regular basis. Commitment to teamwork is a must, along with a love of news. 5 years experience required, college degree preferred. If this sounds like your kind of challenge, rush your BETA tape and resume to: Pat Gribbin, Chief Photojournalist, WESH-TV, PO Box 547697, Orlando, FL 32854. No phone calls! An Equal Opportunity Employer.

Show Producer (Job #98-709). WTHR-TV, the Dispatch Broadcast Group is looking for America's best local news producer. We are searching for journalists who are passionate about newscast producing and active writing. This producer is relentless about strong content and creative, fast-paced programs that spark viewers to watch. If you are the best tease writer, instill the best writing and include the best video in your shows we want to interview you. Energizing the anchors, reporters, assignment desk, production crew, photographers and editors to want to work for you is a key to success in this shop. This is a shop where we expect you to think big, be well-read and ready to lead and play everyday. Superior coverage of breaking news should be a prime value and maintaining the lead in weather coverage is a must. Interested individuals should submit cover letter indicating referral source, and resume to the Department of Human Resources, Attn: Job No. 98-709, PO Box 1313, Indianapolis, IN 46206. Replies held in confidence. Qualified minorities and women are encouraged to apply. We are a drug-free and smoke-free environment. Equal Opportunity Employer.

Reporter. WAFF-TV, a Raycom Station in Huntsville, AL, is looking for a reporter who excels at live coverage. If you want to own the top story, thrive on breaking news and want to work in one of the most competitive markets in the country, send a tape and resume to: WAFF TV, PO Box 2116, Huntsville, AL 35804, Attn: Frank Volpicella, News Director. EOE.

Photojournalist: Two years experience in television news photography. Must be able and willing to be creative even in the most difficult of situations. Previous experience in operating live microwave equipment a plus. Valid Oklahoma Driver's License required. Send resume and non-returnable tape to: Personnel, KFOR-TV, PO Box 14065, Oklahoma City, OK 73113. EOE. No phone calls please.

News Promotion Writer/Producer. If you can handle rapid-fire deadlines, translate research into compelling promotional copy and take pride in production values, we want to see your reel! We need an experienced pro who thrives on the pulse of a newsroom and is ready for the FOX Q&O in the nation's news capital! Rush your resume and non-returnable reel to Mary Talley, VP/Human Resources, WTTG FOX 5, 5151 Wisconsin Avenue, NW, Washington, DC 20016. EOE/M/F/D/V.

News Director. Extremely competitive News environment in medium Southwest market. Candidate will have strong News judgement and people skills. Ability to train and motivate young staff is a must. High energy level and desire to do what it takes to move station from number 3 to number 1. New owner with aggressive capital outlay and desire to win makes this an excellent career opportunity for the right person. Please respond with resume and tape of Newscast you controlled. Reply to Box 01436 EOE.

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

Midwest NBC affiliate is in need of a news producer. This person will be responsible for producing weekend newscasts, and assisting Producers during the week. Must have excellent writing and leadership. Send resumes to: Maggie Hradecky, Acting News Director, WREX-TV, PO Box 530, Rockford, IL 61105. EOE/M-F.

Chief Photographer. Leading Spanish language TV station in top 10 market needs you. Lead a staff of 5 photographers by example. Oversee all aspects of ENG, photography, scheduling, maintenance and training. Must be bilingual. Send resume to: Jorge Mettey, 2323 Bryan St., Suite 1900, Dallas, TX 75201.

HELP WANTED RESEARCH

Experienced TV Researcher Wanted. Excellent opportunity to become part of an exciting, fast-paced multi-network program research department. Ideal candidate will be a motivated team player able to multitask in a fast paced environment with 1-3 years research experience at a station, syndicator, MSO, ad agency or network with excellent written and oral communication skills. Cable/kid knowledge a plus. Responsible for preparing and analyzing reports for the Affiliate Relations, Programming and Development departments. Must be proficient in SNAP, WRAP, Nielsen software applications, Word, Excel, and Powerpoint or Harvard Graphics. Please fax resume and salary history to: (310) 235-5898.

HELP WANTED PROMOTION

ASSOCIATE PROMOTIONS MANAGER

Telemundo Network Group, LLC seeks bilingual (Span/Eng) sales promotion professional w/min. 5 yrs. exp. Expertise in development and execution of client-driven marketing initiatives. Requires excellent presentation-writing skills and the ability to creatively address clients' needs using network resources. Copywriting skills and US Hispanic market experience a plus. Position based in NY. EOE. Please send resume to:



Telemundo Network Group, LLC
1775 Broadway, 3rd Floor
New York, NY 10019
Attn: Sales Support

Promotion Manager. Midwest CBS affiliate owned by one of America's premier multi-station broadcast groups has an immediate opening for an experienced and creative Promotion Manager. The person will need to be well-organized with strong management and team skills. Must be able to implement and schedule News and station program promotions to bring viewers to the station. Knowledge of digital editing is essential. The station has been recognized nationally for its hard-hitting and creative Promotion and News campaigns. It was a national Emmy finalist in 1998 and winner of many other awards. If you think you fit the bill and want to be part of an aggressive and professional local affiliate, send videotape, resume, references, and cover letter stating your professional experience to: Human Resources, WANE-TV, 2915 W. State Boulevard, Fort Wayne, IN 46808. Please, no phone calls. EOE.

HELP WANTED PUBLIC RELATIONS

Outreach Projects Coordinator. Houston Public Television seeks Outreach Projects Coordinator to develop, implement KUHT program outreach projects. Required: bachelors degree and four years experience in education, outreach, or community affairs and public relations in broadcasting or community-based organization; or equivalent education and experience. Excellent communication, organization and presentation skills. Knowledge of grant/proposal preparation. Computer literate. Desired: experience in human relations, adult training or teaching; knowledge of public television, community service groups and educational technology. Evening and weekend work required. Salary from \$32,000. Send resume to University of Houston, Human Resources, Houston, TX 77204-5883. KUHT-TV is licensed to the University of Houston, an equal opportunity/affirmative action institution. Minorities, women, veterans and persons with disabilities are encouraged to apply.

HELP WANTED MISCELLANEOUS

As one of the fastest growing, most progressive broadcast groups in the nation, SINCLAIR COMMUNICATIONS, INC. owns and/or provides programming services or has agreements to acquire 64 stations in 42 separate markets, and owns, provides sales and programming services to, or has agreements or options to acquire 51 radio stations in 10 separate markets. Sinclair's television group will include ABC, CBS, FOX, NBC, WB and UPN affiliates. As our phenomenal growth continues, we seek the one element which gives us the edge on the competition and the power to stay on top-the best people in the business. If you are a motivated team player with a successful track record, an opportunity may await you at Sinclair.

Baltimore-SCI Corporate Office VP, News

Key corporate position. Responsible for coordinating 20 diverse news operations. Candidate will help build and maintain quality news operations, recruit news management and talent, as well as negotiate news vendor contracts. Strength in news budgeting, as well as experience in big 3 affiliates, FOX, independent newscasts, news launches and news sharing preferred. Send resume. BC#196

Baltimore-WBFF/WNUV-TV-FOX/WB Local Sales Manager

WBFF-TV, the FOX affiliate in Baltimore, seeks a creative, experienced, revenue-driven sales leader. Looking for a sales professional with 3-5 years experience. Must be literate in use of Scarborough, TVScan, use of incentive trips and all state of the art sales tools. If you have leadership, creativity and a strong, successful sales background, send resume and cover letter. BC#197

Lexington, WDKY-TV/FOX Local Sales Manager

Ideal candidate must possess previous management experience and have a proven sales record. Must be detail-oriented, hard working and willing to travel as needed. Please send cover letter, resume and salary requirement. BC#198

Kansas City-KSMO-TV/WB National Sales Manager

WB62 in Kansas City is looking for a National Sales Manager with a minimum of 2-3 years broadcast sales or rep experience. Must be computer literate and possess strong communication and organizational skills. Send resume and cover letter. BC#199

Norfolk-WTVZ-TV/WB Local Sales Manager

Seeking an aggressive Sales Manager to supervise all local sales personnel, which includes the hiring, training, and directing of personnel to maximize local sales revenues. Applicants must have a minimum of 3 years local and/or national television sales experience, PC experience, including TV Scan and Qualtap a must. Send resume. BC#200

Pensacola-WEAR-TV/ABC Executive Producer

Experienced and aggressive producer to be the visual and editorial leader of our newsroom's large staff. Proven people and supervisory skills required. Must have superb script writing and story production abilities. Work closely with news director in setting and implementing short-term and long-term newsroom strategies. Send newscast tapes, resume, references and salary requirements. BC#201

Richmond, VA-WRLH-TV/FOX Local Sales Manager

Immediate opening for a dynamic, experienced sales veteran looking for a great team to lead! Candidates should be able to maximize rates and inventory, be a coach/trainer and develop non-traditional sales opportunities. Primary responsibilities include budgeting and revenue forecasting. Must have a minimum of 5 years verifiable success in broadcast sales or proven management track record and a history of outperforming the competition. Send resume. BC#202

Richmond, VA-WRLH-TV/FOX Commercial Producer/News Videographer

Looking for someone who can do it all. 2-3 years experience in all phases of production: EFP, ENG, lighting, scripting and post-production. Great client skills, professional demeanor, excellent communication skills, good driving record, and time management skills required. Send resume and non-returnable tape. BC#203

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

SBG

SINCLAIR BROADCAST GROUP

Sinclair is proud to be an
EQUAL OPPORTUNITY EMPLOYER
and a DRUG-FREE WORKPLACE
WOMEN AND MINORITIES ARE ENCOURAGED TO APPLY

HELP WANTED FINANCIAL & ACCOUNTING

TRAFFIC & BILLING SUPERVISORS

Join the fastest growing television advertising company in the Mid-Atlantic states. The Central Region of Media Partners, the advertising arm of Adelphia Communications, is looking for a few motivated and enthusiastic people to add to its support team. Candidates will be considered based on experience, performance and work history.

Traffic & Billing Supervisor- Staunton, VA office- Performs or directs the following daily, weekly and monthly tasks associated with traffic, billing credit and collections: entering orders, entering copy changes, entering cash collections, building, adjusting and verification logs, billing, invoicing, sending statements, and dunning letters. A high school diploma or equivalent, plus a minimum of two years in traffic and billing with a large cable system or interconnect. Must remain calm during high stress work situations. Must possess the communication skills to deal with clients on matters related to their accounts. This position carries a salary and quarterly bonus.

All successful applicants must pass a drug/alcohol test, physical examination, criminal records and drivers license check. Please forward resume to:

Media Partners
17 Middlebrook Avenue
Staunton, VA 24401
Fax#: (540) 886-4304
or e-mail
alunsford@adelphia.net

Applicants will be accepted through October 23, 1998 or until positions are filled. Media Partners is an equal opportunity employer.

HELP WANTED CREATIVE SERVICES

DIRECTOR OF CREATIVE SERVICES

WTVD is the ABC owned television station in the Raleigh-Durham-Fayetteville, North Carolina market. This fast-growing, 29th market station seeks an outstanding manager who will consistently deliver break-through on-air, radio, and print promotion, while leading and motivating a team of writer/producers and graphic artists. A minimum of 3 years experience at a TV station required. Please send your resume, reel, and references to:

Bruce Gordon
WTVD-TV
411 Liberty Street
Durham, NC 27701



No phone calls please. Equal Opportunity Employer/M/F/D/V.

Intern Producer. Channel 8 seeks an Intern Producer for the Broadcast Creative Services department to assist in the hands-on production of television promotions. Must be able to produce/package promos, and handle promo inventory. Candidates should be recent college graduates (Dec. '97) with a bachelors degree in RTV/Film, or related field. Must be computer literate and familiar with broadcast TV cameras, audio and editing equipment, and videotaping machines. Two semesters of "hands-on" lab work or a prior internship at another TV station or production facility preferred. Must be able to work under pressure, and be available for some evening or weekend assignments. This two year paid internship position will have a starting salary of \$20,000, plus excellent benefits. Send resume, a VHS tape of recent work you've produced and edited (optional), along with an equipment list to: University of Houston, Human Resources, Houston, Texas 77204-5883. KUHT-TV is licensed to the University of Houston. The University of Houston is an Equal Opportunity/Affirmative Action institution. Minorities, women, veterans and persons with disabilities are encouraged to apply.

TV Promotion Producer. NBC 30, Connecticut's NBC owned and operated station is seeking an experienced producer to join our Creative Services Department. If you have 2 years prior experience, and are a strategic thinker, we want to hear from you. Send your reel and resume to Chris Gallagher, Director of Creative Services, 1422 New Britain Avenue, West Hartford, CT 06110. EOE.

HELP WANTED PRODUCTION

TV Production Manager/Director. KNME-TV, Albuquerque, NM PTV station, is seeking a TV Production Manager/Director. \$2,858.42 to \$3,801.42/Mo. (DOE). To Apply: For complete information about this vacancy and how to apply, pick-up an announcement (Reference Req.#980136*A) at 1717 Roma NE, Albuquerque, NM 87131 or access our website at: <http://www.unm.edu/~hrnet/jobs> or contact main # at (505) 277-2454 or call Sue Kurman at (505) 277-1225. e-mail Sue@KNME1.unm.edu. No tapes accepted. Applications will be received until 10/23/98. UNM is an AA/EEO Employer/Educator.

Producer. KTRK-TV has an immediate opening for a producer for our new local one-hour talk show, *Debra Duncan*. Qualified applicant must be a creative genius who can consistently recognize and generate compelling and promotable show segments. Must be well read and possess the following: Excellent people skills, exceptional control-room demeanor, superb writing and production skills plus the ability to work under pressure and tight deadlines. Three years of producing experience preferred. Qualified candidates should send tapes and resumes to: Karen Melamed, Executive Producer, KTRK-TV, 3310 Bissonnet, Houston, TX 77005. No phone calls please. Equal Opportunity Employer. M/F/V/D.

Former Network TV News Producer sought for lucrative (\$75K+) NYC, DC, SF, LA-based position as a consultant to an expanding, high-powered SF-based TV publicity firm with national clients and contacts. We do publicity to high journalistic standards. We require the same commitment plus a good working relationship with influential contacts at the network TV news level. Must be e-mail and Internet savvy. Work from your home year-round, on easy schedule. Send resume plus general outline of areas of media influence to: Primetime Publicity, 30 Hamilton Lane, Mill Valley, CA. 94941.

Senior Television Production Technician
Duties: Will plan and coordinate various aspects of the cable television programs for a public radio and television station. Will coordinate various aspects of production, such as audio work, music and camera work. Will review the production in order to ensure that objectives are obtained. Will assist the directors and the talent. Will prepare graphics and character generator. Will develop scripts in Spanish. Will assist in the taping of live and taped productions. As necessary, in the absence of the director, will coordinate the directing activities of the production. **Requirements:** Bachelor of Arts Degree, with a major field of study in Communication Media, plus one year of experience in the job offered, or a Master's Degree with a major field of study in Communication Media. **Salary/Overtime:** \$25,000.00 per year. **Hours:** 40 hours per week (Monday-Friday, 9:00 A.M. to 5:00 P.M.). **Contact:** Send resume to: Dept. of Labor/Bureau of Workforce Program Support, P.O. Box 10869, Tallahassee, Florida 32302-0869. Attn: S. Clark. RE: JOFL #1852304.

Reporter/Producer, Nebraska Educational Telecommunications. Experienced, informed, self-starter sought to serve as State Government Reporter/Producer to cover state government issues on daily/weekly basis. Bachelor's with major in broadcast journalism or mass communications with emphasis in television, film, or related field plus three years experience in television production required; equivalency considered. Excellent writing/research skills and knowledge of television production necessary. On-camera experience desirable. Excellent benefits. Review of resumes will begin October 23. Position will remain open until a suitable candidate is found. Submit cover letter and resume to Personnel Coordinator, University Television, P.O. Box 83111, Lincoln, NE 68501. UNL is committed to AA/EEO and ADA/504. If you require an accommodation, please call (402) 472-9333 ext. 214.

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

HELP WANTED PROGRAMMING

Programming Director- Position available at the best television rep in the business. Current experience in selecting, negotiating and scheduling syndicated shows required. Must be comfortable working with an extensive station list, prioritizing and meeting deadlines. We strive for programmers who are self-motivated, have a strong work ethic, are detailed oriented and team players. Send cover letter with resume to Katz Media Group, Inc., Human Resources, 125 West 55th Street, NY, NY 10019. No phone calls please. EOE.

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New York**

FOX/Liberty Networks, LLC is currently seeking a dynamic individual to work in our fast paced New York office. Responsibilities include providing administrative and secretarial support to the Vice President of Sales Administration/Traffic. The successful candidate will be a highly motivated, assertive professional with 3-5 years' business experience in cable or similar environment as an assistant to senior management. Must have excellent typing and computer skills (Word, Excel and PowerPoint); excellent organizational skills; the ability to prioritize and interact with all levels of management; and excellent communication skills. Flexible schedule with OT required. Excellent benefit package.

Send resume and salary history to:
FOX/Liberty Networks, LLC, Attn:
Human Resources, Code: TR-EA, 5251
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Responsibilities will include training staff on sales orders and processes including revisions, make-goods, and pre-emptions; writing training manuals; and developing training schedules.

Qualified candidates are required to have excellent computer skills, with knowledge of cable ad sales or sales assistant experience preferred.

We are willing to negotiate fees for your contract service. Send resume, including salary history, to: Fox Sports Net, Attn: Human Resources, CODE: CST, 5251 Gulfton St., Houston, TX 77081; Fax: (713) 432-7836. EOE.



ALLIED FIELDS

HELP WANTED MANAGEMENT

Manager, Video Network Services. Reporting to the Director, and working closely with the management team of the department is responsible for planning, starting and operating the University's new campus television service. Establishes and coordinates various advisory groups to consult on programming and support requirements. Develops service models and free structures. Negotiates University-wide contracts with programming providers. Ensures compliance with all local, state and federal regulations. Develops, produces and schedules programming. Manages staff and the day-to-day requirements for effective delivery of all video network services. Requires a bachelor's degree, or the equivalent, and at least three years of experience with a campus, private or commercial cable television system, including experience developing, producing and scheduling programming for distribution over a broadcast or cable television station. Must have a valid driver's license. Some evening and weekend hours are required. Must possess excellent organizational, supervisory, communication, computing and budget management skills. State salary requirements. Excellent benefits package includes tuition remission for employees and their children. Send resume to: P.O. Box 496, New Brunswick, NJ 08903-0496. Rutgers is an Affirmative Action/Equal Opportunity Employer. Employment eligibility verification required. To learn more about Rutgers and employment opportunities, visit our website at <http://dps.rutgers.edu>.

HELP WANTED MARKETING

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In addition to your marketing program expertise, you'll need 8+ years of middle or higher level experience in marketing, preferably in the broadcast/video business or related field. Strong analytical skills and polished written and verbal communication ability essential. Background preferred in planning/program development, implementation, organization, coordination, and advertising/sales interface. Product development experience required.

If you're **ASTUTE**, **THRILLED**, and **DRIVEN** when it comes to marketing electronics, you'll be pleased to know that in return for your talent, Sony Electronics offers a great compensation/benefits package! For consideration, please forward your resume with salary requirement/job code to Sony Electronics Inc., Recruiting Resources, JOB CODE: BCM/MA-BPG1801-1072, 3300 Zanker Road, MD #S12C2, San Jose, CA 95134-1901. Fax 408/955-5166 or e-mail sj_jobs@mail.sel.sony.com EOE. M/F/D/V

www.sony.com/jobs

HELP WANTED BROADCASTING

DIRECTOR OF BROADCAST SERVICES

The National Collegiate Athletic Association (NCAA) has an opening for the Director of Broadcast Services. The primary responsibilities include supervising the effort to promote the NCAA through the use of video and audio technology, and expanding the coverage of NCAA Championships and messages. Specific duties will include supervising the television production of 30 NCAA championships, managing the broadcast services staff and budget, serving as day-to-day liaison with regional and national sports television networks, overseeing the production of public service announcements, supervising the NCAA Television News Service, coordinating audio-visual presentations, regulating the production and distribution of highlight videos and other special projects, awarding television rights for NCAA championships, and compiling television ratings and other network related information.

Candidates must have a minimum of five years' experience and interaction with regional/national electronic sports media, extensive knowledge of television production, previous management experience, and excellent communication skills both verbal and written. Computer literacy and knowledge of the NCAA and intercollegiate athletics are preferred.

Our generous benefits package includes 100% employer-paid family health insurance, 15 vacation days per year, a complimentary ticket program (including final four tickets), an employer-paid pension fund, and an annual personal fitness stipend. Mail or fax your resume and cover letter to: NCAA Human Resources, 6201 College Boulevard, Overland Park, KS 66211. Fax (913) 339-0029.

The NCAA is an equal opportunity employer and encourages women, minorities, and disabled persons to apply.



WorldStream Communications, a fast-growing Internet broadcast company, seeks experienced hosts and producers for multi-media talk shows covering news, sports, comedy, lifestyles and more. Must be computer/Internet literate. Experts in their fields and current events/culture junkies a plus. Programming is expanding! Use this opportunity to create your own mark in world-wide broadcasting. Send resume to margaret@worldstream.com or fax 425/519-4511. Or send tape and resume to: WorldStream Communications, Attn: ML, 12320 NE 8th St.,

HELP WANTED SALES

Satellite Traffic Coordinator. ATC Teleports, Washington, has an immediate opening for a Satellite Traffic Coordinator. Preferred candidates will have broadcast/satellite industry experience in working with Intelsat, Orion, Panamsat, domestic satellites and fiber optic networks. Key responsibilities include order taking and processing, customer liaison and billing of services. Excellent Customer Service Skills are essential with a strong attention to detail. ATC Teleports offers excellent compensation and benefits package. Interested candidates can E-mail resumes to Kimberly_Alberts@mmi.net or fax to 703-642-8672 or mail to WIT/ATC Teleports, 6461 Stephenson Way, Alexandria, Virginia 22312.

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

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

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

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

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

Rates: Classified listings (non-display). Per issue: Help Wanted: \$2.50 per word, \$50 weekly minimum. Situations Wanted: 1.35¢ per word, \$27 weekly minimum. Optional formats: Bold Type: \$2.90 per word, Screened Background: \$3.00. Expanded Type: \$3.70 Bold, Screened, Expanded Type: \$4.20 per word. All other classifications: \$2.50 per word, \$50 weekly minimum.

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

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$218 per inch. Situations Wanted: \$109 per inch. Public Notice & Business Opportunities advertising require display space. Agency commission only on display space (when camera-ready art is provided). Frequency rates available.

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Confidential Service. To protect your identity seal your reply in an envelope addressed to the box number. In a separate note list the companies and subsidiaries you do not want your reply to reach. Then, enclose both in a second envelope addressed to CONFIDENTIAL SERVICE, Broadcasting & Cable Magazine, at the address above.

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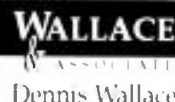
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DATEBOOK

MAJOR MEETINGS

Oct. 13-15—"East Coast Cable '98," conference and exhibition presented by **Atlantic Cable Show**. Baltimore Convention Center, Baltimore. Contact: (609) 848-1000.

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 19-20—**Television Bureau of Advertising** annual marketing conference. Las Vegas Convention Center, Las Vegas. Contact: (212) 486-1111.

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

Oct. 12-14—**Inter-union Satellite Operations** Group Tripartite Meetings. Sheraton on the Park Hotel, Sydney, Australia. Contact: (416) 598-9877.

Oct. 13—**Washington State Association of Broadcasters** conference. Cavanaugh's Inn, Seattle. Contact: Mark Allen, (360) 705-0774.

Oct. 13-14—"Wireless Telecom Values and Finance," seminar presented by **Kagan Seminars Inc.** The Park Lane Hotel, New York City. Contact: Tim Akin, (408) 624-1536.

Oct. 13-15—"East Coast Cable '98," conference and exhibition presented by **Atlantic Cable Show**. See "Major Meetings," above.

Oct. 13-15—41st annual **Mid-America Cable Telecommunications Association** meeting and show. Overland Park International Trade Center, Overland Park, Kan. Contact: (785) 841-9241.

Oct. 13-16—Second annual **Digital Video** conference and exhibition. Pasadena Center, Pasadena, Calif. Contact: Joan Good, (415) 278-5200.

Oct. 14-15—6th annual **Television Bureau of Advertising** research conference. McGraw-Hill Conference Center, New York City. Contact: John Catanese, (212) 486-1111.

Oct. 14-17—**National Association of Broadcasters** Radio Show. See "Major Meetings," above.

Oct. 14-17—"On the Front Line of Public Interest," 24th annual **National Broadcast Association for Community Affairs** convention. Philadelphia Marriott, Philadelphia. Contact: (202) 857-1155.

Oct. 15-17—**Alliance for Community Media** central states region fall conference. Holiday Inn, Midland, Mich. Contact: Ron Beacom, (517) 837-3474.

OCTOBER

Oct. 19-23—"Harris/PBS DTV Express," DTV dual seminar series featuring technical and business operations seminars presented by **Harris Corp.** and **PBS**. Indianapolis. Contact: (888) 733-3883.

Oct. 20—**Leibowitz & Associates P.A.** 7th annual telecommunications seminar. Orlando Airport Marriott, Orlando, Fla. Contact: Patricia Parra, (305) 530-1322.

Oct. 20—**American Women in Radio and Television** Network Leader's Luncheon and Networking Reception. Grand Hyatt Hotel, New York City. Contact: Lynne Grasz, (212) 873-5014.

Oct. 22-23—"Cable Television Law 1998 Update: Competition in Video Franchising, Internet and Telephony," course presented by the **Practising Law Institute**. Hyatt Regency, Chicago. Contact: (800) 260-4754.

Oct. 22-24—**Society of Professional Journalists** national convention. Universal Hilton & Towers, Los Angeles. Contact: (317) 653-3333.

Oct. 25-27—**North Carolina Association of Broadcasters** annual convention. Grove Park Inn, Asheville, N.C. Contact: (919) 821-7300.

Oct. 26—**Hollywood Radio and Television Society** newsmaker luncheon featuring Gen. Colin Powell. Beverly Hilton Hotel, Los Angeles. Contact: (818) 789-1182.

Oct. 26—"Exploring the Full Potential of Two-Way," seminar presented by the **Wireless Cable Association International**. Holiday Inn Select, Alexandria, Va. Contact: Jenna Dahlgren, (202) 452-7823.

Oct. 26-Nov. 6—**Museum of Television & Radio** 4th annual Radio Festival. Museum of Television & Radio, New York City. Contact: Chris Catanese, (212) 621-6735.

Oct. 27—**Women in Cable & Telecommunications** Washington Gala. J.W. Marriott Hotel, Washington. Contact: Janice Alderman, (908) 719-9409.

Oct. 27—13th annual Bayliss Media Roast honoring Randy Michaels, presented by the **John Bayliss Broadcast Foundation**. Pierre Hotel, New York City. Contact: Kit Franke, (408) 624-1536.

Oct. 27—12th annual DTV Update, presented by the **Association for Maximum Service Television**. ANA Hotel, Washington. Contact: (202) 861-0344.

Oct. 27—**Federal Communications Bar Association** Midwest Chapter luncheon featuring FCC Commissioner Harold Furchtgott-Roth. Hotel International, Chicago. Contact: Paula Friedman, (202) 736-8640.

Oct. 27-28—"Radio Acquisitions and Finance," seminar presented by **Kagan Seminars Inc.** The Park Lane Hotel, New York City. Contact: Tim Akin, (408) 624-1536.

Oct. 28—**Federal Communications Bar Association** luncheon featuring FCC Commissioner Michael Powell. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

Oct. 28—"Moving Toward the New Millennium," lunch seminar presented by the **Broadcast Advertising Club of Chicago**. Loyola University Business School, Chicago. Contact: (312) 440-0540.

Oct. 29—"TV Acquisitions and Finance," seminar presented by **Kagan Seminars Inc.** The Park Lane Hotel, New York City. Contact: Tim Akin, (408) 624-1536.

NOVEMBER

Nov. 1—"Exploring the Full Potential of Two-Way," seminar presented by the **Wireless Cable Association International**. Grand Hyatt Hotel, Atlanta. Contact: Jenna Dahlgren, (202) 452-7823.

Nov. 1-3—**Canadian Association of Broadcasters** Broadcasting '98 convention and national media expo. Vancouver Trade and Convention Center, Vancouver, British Columbia. Contact: 613-233-4035.

Nov. 2-3—Fifth annual **Wireless Cable Association** Technical Symposium. Grand Hyatt Hotel, Atlanta. Contact: Jenna Dahlgren, (202) 452-7823.

Nov. 4—**Pennsylvania Association of Broadcasters** engineering conference. Hershey Lodge and Convention center, Hershey, Pa. Contact: (717) 534-2504.

Nov. 4—12th annual Achievement in Media Awards recognizing excellence in Washington-area radio, presented by **The March of Dimes**. Omni Shoreham Hotel, Washington. Contact: Cynthia Byers, (703) 824-0111.

Nov. 11—"Conquer Your Competition: Achieving Superior Sales Performance," seminar presented by the Washington/Baltimore chapter of **CTAM**. Greenbelt Marriott, Greenbelt, Md. Contact: Sara Pangallo, (301) 771-5602.

Nov. 11-15—**National Association of Farm Broadcasters** 54th annual convention. Westin Crown Center, Kansas City, Mo. Contact: (612) 224-0508.

Nov. 12-13—"Internet and the Law: Legal Fundamentals for the Internet User," seminar presented by **Government Institutes**. The Latham Hotel, Washington. Contact: (301) 921-2345.

Nov. 14—**Television News Center** reporter training seminar, conducted by CBS News correspondent Sharyl Attkisson and TNC President Herb Brubaker. Ventana Productions, Washington. Contact: Herb Brubaker, (301) 340-6160.

Nov. 15-17—**National Association of Broadcasters** 1998 European Radio Conference. The Palace Hotel, Madrid. Contact: Mark Rebholz, (202) 429-3191.

Nov. 18—"Kids TV: Around the World in a Day," screening of innovative children's television from round the world presented by the **American Center for Children's Television**. Goethe House, New York. Contact: David Kleeman, (847) 390-6499.

Nov. 19—"Gender Differences: Leadership and Influence," seminar presented by **Women in Cable & Telecommunications**. Westin Tabor Center, Denver. Contact: Laurie Empen, (312) 634-2353.

Nov. 19—**Federal Communications Bar Association** Ninth Annual Charity Auction to benefit See Forever/The Maya Angelou Public Charter School. Gran Hyatt Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

Nov. 19-20—**Arizona Broadcasters Association** 46th annual convention and SBE exhibition. Tempe Mission Palms Hotel, Tempe, Ariz. Contact: Art Brooks, 602-274-1418.

Nov. 19-20—**Institut de l'Audiovisuel et des Télécommunications en Europe** international conference. Le Corum. Montpellier, France. Contact: +33 (0)4 67 14 44 44.

Nov. 19-20—Third U.N. Television Forum, presented by the **International Council of NATAS**, **NHK** and **RAI**. United Nations Bldg., New York City. Contact: Linda Alexander, (212) 489-6969.

Nov. 23—26th annual International Emmy Awards, presented by the **International Council of NATAS**. New York Hilton Hotel, New York City. Contact: Linda Alexander, (212) 489-6969.

Nov. 24—8th annual International Press Freedom Awards Dinner to benefit the **Committee to Protect Journalists**. Waldorf-Astoria, New York City. Contact: (212) 465-9344.

Nov. 30-Dec. 1—"New Tools for the New Rules: Targeting Customers in a Competitive World," pre-Western Show workshop presented by **CTAM**. Anaheim Marriott Hotel, Anaheim, Calif. Contact: (703) 549-4200.

Major Meeting dates in red

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

All the right movies

If you want to know how copyright or trade legislation will affect heavy-hitting content providers, such as Disney, Time Warner, Viacom or News Corp., you might ask Jack Valenti, the head of the Motion Picture Association of America and Washington's highest-paid lobbyist. But if Valenti is jetting all over the globe, as he often is, you'd do just as well to ask Fritz Attaway, MPAA's senior vice president for government relations.

"Fritz ... is the institutional knowledge of the film industry's representation in Washington. And he's as straight as an arrow and as honest as they come," says Preston Padden, ABC's senior vice president of government relations.

"Fritz has a tough job balancing the interests of a lot of complicated companies. He's proven himself a master at listening to our particular needs and trying to make everyone happy," says Carol Melton, senior vice president of government affairs for Viacom Inc.

Attaway has been working hard behind the scenes as Jack Valenti's right-hand man for 22 years, and both of them are still going strong. "When you work for Jack Valenti you do not take breaks. Jack wants everything now," Attaway says.

Perhaps Attaway is well-suited to work for the hard-driving Valenti because he comes from parents who were not afraid to work hard. Sick of city life, Attaway's parents moved in the mid-1940s from Detroit to Idaho, where they thought they would try their hand at farming.

Attaway's father literally built their first home in Idaho by hand, digging the basement with a pick and shovel. The couple toiled as farmers for the first 10 years of Attaway's life. But farming was hard on Attaway's father, and he eventually put away the plow. The family moved to Caldwell, Idaho—population 12,000.

Attaway got his bachelor's degree at the College of Idaho there, majoring in political science and business administration in preparation for law school. In 1970, he enrolled at the University of Chicago law school on a full National Honors Scholarship.

But before he could go to law school, Attaway needed to enlist in the U.S. Army. It was 1968, and Lyndon Johnson had just eliminated the graduate school deferment.

"I was handed a diploma in one hand and a draft notice in the other, and I was



"The Internet is the future of the industry."

Fritz Edward Attaway

Senior vice president for government relations and Washington general counsel, Motion Picture Association of America, Washington; b. July 12, 1946, Detroit; BA, political science and business administration, The College of Idaho, Caldwell, Idaho, 1968; U.S. Army, air-drop specialist, 10th Special Forces Group, 1968-70; JD, University of Chicago, 1973; attorney adviser, Cable Services Bureau, FCC, Washington, 1973-75; MPAA, Washington: assistant to the president, 1976-78; vice president, 1978-79; current position since 1979; m. E. Pembroke Cartwright, Sept. 4, 1976

convinced that I was going to Vietnam and was going to be killed. I wanted to do something fun before that happened," Attaway says. So he and a German exchange student friend from college spent four months bumming around the country in an old truck they bought.

Attaway then became an air-drop specialist with the 10th Special Forces group, showing soldiers how to jump out of airplanes, in addition to dropping equipment and packing parachutes.

Attaway also learned in the army that he loved going to and descending from high places. He no longer flings himself from planes, but last year he bungee-jumped 111 meters from the bridge that spans Victoria Falls in Zimbabwe, Africa, and he frequently ascends high mountains. A few years ago he climbed Kilimanjaro, at 19,340 feet the highest mountain in Africa. Last month, he climbed Mount Elbert, the highest mountain in Colorado—14,433 feet.

Once Attaway finished law school in 1973, he came straight to Washington.

He was hired by the FCC as an attorney adviser at the Cable Services Bureau. While there, he wrote the report and order on antisiphoning—restrictions on what could be shown on pay TV, which at that time was HBO. Those rules were overturned by the U.S. Court of Appeals two years later.

At the end of 1975, a woman at the MPAA called Attaway and asked if he would be interested in practicing communications law there. "I came over here and sat down and talked to Jack for 15 minutes, and I've been here ever since," Attaway says. "I thought it would be fun to work for a trade association for a couple of years and certainly fun to work for the Motion Picture Association."

Over the past 22 years, Attaway has had so much fun and thrown himself so much into his job that the Virginia license plates on his black 1988 Mazda RX-7 convertible say "showbiz," and he is frequently spotted wearing ties with motion picture motifs.

Congress is wrapping up its session, and Attaway expects to come away with a win on legislation that protects copyrights on digital products. But he already is gearing up for next year, when he expects the focus to be on issues surrounding electronic commerce, such as privacy and encryption. "The Internet is the future of the industry," he says. —Paige Albiniak

FATES & FORTUNES

BROADCAST TV

Suzanne Krajewski, VP, marketing, publicity and promotion, Twentieth Century Fox International Television, Los Angeles, named senior VP.

Appointments at WBKP(TV) Calumet, Mich.:

Dallas Bond, station manager, named GM; **Margaret Brosko**, reporter, named weekend news anchor/producer; **Steve Barber**, reporter, named weekend weather person and sports anchor; **Kenn Baynard**, production assistant, named director/assistant producer.

Brett Crutcher, manager, on-air and studio operations, KNBC(TV) Los Angeles, named director, operations and engineering.



Krajewski



Williams

Jim Williams, senior VP/general sales manager, WTBS(TV) Atlanta, named executive VP/general sales manager.

Appointments at WDAF-TV Kansas City, Mo.: **Ann Bradshaw**, producer/writer, KMBC-

TV Kansas City, joins as promotion producer; **Chris Ivey**, creative services photographer, named promotion producer.

Appointments at WKBN-TV Youngstown, Ohio: **Paul Wetzl** joins as weekend meteorologist; **Rob Wells**, co-anchor, WBOY-TV Clarksburg, W. Va., joins as reporter.

John Long, GM, WTTV(TV) Indianapolis/Bloomington, Ind., joins WDCA(TV) Washington, as VP/GM.

Stephen Tseckares, assignment manager/planning editor, CNN, Los Angeles, joins *Entertainment Tonight*, Hollywood, as segment producer.

Appointments at KSDK(TV) St. Louis: **Dan Eyrich**, photographer/editor, named assistant director of photography; **Heidi Glaus**, associate producer, *Show Me St. Louis*, named reporter.

Appointments at *Ricki Lake*, New York:

David Armour, supervising producer, named co-executive producer; **Andrew Scher**, coordinating producer, named senior producer; **Michelle Mazar** and **Barbara Weinberg** named coordinating producers.

Mark Dante, national account executive, CBS, joins KMEX-TV Los Angeles as East Coast national sales manager.

PROGRAMMING

Patricia Lyons, development services manager, KERA-TV/KERA(FM)/KIDTN(TV) Dallas, named director of development.



Weiss

Appointments at Carsey-Werner Distribution, Studio City, Calif.: **Dan Weiss**, VP, creative services, named senior VP; **DeeAnn Fuller** named director of operations.

Kevin Beggs, independent television producer, joins Lions Gate Media, Los Angeles, as senior VP, drama development.

Ward Bouwman, international product

A.I.R. Award goes to Hughes

Radio One Inc. founder and CEO, Cathy Hughes will be honored with the Achievement in Radio Awards lifetime achievement award. She will receive the award—given to a member of the Washington radio community whose career has provided outstanding leadership in the broadcast community—at a Nov. 4 luncheon at the Omni Shoreham Hotel.

Hughes began her radio career as general sales manager at WHUR-FM Washington in 1973. Now, as CEO of Radio One, she operates 14 radio properties in Washington, Baltimore, Atlanta, Philadelphia and Detroit.

Other recipients include Frank Harden, Jackson Weaver, Melvin Lindsey and Jamie Bragg. Hughes is the first woman to receive the award.

manager, Palladium Interactive, joins Solid Entertainment, San Rafael, Calif., as director, new business development.

Eugenia Briseño, VP, international sales, Saban International, Los Angeles, named senior VP, sales.

Anders Yocom, senior VP, WTTW(TV) Chicago, named senior VP for broadcasting for WTTW(TV), WFMT & The Radio Networks, part of Window to the World Communications Inc.



Yocom

David Gavant, senior director of production, NBA Entertainment, joins Major League Baseball Productions, New York, as executive producer.

Rob Morhaim, VP, development and production, Team Entertainment Group, joins Big Ticket Television, Los Angeles, as VP, first-run programming.

Hayley Moss, executive producer, *Jeopardy!*, *Family Feud* and *The Dating Game*, for Grundy-Fremantle, Germany, joins King World, Los Angeles, as director of international programming.

JOURNALISM

Stanley Vanocur, manager, Silicon Valley district, Business Wire, San Francisco, named regional sales manager, Northern California.

Jeff Michael, weekend news anchor/reporter, KABC-TV Los Angeles, joins KTTV(TV) Los Angeles as weekend news anchor/weekday reporter.

James Quinones, weekday weather anchor, KIII(TV) Corpus Christi, Tex., joins KGTV(TV) San Diego, Calif., in same capacity.

Ed Kosowski, assistant news director, WRC-TV Washington, joins KGO-TV San Francisco as news director.

Greg Burton, sports anchor, KIDK(TV) Idaho Falls, Idaho, joins WTVR-TV Richmond, Va., as weekend sports anchor.

Marjorie Vincent, co-anchor, WHOI(TV) Peoria, Ill., joins The Ohio News Network, Columbus, Ohio, as co-anchor of CNN's two evening broadcasts.

Don Briand, news director and talk show host, WTSN(AM) Dover, N.H., joins WOKQ(FM)/WPKQ(FM)/WXXB-FM Dover, N.H., as news director.

Appointments at Metro Networks Inc.: **Charles Colley**, reporter, News Plus, St. Louis, joins St. Louis bureau as director of operations; **Lonnie Gronek**, GM, Malrite Communications, joins as GM, Cleveland and Columbus, Ohio.

Art Rascon, correspondent, CBS News, joins KTRK-TV Houston, Tex., as week-night anchor.

Jody Benyunes, reporter, WBBH-TV Fort Myers, Fla., joins WJLA-TV Washington in same capacity.

Karen Brown, reporter, KSBY(TV) San Luis Obispo, Calif., joins KVBC(TV) Las Vegas as weekend anchor/reporter.

Appointments at WMAQ-TV Chicago: **Wilson Toy**, executive producer, morning news, WABC-TV New York, joins as executive producer, afternoon newscasts; **Matt Piacente** joins as executive producer, *NBC 5 Morning News* and *NBC 5 Chicago Daytime*.

RADIO

Keith Crystal, local sales manager, WRKS-FM New York, joins WQCD(FM) New York as general sales manager.

Glenn Jones, GM, Jersey Radio Networks, Princeton, N.J., named VP/GM.

John Ayres, weekend producer, WCBM(AM) Baltimore, named director, promotions and public relations, WCBM(AM)/WWLG(AM) Baltimore.

Brad Hirsch, regional affiliate relations manager, Westwood One, New York, named director of artist relations.

Bill Figenshu, senior VP, Chancellor Media Corp., joins CBS Radio, New York, in same capacity. Initially, Figenshu's duties will include oversight of 10 stations in the Detroit and Tampa markets—with additional stations to be included as the need arises.

CABLE

John DiMartino, senior marketing manager, *Philadelphia Inquirer/Daily News*, joins Garden State Cable, Cherry Hill, N.J., as @Home business manager.

Appointments at Fanch Communications, Denver: **David Brickhaus**, director, advertising, Western division, Century Communications, Colorado Springs, joins as VP, advertising sales; **Penne Heede Pojar**, customer acquisition man-

ager, Jones Intercable Inc., joins as corporate director of marketing.



Price

Lynn Price, owner, Price and Associates (marketing and promotions company), joins The Golf Channel, Orlando, Fla., as director, national accounts, affiliate sales and marketing.

Jason Klarman, director of marketing, Fox News, New York, named VP.

Melinda Medley, senior analyst, National Cable Communications, New York, named supervisor, research and marketing.



Conroy

Danielle Conroy, manager of national operations and special projects, Illusion-Fusion!, New York, joins TBS Superstation, Atlanta, as director of on-air promotion.

Appointments at USA Networks, New York: **Fern Field**, director, original programming, named VP; **David Schwarz**, publicist, named senior publicist; **Dana Ortiz**, senior coordinator, corporate communications, named manager.

Appointments at Disney Channel, Burbank, Calif.: **Tom O'Brien**, manager of scheduling, named director of standards and practices; **Jill Hisey** and **John Gentry** named executive directors of sales strategy/affiliate marketing, and sales

planning, respectively.



Jose

Katherine Jose, senior VP/publisher, *Country Weekly* and *Motorsport USA*, joins America's Health Network, Orlando, Fla., as senior VP, industry affairs.

Chris Lucas, executive technical

director, US Interactive, joins Showtime Networks Inc., New York, as executive producer, new media.

Doug McGinnis, senior VP, Turner Network Sales, Atlanta, named senior VP, business development.

Sarah Moore, manager, affiliate sales and field marketing, Southwest, The Weather Channel, named account manager, Western division, affiliate relations.

Appointments at United International Holdings, Denver: **Mike Fries**, president, UIH Asia Pacific, named president.



Fries



Bryan

UIH, assuming management responsibility for the company's Latin America division and general finance and operations; **Tim Bryan**, CFO, named president of the company's European subsidiary.

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is the person **we deliver.**



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Eden Mitchell, manager, marketing and special events, Fox Family Worldwide, Los Angeles, named director, markets and special events.

Sonya De Rose, manager, sales and affiliate marketing, Western region, Playboy Television, joins Viewer's Choice, Los Angeles, as senior regional marketing manager, Western region.

ASSOCIATIONS/LAW FIRMS

Beth Tuttle, director, marketing and communications, Newseum, named VP of marketing for The Freedom Forum and the Newseum, Arlington, Va.

Dave McCurdy, chairman/CEO, the McCurdy Group LLC (business consulting and investment practice), joins Electronic Industries Alliance, Arlington, Va., as president.



McCurdy

Newly elected officers of the New York City Chapter of American Women in Radio & Television: president: **Lynn Grasz**, Grasz Communications; president-elect: **Elizabeth Wilde Mooney**, Ashling Broadcast Group Inc.; secretary: **Sandra Abrams**, CNNFN; treasurer: **Lee Spinelli**, Lee Spinelli Productions; immediate past president: **Chickie Bucco**, Katz Media Group.

ADVERTISING/MARKETING/PUBLIC RELATIONS

Baron Brown, senior account manager, WJLB(FM) Detroit, joins Katz Urban Dimensions, New York, as account manager.

Bruce Jones, consultant, joins Dove Associates, Boston, as senior consultant, cable and media group.

Stephen Carnevale, senior director, US acceptance group, MasterCard International, joins Simmons, New York, as senior VP, new business development, financial services and entertainment.

Appointments at Bates USA, New York: **Jon Terzis**, group creative director, Mezzina/Brown, joins as senior VP/group creative director; **Mark Webb**, VP/associate creative director, Grey Advertising, joins in same capacity;

Ronald Wachino, VP/associate creative director, named VP/creative director.

Julie Eckhart has left Geller Media Management and has opened her own company, Eckhart Talent Management, based in Rye Brook, N.Y. She will be representing and coaching anchors and reporters.

ALLIED FIELDS

Angela Gaspar, director, business development, Richard Edlund Films, joins Caliban Filmworks, West Hollywood, Calif., as director of sales.

TECHNOLOGY

Timothy Cunningham, VP, finance, Moore Document Solutions, joins CTS Corp., Elkhart, Ind., as VP, finance, and chief financial officer.

Appointments at TeleCruz Technology Inc., San Jose, Calif.: **Don Metzger**, VP, NetChannel Inc., San Francisco, joins as VP, worldwide sales; **Ramon Cazares**, director of marketing, named VP.

INTERNET

Appointments at CBS Cable's interactive media department: **Michael Killen**, joins as a writer/producer, Interactive Television. Killen will also create video features for country.com; **Michael Gray** joins as music writer/producer, country.com.



Price



Shein

Appointments at Online System Services Inc., Denver: **Chuck Price**, formerly with Product Information Network, joins as VP, sales; **Bari Shein**, regional VP, sales and marketing, Encore Media Group, joins as regional director, affiliate sales.

Appointments at Interactive Television Entertainment USA, Los Angeles: **Amy Meyers**, senior VP, acquisitions, Lou Scheimer Productions, joins as VP, business development, multimedia; **David Wells**, CFO, HSO Business Systems, joins in same capacity.

Charles D. Fritz, 1925-1998



Charles "Chuck" D. Fritz, veteran broadcaster, died Aug. 30. He was 73. Fritz founded Fritz Broadcasting, which owns stations in Michigan and Indiana. He started as a salesman for WWJ(AM) Detroit in 1949. In 1952 Fritz opened the Detroit office of the John Blair Company, which he ran for 10 years. During the early 1960s he joined WXYZ-AM-FM Detroit as VP/GM. Twenty-one years later he started Fritz Broadcasting with the purchase of WXYZ(AM) and changed the call letters to WXYT(AM).

Fritz is survived by his wife, Barbara; six children, and 18 grandchildren.

Harvey Finkel, chief financial officer, New World Entertainment, joins Inter-tainer Inc., Santa Monica, Calif., in same capacity.

Steve Zales, VP/GM, CNN/SI Interactive, joins ESPN Internet Ventures, New York, as senior VP/GM.

DEATHS

Jack Haskell, 79, television veteran, died Sept. 26 in Englewood, N.J. Haskell was an early member of the *Garroway at Large* show. He later moved to New York to join Dave Garroway on the original NBC *Today* show. He also stood in for the hosts of the Jack Paar and Johnny Carson shows and substituted for announcer Hugh Downs. Haskell's other television credits include *The Ed Sullivan Show* and *The Garry Moore Show*.

Smith D. Murrin, 55, cable television executive, died Sept. 29 in Tucson, Ariz. Murrin's career began at Teleprompter Corp., where he held program director, marketing director and general manager positions. He also was president of Teleprompter's MDS system in Manhattan before moving to Dallas as Western regional sales manager for Home Box Office. Murrin's most recent position was VP, market development, at People's Choice TV. He is survived by his wife, Sherry; a son, and one grandchild.

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

Re minority ownership

EDITOR: In an otherwise excellent Oct. 5 cover story on minority ownership, my views on training programs were incorrectly reported. You correctly quoted me as saying that larger companies should take a leadership role in sponsoring training programs for minorities and women to be able to promote them to station managers and general managers. I know from my commercial lending experience that you can't be a successful owner if you don't have proper training.

However, I have never said that "the industry should consider making sponsorship of minority training programs a condition for lifting ownership limits."—*Susan Ness, commissioner, FCC, Washington*

EDITOR: I was appalled to read your Oct. 5 article, "Few and Far Between," whose illustration—"Where to Find Minority Stations"—is glaringly erroneous.

In the Pacific Northwest, one minority owner alone, Christopher Bennett, owns four stations: three in the Seattle-Tacoma market and one in the Portland-Vancouver market. One of them, the new expanded-band operation on 1620 khz in Renton, Wash., was one of the first half dozen expanded-band stations on the air. Chris, who also is publisher of the *Seattle Medium* weekly, proselytized other minority newspaper publishers to enter broadcasting during his term as president of the National Newspaper Publishers Association. We had a role in his first station acquisition, and he's been a valued client and friend for many years.

There are also at least two noncommercial stations in the region that are operated by minority-controlled non-profit entities.

I have always found NTIA's scientific work to be excellent, but their department of demography should be retired to the bleachers. Perhaps your reporter should have checked with the FCC, where there are plenty of folks (down in the trenches, not on the upper floors) who could have done a little fact-checking for him.—*Benjamin F. Dawson III, P.E., president, Hatfield & Dawson Consulting Engineers, Seattle*

Editor's note: *Some stations may have been left out of its list inadvertently, said officials at the National Telecommunications and Information Administration, the Commerce Dept. agency that compiled the minority ownership statistics. Since the FCC does not require station owners to identify their race or ethnicity, no definitive list of minority-owned stations is available. Noncommercial stations and low-power television outlets were not included in NTIA's tally. To qualify for the list, a station's corporate stock must be more than 50%-owned by an African American, Asian, Hispanic or Native American.*



EDITOR: I'm not sure what William Kennard is getting at when he says "...we're not seeing new faces and new voices coming on the scene" (B&C, Oct 5). How can he expect to see new faces when the FCC allows one company to own so many stations? If he was really interested in diversity he would seek to lower the number of stations that one company can own.

I also don't understand why he is measuring minority ownership in the first place. Is there a difference between a white millionaire and a black one? Does a businessman base his business decisions on the color of his skin? If Mr. Kennard substituted the word "independent" for the word "minority" he might begin to see the problem.

What keeps independent station owners from buying more stations is not the color of their skin or their ancestral heritage, it's the fact that large corporations have bid up the prices so high that only the largest owners can afford to expand. When Mr. Kennard speaks about the proposals by Fox and Paxson he is acting like a kid in a candy store. He sees all this wonderful candy (money) and forgets about the stomach ache (less diversity) he will get if he eats it all.

How can he say "so what" to the fact that minority owners may be obligated to affiliate with Paxson or others? How can he say that "programming requirements alone are not enough to say there is no minority control?" Is he content just to keep score of how many minori-

ty owners there are, or is he concerned about the programming? If Mr. Kennard wants to be a scorekeeper for millionaire minorities, he is in the wrong business. If he wants to use tax dollars to better the position of a few rich people, he is in the wrong business. If he wants to improve the quality of what is broadcast over the public airwaves, he is going about it the wrong way.

He cannot predict what position a station owner will take based only on the color of his skin. He needs to make more stations available by limiting the number of stations one company can own. He also needs to fight injustice where he finds it. I am aware that the playing field may not be equal to all, but to favor one owner over another because of skin color is wrong. What happens to all the independent owners who happen to be white? If minorities are given preferential treatment and the large corporations are allowed to go on with their buying spree, the little guy will be swallowed up.—*Ron Sansone, Hazlet, N.J. (via Broadcasting & Cable Online: www.broadcastingcable.com)*

It's news to PBS

EDITOR: The Sept. 21 BROADCASTING & CABLE/Frank Magid Associates news survey missed an important part of American TV journalism: PBS.

PBS's *The NewsHour With Jim Lehrer*, for instance, was ranked the "most reliable" source of television news in a 1996 *Wall Street Journal* poll of public- and private-sector leaders. *The NewsHour*, *Frontline* and other fine PBS series are repeatedly honored with television's most coveted awards. In January, PBS programs won one-third of the Alfred I. duPont-Columbia University Awards for television and radio journalism. In April, we won more George Foster Peabody Awards for distinguished achievement and meritorious public service than the combined totals for the commercial broadcast networks or for cable. And earlier this month, PBS tied for first place in the [National Academy of Television Arts & Sciences] news and documentary Emmy Awards competition.

Clearly, when it comes to informing the American people about their world, PBS provides television at its best.—*Kathy Quattrone, executive vice president, PBS Programming Services, Alexandria, Va.*

Boards of the Screen Actors Guild (SAG) and the American Federation of Television and Radio Artists (AFTRA) have voted to recommend a merger of the two unions. Informational meetings will be scheduled in early December, with a membership vote to be scheduled sometime after that.

A Miami federal district court last week officially delayed until Feb. 28 the cutoff of the network feeds of about one million satellite TV households. Broadcasters and the satellite TV industry have a long-standing dispute over who is eligible to receive the signals. The Miami court originally issued a preliminary injunction in July that would have cut off the subscribers last week. Congressional leaders asked the two industries to negotiate a compromise date because they were worried about cutting subscribers off less than a month

before midterm elections.

The Senate and the House each passed a bill last week that would impose penalties on Internet pornography providers. The House approved legislation, sponsored by Rep. Mike Oxley (R-Ohio), that would fine and possibly jail content providers if they offered material that was "harmful to minors." Oxley's bill also would shield online service providers from content liability. By a 96-2 vote, the Senate passed legislation, sponsored by Sen. Dan Coats (R-Ind.), that would require anyone who was caught selling or distributing porn to children over the Internet to pay taxes. Coats' bill was amended to a larger piece of legislation that would keep the Internet free from state and local taxes for three years. Tim Goeglin, Coats' spokesman, does not expect the Senate to consider a stand-alone version of Oxley's bill. That means the House has to

pass the Senate's version of the Internet tax bill to reconcile the two. President Clinton has indicated he would sign the measure. At press time, Congress was expected to adjourn by Sunday.

Former WAVE(TV) Louisville, Ky., news anchor Hugh Finn died last week, eight days after the Virginia Supreme Court told his wife and guardian, Michele Finn, that she could remove his feeding tube. He was 44. Finn had spent the past three and a half years in a vegetative state, following a March 1995 car crash. Michele Finn had to fight a legal battle against Hugh Finn's brother, John, after she announced her plans to let her husband die.

After months of discussions, an affiliate of Prime Cable has agreed to acquire a majority stake in Pacific Bell's wireless cable system in Los Angeles. PacBell parent SBC Corp. will retain an undisclosed minority interest in the

venture, called PrimeOne. Terms of the deal were not disclosed. The 60,000-subscriber wireless cable system once was supposed to be a cornerstone of the Baby Bell's attack on the cable business. But SBC soured on the video business, scrapped its own operations and started looking to sell the Pac-Bell wireless cable system.

The House last week passed a bill that would stay an increase in royalty fees that satellite TV companies pay for superstations and distant network signals.

The bill, sponsored by House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.), then moved to the Senate—where at least one Senator has put a hold on it, Hill sources say. Senate Commerce Committee Chairman John McCain (R-Ariz.) has offered a similar bill in the Senate, which he later amended to an appropriations bill that the Senate passed. McCain later agreed with Senate Judiciary Committee Chairman Orrin Hatch (R-Utah) to try to legislate a reduced copyright fee rate. In exchange, Hatch conceded that satellite TV companies could offer local signals without having to carry all of them for three years. McCain and Hatch's attempt to pass comprehensive legislation officially failed last Wednesday. Senators are not inclined to pass Tauzin's bill, one Hill source says, because they are miffed at the satellite TV industry for not coming to a compromise on McCain and Hatch's proposal. Tauzin's bill would stay the fee increases retroactive to Jan. 1, 1998, through Dec. 31, 1999. The Library of Congress last fall upped satellite TV

Problems at Primestar

With Primestar Inc. stymied in its efforts to sell its cable partners' stakes and get into the high-power DBS business, the struggling company now faces the possibility that it could run out of cash as soon as next year.

Sources familiar with the situation say that Time Warner is resisting efforts to renegotiate the terms of the deal for Primestar's cable partners to sell their stakes to United Video Satellite Group and News Corp.

The buyers reportedly had offered \$6 per share to Time Warner/Advance Newhouse, MediaOne, Comcast and Cox in late August. Primestar's stock (reflected in shares of TCI Satellite Entertainment) has fallen since then and the buyers have tried to renegotiate down to the \$4-per-share range.

Although Primestar officials say that the company can survive as a medium-power business, analysts are now beginning to question how long Primestar can last with only about \$400 million in funds available at the end of the second quarter and a quarterly cash-burn rate of some \$125 million.

At the current burn rate, Primestar would run out of money early in 1999's second quarter. By eliminating marketing costs, the company could survive for several years, but with the worst churn rate in the DBS sector—about 36%—it conceivably could run out of customers before it runs out of money.

Primestar isn't likely to take that route, however, and analysts say it's highly likely that the company will seek to sell its subscriber base of just over 2 million customers either to DirecTV or to EchoStar.

Primestar officials declined to comment.

—Price Colman

providers' fees to 27 cents per subscriber per month for both superstations and distant signal feeds. Those fees previously were 6 cents for imported signals and 14 to 17.5 cents for superstations.

Kaleidoscope Media Group said it was developing the movie "Merlin: The Magic Begins" into a series for syndication in fall 1999. The movie, based on the Arthurian legend and starring Jason Connery and Deborah Moore, will air in the U.S. this fall and has been cleared in 62% of the country. The company also said it has the North American rights to a six-hour miniseries to be shot next year, *The Diamond Hunters*, starring David Hasselhoff. The miniseries is scheduled for delivery in late 1999 or 2000.

FCC commissioners last week held firm on their decision not to permit new analog television stations on channels 60-69. That portion of the spectrum was reassigned last December for public safety communications or for auction to future commercial users. "It was clearly the intention of Congress that channels 60-69 be reallocated with all due haste," last week's order said. Three broadcast companies asked the FCC to reconsider the December ruling, which dismissed all pending applications for analog stations on those channels while reserving space for some digital outlets during the

industry's transition to digital. Analog TV stations currently using those frequencies can continue until the transition is complete. That protection does not extend to existing low-power television stations, however. Latin Communications Group had asked that low-power stations not be bumped off the air by auction winners promising "unknown new commercial services." But the FCC said spectrum buyers should not be held back. "We do not believe it is reasonable to require the winners to delay initiating service by as much as five years to protect a secondary service."

PBS said it raised a record \$27,166,026 during local fund-raising drives in August and September, up 22% from fund-raisers held in the same period a year ago. The total number of pledges rose from 249,630 to 261,729, PBS said. Separately, PBS said its September miniseries, *The Farmer's Wife*, drew close to 15 million viewers and averaged a 3.1 Nielsen rating, 55% higher than its September prime time average.

Hollywood won major copyright victories in Congress last week. Congress passed a bill that protects copyrighted digital material online, and it also passed a bill that extends copyright protections on written works—such as books or television or movie scripts—for 20 years. The President is expected to sign both bills. The Senate

also was expected to ratify the World Intellectual Property Organization treaty, which is an agreement among 120 nations to keep digital intellectual property safe worldwide.

Court TV and Business Week are joining forces to cover the Microsoft antitrust trial, which begins Oct. 15 in U.S. District Court in Washington. *Microsoft on Trial* will employ *Business Week* reporters for a show that will air each Thursday at 7 p.m. Daily trial coverage also will be available on the partners' Websites (www.businessweek.com and www.courtstv.com) and in updates on the cable channel. Microsoft faces Justice Department allegations that it used its de facto operating system monopoly to leverage itself into the Web browser business, a charge Microsoft disputes.

Columbia TriStar Television Distribution and

producer/director Tim Burton are collaborating on a new weekly action hour based on "The Wizard of Oz." Burton, who produced "Beetlejuice" and "Edward Scissorhands," will be the executive producer of *Lost in Oz*, slated for a fall 1999 launch. The series will be based on the characters and settings of L. Frank Baum's books.

Errata: In the Sept. 28 "In Brief" box on an IRTS/NATAS panel on the future of U.S. prime time programming in international markets, the name of panelist Rainer Siek of CBS Broadcast International was misspelled.

■ The Sept. 28 article "Doing the Network Slide" incorrectly stated that Fox was the last of the Big Four in terms of 18-49 rankings for the entire 1997-98 season. Fox tied with ABC for second place among 18-49s for the season with a 4.4 Nielsen rating/13 share.



Drawn for BROADCASTING & CABLE by Jack Schmidt

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Clear and present danger

Several groups were assembling wish lists last week as they prepared coordinated efforts to try and pressure the government to tie a host of content-related quid pro quos to broadcasters' new digital spectrum. The groups plan to call for political time giveaways, more campaign coverage, more educational programming, more public affairs programming and curbs on children's access to programs with violent or sexual themes. Elsewhere, under a congressional mandate, the FCC is preparing more digital public interest obligations, this time for the satellite TV industry, including a likely set-aside of channels.

All this comes in the shadow of the Gore commission, which is expected in December to make its report to the President and the FCC on what broadcasters' public interest obligations in the digital era should be.

One particularly telling—and troubling—aspect of the FCC's current contemplation of satellite obligations is uncertainty over whether to count for-profit channels toward such obligations. It's a no-brainer unless the goal is to penalize the media for success (which we've always suspected was one goal). That a John Hendricks of Discovery can make money while providing top-notch educational programming should be heralded, not handicapped. And satellite broadcasters are going to need all the help they can get if the FCC decides to set aside five or 10 channels of a national service for public affairs programming, most of which is currently locally produced and targeted.

Our nightmare—that the switch to digital would become an excuse for heavier content regulation—is turning into a frightening reality. We'll say it again: The first obligation of broadcasters, satellite or stick, should be to program to the wishes of their audience, rather than to those of any pressure groups or politicians, well-intentioned as some

may be. The more government obligations there are on content, the tougher it becomes to respond to the audience and the more the First Amendment is compromised.

Mickey Mouse strategy

In the best of all possible Disney worlds, Disney would be more than just a first-class producer and packager of TV shows. It also would have enough transmitters and wires to deliver its programming directly to all 100 million TV homes. Alas, this ain't Tomorrowland. The reality is that Disney has to rely on its business relationships with ABC affiliates and cable operators to distribute its prime programming services, ABC and ESPN, to the public. And today those relationships are strained because of the bundle that Disney paid for the NFL. Neither the affiliates nor the operators want to help foot the bill—at least not the one Disney wants to submit.

In the course of promoting his new book, Disney Chairman Michael Eisner has weighed in on the disputes—and hardly in a constructive way. Three weeks ago, he threatened the affiliates, saying he'd put ABC on cable or satellite if the affiliates didn't shape up. Then, in *USA Today* last Wednesday, he threatened the operators, saying that ABC could use its new digital broadcast stations to compete head-to-head with cable in the multichannel pay-TV business. Two comments: 1) If Eisner is going to play broadcasting and cable against each other, he shouldn't do so publicly. He reveals the hollowness of the threats without mitigating any of the ill will they engender; 2) Eisner should cool the rhetoric and let his executives cut their deals with the affiliates and operators without further souring the atmosphere. In this less-than-the-best-possible world, Disney needs its broadcast and cable outlets. Satellite and wireless cable just won't cut it.

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