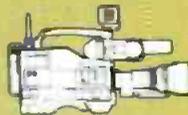




© 1987 Sony Electronics Inc. All rights reserved. Sony, Betacam, Betacam SX, Deckman, Deckman OK, Deckman 30, Hi-Ready, and the Sony logo are trademarks of Sony.



**BETACAM SX**



Acquisitor



Transmission



Some of the most  
advanced equipment  
in the field isn't issued  
by the military.

Things are tough enough out there without having to lug around 150 lbs. of editing gear. Now Sony ends the battle with the DNW-A22C Digital Portable Field Editor.

This Betacam SX digital field editing unit is compact, surprisingly lightweight, and extremely portable. Its concise design incorporates two VTRs, two LCD screens and a built-in audio system in a highly durable package that's made to withstand the rigors of field work. Whether it's bouncing alongside you in a truck or being tossed into an overhead compartment on a plane.

For versatility on international assignments, the DNW-A22C easily switches from 525/60 to 625/50 operation. And should you need to divide and conquer, its VTRs can be quickly separated to operate independently.

In terms of compatibility, the DNW-A22C can play back analog Betacam, Betacam SP, and Betacam SX.

And it performs frame accurate insert and assemble editing with the superb video quality of Betacam SX and four digital audio tracks. So your final cut will never be compromised.

The new DNW-A22C. It's a definite strategic advantage in the field.

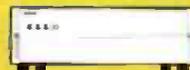
1-800-635-SONY, ext. 220  
[www.sony.com/professional](http://www.sony.com/professional)



Editing



Recording



Storage

**SONY**

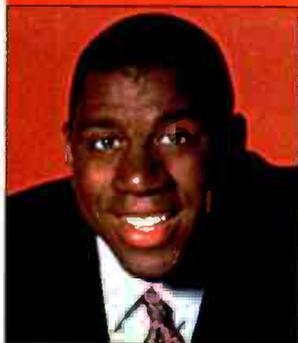
# Fast Track

Must Reading from

**Broadcasting  
& Cable**

December 22, 1997

## TOP OF THE WEEK / 8



Late-night Magic / 8

**Twentieth believes in Magic** Twentieth Television last week laid the groundwork for its own Magic kingdom in late night, further complicating an already crowded time period with a new show hosted by former basketball great Earvin "Magic" Johnson. / 8

**Mixed feelings over MSTV's DTV plan** The Association for Maximum Service Television's plan for revising the FCC's digital TV table of allotments is drawing a wide range of responses. / 12

**FCC to study program access** Responding to Ameritech's petition for stronger enforcement of the rules restricting discriminatory pricing of cable programming, FCC commissioners last week launched an effort to beef up their rules on program access. / 13

**Westwood One to simulcast Stones, Grammys** Westwood One will create two temporary networks to simulcast a Rolling Stones concert and the Grammy Awards. / 25

## BROADCASTING / 20

**'Mortal Kombat' goes live-action** Multimedia megastar *Mortal Kombat* will add a live-action syndication series to its video game, CD, live tour and feature film offerings. / 20



'Mortal Kombat' comes to syndication. / 20

**Granath exits Disney** Thirty-eight-year ABC veteran Herb Granath will step down as head of the company's international division, although he will remain as a corporate vice president. / 20

**L.A. judges restrict courthouse coverage** Los Angeles trial judges plan to enact rules that broadcasters say will severely hamper their ability to cover trials in a city where trials make big news. / 23

## CABLE / 26

**Box buy boosts cable vendors** Cable's massive order for \$4.5 billion in set-tops could equip 20% of cable subscribers over the next three to five years. / 26

**NCTA study defends rate hikes** The cable industry blames the skyrocketing cost of programming for coming cable rate hikes, citing a study from Kagan Media in support. / 27

**TNT in prime time lead** TNT looks to lead cable prime time for the year, although Nickelodeon scores the highest total-day ratings, according to Nielsen Research data. / 29

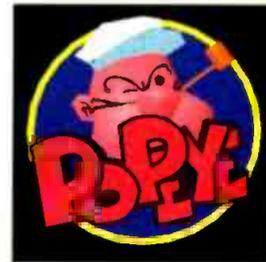
## TECHNOLOGY / 30

**Test sites for Faroujda** Faroujda will beta-test its video upconverter product, which will allow broadcasters and production houses to upgrade existing NTSC pictures to several DTV formats. / 30

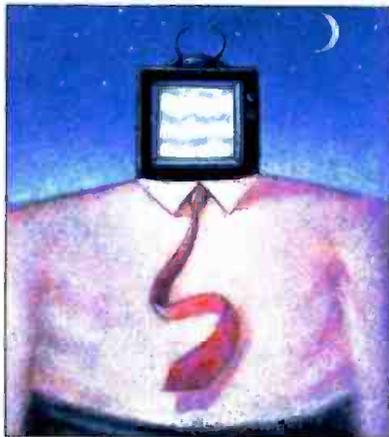
## Telemedia / 32

**Cyberspace 'Homicide' cop goes to TV** NBC will continue its crossing of cyberspace and airwaves when an online *Homicide* character shows up on television. / 30

**Popeye charts a Brilliant path to the Internet.** / 32



Broadcast Ratings ...22	Closed Circuit .....11	Fifth Estater .....45
Cable Ratings .....27	Datebook .....44	For the Record .....41
Changing Hands.....24	Editorials .....50	In Brief .....48
Classified .....34	Fates & Fortunes ....46	Open Mike .....42



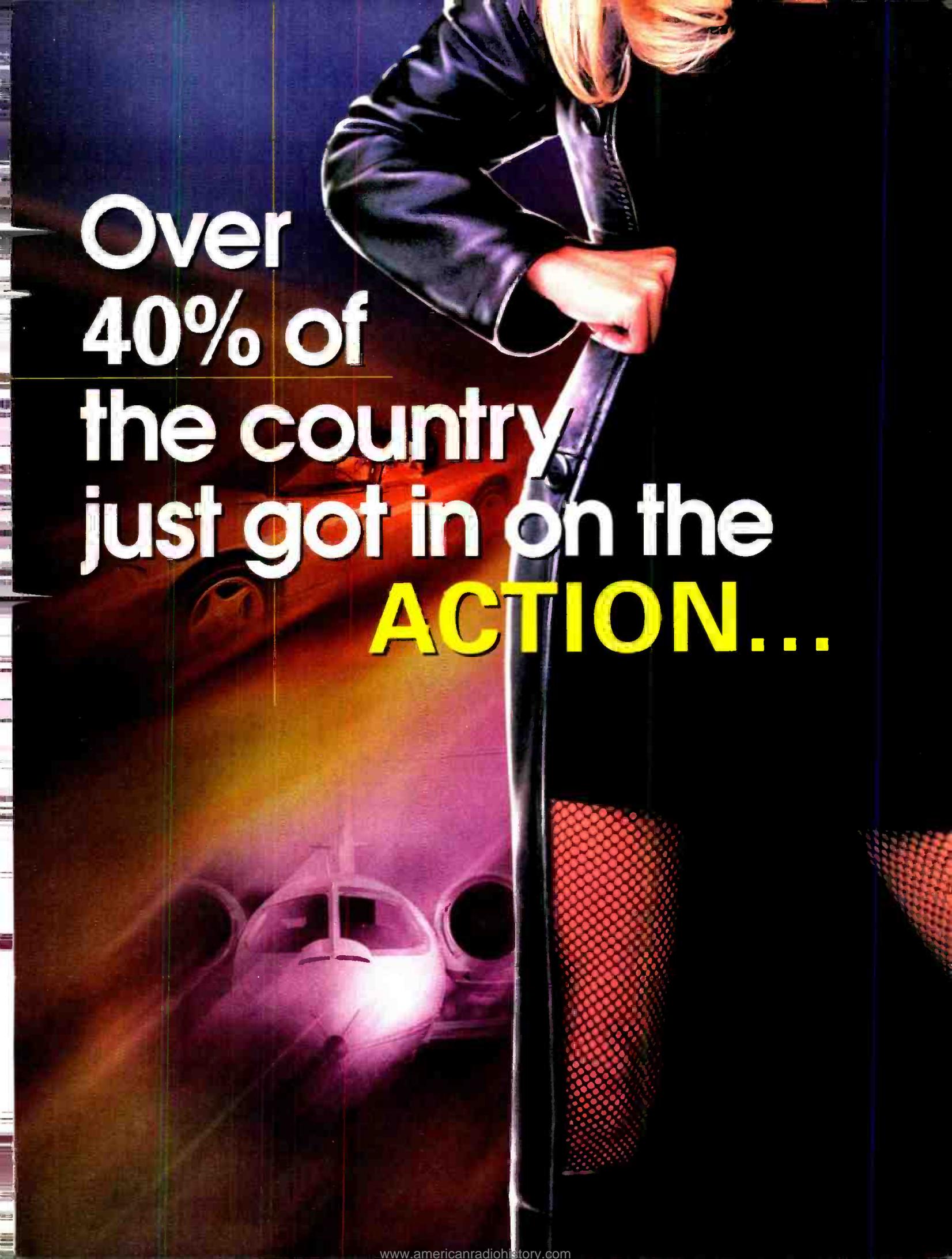
### COVER STORY

#### King of the Hill

Officials at the National Association of Broadcasters don't like to brag, but the association has emerged as one of the toughest and most successful in Washington. / 16

**Cover Illustration**  
By Gary Hally/SIS

**Happy Holidays** BROADCASTING & CABLE will not be published on Dec. 29. Breaking news developments will be available on the daily TV FAX (1-800-554-5729 to subscribe) and CABLEDAY (1-800-563-5729). B&C returns with the Jan. 5 issue.

A woman with blonde hair, wearing a black leather jacket and fishnet stockings, is shown from the chest down, holding a handgun. The background is a collage of images: a red sports car, a white airplane, and a dark, textured surface. The text is overlaid on the left side of the image.

Over  
40% of  
the country  
just got in on the  
**ACTION...**

# SO

To the

**FOX** station group

**22** stations

Over

**40%**

of the country!  
in just one week!

COLUMBIA TRISTAR



TELEVISION DISTRIBUTION  
TELEVISION ADVERTISER SALES

a SONY PICTURES ENTERTAINMENT company

© 1997 Columbia TriStar Television, Inc. All Rights Reserved

Available Fall 1998

**viop**

The Leader In Young Adult Programming.™

# LED!



Starring  
**Pamela Lee**

She's back  
and she's ready  
for action!

## Top of the Week

# Twentieth believes in Magic

*Fox stations to carry late-night show, raising questions about where Wayans fits in their plans*

By Joe Schlosser

**T**wentieth Television last week laid the groundwork for its own Magic kingdom in late night, further complicating an already crowded time period.

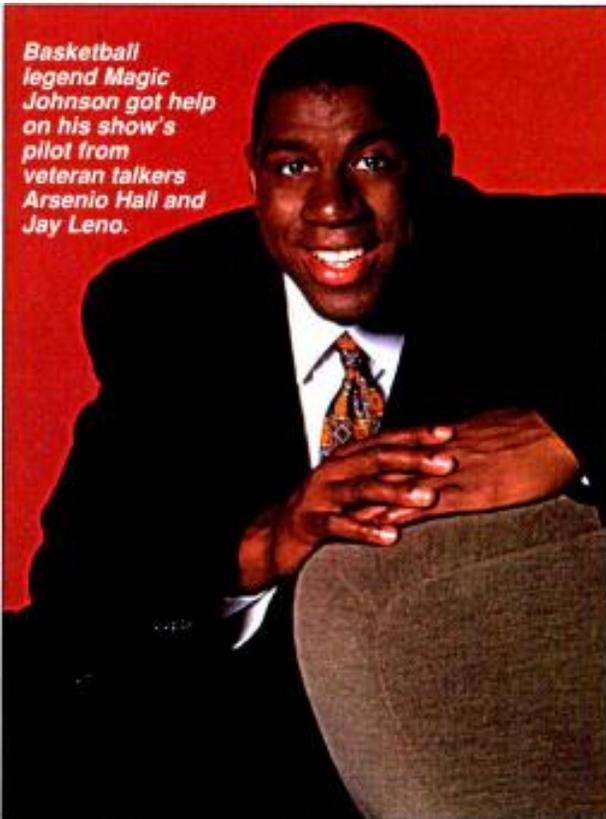
Twentieth, Fox's syndication arm, has cleared *The Magic Hour*, with former NBA great Earvin "Magic" Johnson at the helm, on the 22 Fox owned-and-operated stations for a June 8, 1998, start. Twentieth President Rick Jacobson says the show will likely air at 11 or 11:30 p.m. on the Fox stations, which reach 40% of the nation's TV homes, including those in a majority of top U.S. markets.

There is one problem, however. Buena Vista's late-night entry, *The Keenen Ivory Wayans Show*, already fills those time slots on the same Fox stations. Buena Vista, Disney's syndication arm, has a contract with the 22 stations for *Wayans* that goes through the summer. Neither side is commenting, and neither side seems ready to budge.

Wayans, whose show is averaging a 2.4 rating in the 38 metered markets, according to Nielsen Media Research, has his work cut out for him. Although *Wayans* has had some ratings success in a number of top U.S. cities, it averaged a 1.8 national household rating through Nov. 30. Also, Johnson's show is distributed by Twentieth Television, whose parent company owns the Fox stations that will carry the show.

Various scenarios for *Wayans* have been suggested, including airing it after *The Magic Hour* on the Fox stations or finding other outlets for next season. But sources say Buena Vista executives are cool to the idea of being pushed to late, late night following

Basketball legend Magic Johnson got help on his show's pilot from veteran talkers Arsenio Hall and Jay Leno.



*Magic*, especially since running a late-night show costs a hefty \$800,000 to \$1.2 million per week.

Another scenario making the rounds in Hollywood last week had Johnson's show as a summer-only 13-week trial run, with *Wayans* airing reruns during the stretch and possibly returning in fall 1998. Buena Vista executives had no comment, but Twentieth's Jacobson concedes that *The Magic Hour* has to perform or it will be yanked like any other show. "Every show has the potential to end early," he says. "If we are not successful, the show may not make it past the summer."

### Push comes to shove

Sources say Fox station head Mitch Stern notified Buena Vista executives two weeks ago that *The Magic Hour* was coming to the Fox stations. Stern apparently did not go to Buena Vista empty-handed, however: He reportedly went with an offer of another season for *The Keenen Ivory Wayans*

*Show* on the Fox outlets. Although it is unclear what time periods Stern offered the show, it apparently was a full-season commitment. And some sources say he offered *Wayans* exactly the same time periods *Magic* is now signed on for.

The catch: As with *Magic*, the *Wayans* show must perform if it is to retain its current time slots on the Fox O&O stations.

Sources say Buena Vista looked over Stern's proposal and quickly made a counteroffer. For over a week now, Buena Vista Television President Mort Marcus has been awaiting a response from the Fox stations. But any response was put on hold while Stern attended to a family emergency. Stern was out of his Century City office all last week.

While Buena Vista waited, Twentieth went ahead with its *Magic Hour* announcement. Buena Vista executives were reportedly upset, believing that the announcements of a Keenen renewal and a *Magic* show would be made simultaneously. By last Friday, nothing had been resolved.

### 'The Magic Hour'

When Johnson taped his pilot this summer, he did so at the NBC studios in Burbank, just down the hall from Jay Leno and *The Tonight Show*. The former Los Angeles Laker received a helping hand from Leno and had Arsenio Hall warming up the studio audience. Reaction to Johnson's pilot was positive from a number of station reps, not to mention Fox executives.

Fox is banking on Johnson's star appeal and ability to attract the top names in Hollywood. The hour talk/variety show will feature a band headed by percussionist Sheila E. and a comedy troupe performing nightly skits.

At last year's NATPE conference, syndicators talked about filling the void left by Hall's exit from the late-night scene a few years ago. Columbia TriStar launched its current late-night entry, *Vibe*, and *Wayans* was introduced by Buena Vista. Twentieth executives say they also want to fill the Hall niche—more specifically the niche the show eventually found.

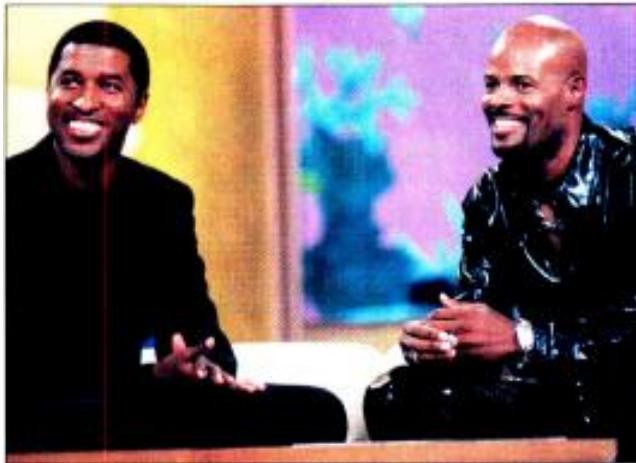
"We are in a league of our own," Jacobson says. "Everybody talks about replacing what Arsenio had, but if you remember when Arsenio first launched, he had a very broad-based program—much different from the one he went off the air with. We hate to use the word 'crossover,' but we'd like to say Magic has a very, very broad appeal."

With all the good buzz surrounding Johnson's pilot taping in August, Fox Network executives were interested in *The Magic Hour* as a possible network show. But despite that excitement, Jacobson says, Johnson has been destined for syndication and only syndication.

"The flexibility that syndication brings is better for us and the stations," Jacobson says. "The stations these days want just that."

#### What about 'Vibe'?

Left out of the battle between Disney and Fox, and probably happy not to be in the mix, is Sony/Columbia TriStar. Only two months ago, Columbia Tri-



'The Keenen Ivory Wayans Show' could go one-on-one with 'The Magic Hour' for time periods on Fox O&Os.

Star's late-night show *Vibe* was fighting rumors that the show was going to be canceled. But the exit of original host Christopher Spencer and the entrance of comedian/actor Sinbad in late October have given *Vibe* a boost and possibly some staying power. After trailing *The Keenen Ivory Wayans Show* in the ratings since both shows debuted in August, *Vibe* came out of the November sweeps tied with *Wayans*, with a 2.4 rating in the 38 metered markets, according to Nielsen

Media Research.

"When you look at the numbers in the top markets, it's indicating that we are growing and finding an audience," says Barry Thurston, president of Columbia TriStar Television Distribution. "I think if Sinbad hadn't come on the scene, it would have been a different story."

One question remaining for Thurston and Columbia TriStar is when and whether Sinbad will sign on for another season.

When Sinbad was named *Vibe*'s host, no one either in his camp or at Columbia TriStar would say how long the comedian's tenure would be. Sources say Sinbad's contract is for one season only and perhaps even less. Sources also say he is in talks with Columbia TriStar about a long-term deal that has motion picture incentives (Sinbad is said to be interested in keeping his theatrical options open). Thurston would not comment on any ongoing contract talks but said that *Vibe* is moving forward with the intention of having Sinbad on board next season. ■

## Comcast reducing C<sup>3</sup> stake

Comcast Corp. is shrinking its position in programming venture C<sup>3</sup>, allowing C<sup>3</sup> President Rich Frank to take full control of the partnership.

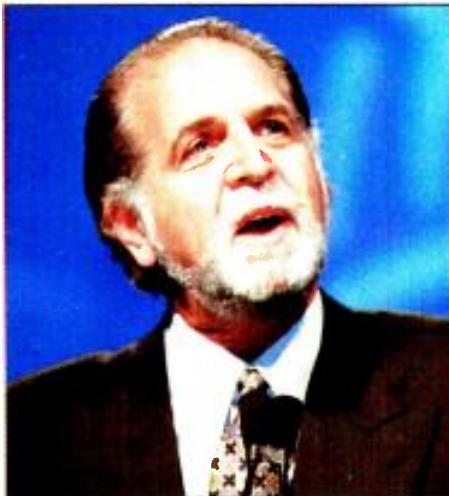
Frank, the former Walt Disney Television chairman, teamed with Comcast after he left Disney in 1995, aiming to amass a production operation plus a portfolio of cable networks. But the venture has met with mixed results, and Comcast's priorities have shifted.

Frank is exercising an option to take a majority stake, and Comcast isn't fighting. "It's very amicable," says Comcast President Brian Roberts. "We'll stay in the venture, but Rich gets some flexibility."

Frank says he may seek other financial or Hollywood partners and will focus on production and foreign ventures. "[Comcast and I] never had one argument since we came together," he says.

Terms of the deal could not be learned.

On the plus side, Frank's urging prompted Comcast to parlay its existing 10.5% stake in E! Entertainment Television into a controlling interest by teaming with Disney to buy out majority owner Time Warner Inc. for \$388 million. Disney put up all the cash, but Comcast



Rich Frank is exercising an option to take a majority stake in the C<sup>3</sup> venture.

wound up managing the network.

On the downside, C<sup>3</sup>'s big push into program production was a failed syndicated daytime talk show, *Home Team with Terry Bradshaw*.

Frank has other series in the works, including a talker with ex-political operatives James Carville and wife Mary Matalin, plus development deals with three broadcast networks. But program production isn't Comcast's top priority, and starting or buying cable networks is proving too tough.

The big beneficiary may be the management at E! While President Lee Masters continued to run the network after Comcast secured a

controlling stake and there were few signs of tension, Masters suddenly was reporting to Frank, not a board of directors. Frank had very specific ideas about what should be on the network, axing, for example, off-network sitcoms in favor of more entertainment magazine shows.

It was never clear that Masters' job was at risk, but Roberts reaffirmed his position: "E! had and has a wonderful management team." —John M. Higgins

# Cable courting consumer firms to make set-tops

*TCI-led group hopes \$4.5 billion order with NextLevel/GI will spur mass consumer market*

By Price Colman and John M. Higgins

**B**y trumpeting the news of their \$4.5 billion order for set-top boxes last week, cable operators were trying to impress not only Washington, Wall Street and the computer industry but also major consumer electronics manufacturers around the world.

That's because the operators know that for advanced digital cable to become a thriving business, they have to eventually shift the cost of the home equipment from their balance sheets to subscribers' credit cards. And to do that, they must convince makers of TVs and VCRs to turn digital set-tops into consumer products and put them on the shelves of Circuit City and Best Buys.

The first step was committing to a single industry technical standard, says the CEO of one major operator; last week's order with NextLevel for up to 15 million boxes was the second. "It's like a getting a big rock rolling down the hill," the CEO says. "It shows what this industry could generate if we could get [set-tops] at these price points."

TCI Chairman John Malone ac-

knowledges that he wants to bring in major consumer electronics players. "We would need a partner with a big, well-recognized name," says Malone, who committed to buy at least 6.5 million units. "It would include a second source for box manufacturing."

The deal with a consumer electronics firm—what Malone calls the "third leg of the stool" (the others being cable and Silicon Valley)—is imminent. TCI is helping NextLevel select the ally, and TCI will have final approval.

Sony is emerging as a leading candidate, according to MSO executives. Thomson Consumer Electronics (the first manufacturer of DIRECTV receivers), Toshiba, Mitsubishi and Matsushita also are candidates.

NextLevel—soon to revert to its old name, General Instrument Corp.—is the immediate beneficiary of the consortium



***"This time the rocket's really going to fly, not blow up on the launch pad."***

—John Malone

buy, which is valued at \$4.5 billion if all 15 million boxes are delivered.

But NextLevel/GI would not get all the money. It is contracted primarily to assemble the boxes. The order leaves unresolved the fight among such computer industry players as Microsoft, Oracle, Sun Microsystems and Intel to supply the guts of the machine—the chips, operating systems and applications.

"It shows we're serious," says Comcast Corp. President Brian Roberts. "And it appears TCI is serious."

However, even TCI and NextLevel's big splash last week carried echoes of the unfulfilled hype of the interactive multimedia push in 1992. First, while just a month ago TCI strongly predicted that the advanced boxes would be ready by June, Malone now says he'll have to wait until late 1998 or early 1999 for the top-of-the-line box he wants.

Second, industry support is mixed. Time Warner Inc., soon to become the largest operator (serving 12.5 million subscribers), is in for just 500,000 units.

"These kinds of broad announcements have to be taken with a little bit of skepticism," says Eric Buck of Donald-

## AT&T, @Home, TCG deal near

AT&T's talks with TCG and @Home about major equity investments are poised to bear fruit, and a preliminary announcement is likely before year end.

TCG (formerly Teleport Communications Group) is a competitive local telephone access provider whose cable backers include Tele-Communications Inc., Cox and Comcast. TCI also is the largest cable backer of @Home, with a 40% stake.

Home's other cable investors include Comcast, Cox and Cablevision Systems. AT&T's investment in @Home reportedly will be more than \$1 billion—a way for the long-distance giant to tap into local telephone markets more cheaply than by going it alone. (AT&T late last week said it's backing off local entry to save money.) The investment would give @Home's cable partners financial help for upgrading their networks. In addition, the cable operators could turn to AT&T for expertise as they prepare to offer telephone service via

the Internet—a topic TCI Chairman John Malone has mentioned repeatedly in recent days.

Malone says that he opposes an outright sale of TCG but would entertain an equity investment. By taking a stake in TCG, AT&T could gain access to local business telephone markets.

AT&T spokeswoman Ruthlyn Newell says it's AT&T's policy not to comment on rumors and speculation. "We have not said anything specific about cable," she says. "What we have said about our local entry strategy is that we can go it alone, but we're receptive to alternative ways of entering local markets—whether joint ventures, partnerships or anything that would speed competition and our entry into local competition."

AT&T fueled speculation about a possible alliance with the cable industry on the eve of the Western Show when it announced it was cashing out its 2.5% stake in DBS provider DIRECTV.

—Price Colman

son Lufkin & Jenrette. "I'm a cable bull. But 15 million set-tops represents about 20 percent penetration of cable subs. That's a higher number than most of these guys are talking about in terms of their hopes for digital penetration. It's very unlikely we'll see that volume of digital set-tops between now and 2000."

On the operating systems and software applications side, Microsoft subsidiary WebTV and Oracle/Netscape's Network Computer Inc. (NCI) are the leading contenders, according to Malone. He says talks with those archrivals will intensify in the coming weeks.

The picture's less clear on the chip side. Intel clearly is a leading contender, but the company's microprocessor prices are a stumbling block. "They're too expensive," says a cable executive familiar with a meeting two weeks ago of Malone, Roberts and other top MSO officials and Intel.

Other candidates: Sun Microsystems and IBM, both accomplished players in the microprocessor world and respondents to the OpenCable request for information.

Malone last week stressed that TCI wants the "Cadillac" set-top—a box that's equipped for video, high-speed two-way data service via TV and PC alike, and voice and video telephony over the Internet.

TCI is one of nine large U.S. MSOs that are part of the GI deal, which runs over the next three to five years. The others include Time Warner, Comcast, Cox, Jones, Century, Adelphia, MediaOne and, reportedly, Cablevision Systems.

To get the deal moving at an average of \$300 per box over the life of the agreements, GI gave participating MSOs an incentive: warrants to buy GI shares at about \$15 that are tied to set-tops shipped in 1998-2000. If all warrants are exercised, the MSOs would end up with about a 16% stake in GI. Also, TCI agreed to sell the digital transport and signal authorization segments of HITS to GI for 10% of GI's equity, worth about \$300 million. TCI will end up with about 20% of GI, worth \$600 million at current prices.

While Malone calls the deal a "watershed" for the cable industry. But the failed 1992 deal in which TCI was supposed to buy 1 million GI digital set-tops that would deliver 500 channels has some analysts wary.

Acknowledging previous failures, Malone says, "I've been wrong on these things before." But he adds, "This time the rocket's really going to fly, not blow up on the launch pad." ■

## Closed Circuit

### WASHINGTON

#### Ness not ruling out all duopolies

**F**CC Commissioner Susan Ness has voiced strong concerns about too much relaxation of ownership rules. But she is not entirely ruling out local TV duopolies. Sources say Ness is willing to consider local combos in cases where they satisfy conditions showing that the common ownership would promote competition. Criteria could include the financial condition of the stations to be commonly owned and their combined market share. Ness long has been pushing the FCC to rewrite its broadcast ownership and attribution rules.

### HOLLYWOOD

#### This Bud's for NATPE

**T**he big man about New Orleans during NATPE next month will be Bud Paxson. He'll be looking both for programming to fill his planned seventh network and for affiliates to extend its reach. Reached at his headquarters in West Palm Beach, Fla., late last week, Paxson said he is interested in the new Robert Urich talk show from Buena Vista and in movies that fit the Pax Net's family-oriented format. Of course, the syndicators and producers have not been waiting for NATPE to make their pitches, he says. "It looks like a video store here. We have a team of people going through the movies to make sure that they fit [our] model—the drama with a warm, fuzzy ending."

### DENVER

#### Malone buoyed by boxes

**S**ay what you want about TCI Chairman John Malone, you've got to appreciate his sense of humor. He's so pumped about the 15 million set-top-box order with General Instrument that in a conference call last Thursday, he said, "I haven't been this excited since HBO put 'Jaws' on in 1980." TCI's boss may be mellowing with age, but he still doesn't suffer obvious questions gladly. Twice during the conference call, he chided media representatives, "If you read the press release *closely*..." Still, there

can be a dark side to being the cable industry's technology visionary. During an unveiling of plans for TCI's new headquarters, Malone disclosed that he received e-mail from the Unabomber several years back threatening to blow him up for being a technologist. While the FBI was checking out the threat, Malone may have been musing about the irony of getting e-mail from an avowed technophobe.

### HOLLYWOOD

#### Dramedy tonight

**F**ox may have found the secret in developing its next comedy: Figure out a way to do it with a drama. The network got a nod last week from the Golden Globes for its freshman drama *Ally McBeal*. The category? Best TV series, musical or comedy. "I was pleasantly surprised," said Entertainment President Peter Roth, whose network has been largely devoid of successful live-action sitcoms of late. "I smiled to myself because it's a show that has comedic and dramatic value that can't be labeled easily." The show's star, Calista Flockhart, also was nominated for best actress.

### NEW YORK

#### WTBS deadline extended

**A** self-imposed Dec. 15 deadline has come and gone without a decision from two entrepreneurs who have been touting an offer to cable operators to transmit superstation WTBS(TV) Atlanta as a distant broadcast signal after Turner converts the station to a basic network Dec. 31. Former FCC attorney Laurence Bloom, a partner with engineer Peter Sclafani in upstart satellite provider United Network Transport, had said they intended to keep the offer open to operators through Dec. 15. Last Friday, Bloom said he and Sclafani were "making decisions on what to do and how to go about doing it." Bloom did not indicate how many, if any, operators had responded. Meanwhile, Turner has completed carriage agreements with operators representing 48 million households (or about two-thirds of its subscriber base) to carry TBS as a basic network.

# Mixed feelings over MSTV's DTV plan

*Broadcasters differ on suggested changes to allotment table*

By Chris McConnell

**T**he FCC can't please all the broadcasters all the time.

That was the message sent by stations responding last week to the Association for Maximum Service Television (MSTV) plan for revising the FCC's digital TV table of allotments. The table, issued earlier this year, matches each television station with a digital TV counterpart.

Last month, MSTV and other broadcasters proposed 357 changes to reduce interference among digital TV stations.

Some broadcasters said they liked the proposed changes. Others said they did not. And still others said they liked some aspects of the proposal but not others.

"Univision does agree with MSTV that the newly discovered interference ... must be addressed immediately," the broadcaster said. "However, MSTV's efforts to create a revised table to resolve this ... [have] led to certain real-

lotment proposals that not only fail to rectify the adjacent DTV channel problem, but actually make matters worse."

More supportive was Granite Broadcasting, which said the MSTV plan "would eliminate interference problems expected for many individual stations." Tribune Broadcasting, a signatory to the MSTV proposal, also said the plan would correct current DTV assignments that would create too much interference.

Conversely, Sullivan Broadcasting said most of the changes proposed by MSTV would not help its stations and, in some cases, would make matters worse.

"These ill-considered proposals would only result in delay to the rollout of digital television and should be rejected," said Paxson Communications.

In a joint filing, CBS and NBC said only that the FCC "should seriously consider" the proposed revisions. ABC voiced stronger support, stating that the MSTV plan "provides a fair, workable and sensible plan."

# FCC wants to link digital fees to revenue

By Chris McConnell

**T**he FCC last week proposed tying digital TV fees to the revenue that stations would gather from any subscription services.

The 1996 Telecommunications Act requires the commission to collect fees for any pay services broadcasters offer over their digital TV spectrum. The law calls for the fees to be based on the amount that the spectrum would attract at an auction.

Last week's proposal suggested three options for the fee program. One would base the fees on a percentage of gross subscription revenue. Another would base the fees on a percentage of subscription profits. A third option would base the fees on a combination of a flat rate and a percentage of revenue.

"It has to be simple to apply and simple to enforce," Commissioner Susan Ness said of the FCC's DTV program.

Other commissioners agreed. FCC Chairman William Kennard voiced approval of the revenue-based approach proposed by the FCC. Commissioner Michael Powell added that the fee plan should not encourage or discourage any uses of the digital TV spectrum.

The fee issue so far has attracted little interest from the industry; few have unveiled specific plans to offer subscription-based ancillary services. But last week's proposal drew a warm industry response. NAB spokesman Dennis Wharton said the commission's plan shows that regulators "are sensitive to the fact that reasonable subscription fees will be central to a successful build-out of digital TV." ■

ABC, CBS and NBC also urged the FCC to delay implementing a proposal by the Association of Local Television Stations (ALTV) that UHF broadcasters be able to boost the power of their digital TV stations. ALTV suggested that U's be allowed to increase power by using beam-tilt antennas, provided the increase does not add interference.

The three networks said the FCC should wrap up work on the allotment table before reviewing the ALTV plan.

But several UHF broadcasters endorsed the ALTV plan as well as a proposal by Viacom to allow each UHF broadcaster to boost power by at least 200 kw as long as the increase does not create more than 2% additional interference to any NTSC station. ■

## Green light for gambling

New Jersey broadcasters got the go-ahead last week to air gambling advertising, when the U.S. District Court in New Jersey found in favor of casino developer Players International, the NAB, nine state broadcaster associations and two radio stations.

The ruling brings broadcasters closer to overturning a federal law that prohibits gambling ads on radio and television.

FCC sources say that the commission is likely to stay its enforcement rules in New Jersey, as it already has done for nine Western states in the Ninth Circuit.

Last September, the Ninth Circuit Court of Appeals ruled unconstitutional the federal law that bans gambling ads on broadcast media. The Justice Department has not yet decided whether to appeal to the Supreme Court. Its deadline is Tuesday (Dec. 23).

A decision on the same issue also is pending in the Fifth Circuit Court in Louisiana, which previously upheld the ban on gaming ads. The Supreme Court sent that decision back to the Louisiana court on a technicality.

If the two circuit courts split, the cases are almost guaranteed an audience at the high court. If the ban is overturned in both circuits and the Supreme Court refuses to hear the cases, those actions, in effect, will set a national precedent.

# Commission gets tough on access

*Proposes plan to improve cable competitors' access to cable networks*

By Chris McConnell

**F**CC commissioners last week launched an effort to beef up their rules on program access.

Responding to Ameritech's petition for stronger enforcement of the rules restricting discriminatory pricing of cable programming, the regulators invited comment on three suggestions posed by Ameritech New Media, plus two more offered by the commissioners.

Specifically, they posed the possibility of setting deadlines for resolving program access complaints; imposing fines and damages for violations; entitling those filing complaints to a right of discovery; revisiting the rules on programming purchases by cooperative buying groups, and extending the rules to cover programming that once was distributed by satellite but now is distributed via land lines.

"We must have clear rules that we are prepared to enforce without delay," FCC Chairman William Kennard said

of the proposal. "Without access ... you really can't compete," Commissioner Susan Ness added.

Ness also cited program access issues not addressed in last week's proposal. She said she would like to see regulators address those issues, including the question of programming that has never been distributed via satellite.

Commissioner Harold Furchtgott-Roth, however, appeared to oppose the idea of extending the rules to cover programming that has moved from satellite to land line distribution: "In the end we may well conclude that we lack the statutory authority to do so and that Congress, rather than this commission, is the appropriate governmental entity to redress any competitive issues that may exist with respect to programming that is not transmitted ... by satellite."

Commissioner Michael Powell also had reservations about extending the rules to cover some programming that is not delivered via satellite, although he applauded the effort to put teeth into

the program access rules.

In all, commission officials have received 42 program access complaints since the current rules were put into effect. Officials estimate the turnaround on complaint resolution to be 6.5 months in cases concerning a simple denial of access and 8.1 months for more complicated complaints dealing with program pricing.

The FCC took the action on the program access rules as House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.) was posing a long list of questions about the FCC's rules. "Given the impending deregulation of cable rates in March 1999, it is incumbent upon us to ensure that the mechanisms necessary for robust competition are in place prior to that date," Tauzin wrote in a Dec. 17 letter to Kennard.

Tauzin asked the FCC whether vertical integration is decreasing or increasing, whether some programs are more important than others and what obstacles remain to spurring video competition. ■

## FCC threatens action on cable rates

*Commissioners are concerned about rising rates, but are reluctant to freeze them*

By Chris McConnell

**T**he FCC doesn't like cable rates, and it doesn't like cable rate freezes either.

And so last week the commissioners appeared to cast about for another option to use in responding to rate hikes as they discussed the state of cable competition at a hearing.

"Are these our only options? I'm not so sure," said Chairman William Kennard of the choice between freezing rates and doing nothing. Kennard added that he has not ruled out anything, but he described regulation as a last resort.

Commissioner Susan Ness also said regulation was "an absolute last resort," while Commissioner Harold Furchtgott-Roth was opposed to more rate regulation: "Movie rates are going up, [and] there are no calls for regulation there." Furchtgott-Roth, who co-authored a book critical of cable regulation, noted that cable continues to attract new subs.

But there was little disagreement among commissioners about the upward trajectory of industry rates. And while voicing distaste for responding with a rate freeze, a majority of commissioners also expressed worries about the rate hikes.

"Rates appear to be rising too fast ... and we need to find out why," Kennard said. Commissioner Gloria Tristani cited a message from an irate cable customer: "[Rates] don't appear to be going up, they *are* going up."

Consumers Union's Gene Kimmelman urged the commissioners not only to freeze rates but to review the FCC's rules on vertical and horizontal integration as well: "It is truly an overly con-

centrated market."

Also attacking the cable industry's structure was People's Choice TV Chairman Matthew Oristano, who compared the largest MSOs and program owners to Japanese cartels.

Kimmelman's presentation drew a series of questions from Commissioner Michael Powell, who asked why the industry's structure should not be addressed through antitrust enforcement. Powell also asked whether regulating cable rates wouldn't discourage other companies from trying to price service at lower rates.

National Cable Television Association President Decker Anstrom, meanwhile, insisted the industry is less vertically integrated than it was in 1992. Anstrom charged Kimmelman with making "reckless allegations" about program pricing. "Programming costs—primary inputs to cable service—are themselves increasing at rates that exceed inflation," Anstrom said. ■

**Rate reaction**

For more stories  
on cable rates,  
see pages 14 and 27

# FCC charts rise in cable rates

Study says prices have gone up an average 8%-10% over past year

By Chris McConnell

Whether or not cable systems are facing competition, rates are on the way up, according to FCC researchers.

Issuing a report mandated by the 1992 Cable Act, the FCC last week said cable rates jumped 8%-10% during 1996. On systems facing effective competition, the rates increased 9.6% between 1996 and 1997.

while on the "noncompetitive" systems, rates rose 8.5%.

"Subscribers in competitive service areas pay 5.8 percent less on average than subscribers in noncompetitive service areas," the commission said. The report also pegged the average monthly bill at \$27.26 for subscribers to competitive systems and at \$28.83 for subscribers to noncompetitive systems.

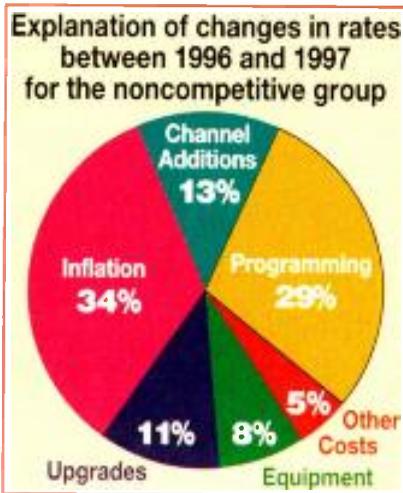
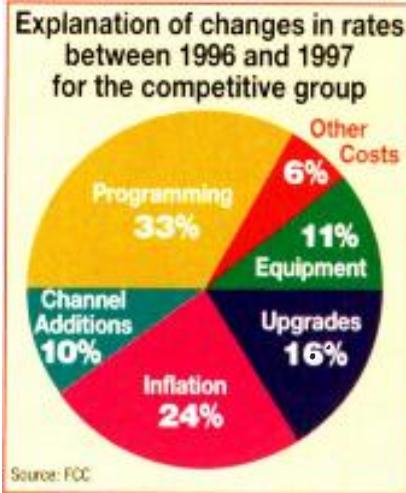
Despite the report of rate hikes, industry lobbyists were still able to find some good news in the numbers. Several were quick to cite the higher rate increase on "competitive" cable systems.

"I think it shows these rate increases are not driven by some monopolist desire," says cable lawyer John Seiver. Seiver and others say the numbers demonstrate the programming costs that all cable systems must pay. In its study, the FCC said both competitive and noncompetitive systems attributed rate hikes to programming costs as well as to inflation, system upgrades and channel additions.

"It's descriptive of what's happening," adds National Cable Television Association's Daniel Brenner. "Rate increases are associated with more programming channels."

Steve Effros, president of the Cable Telecommunications Association, points to the study's conclusion that the numbers show "no statistically significant difference in the average monthly rate charged by regulated and unregulated operators."

"That's the key," Effros says of the conclusion. "It confirms that the marketplace really determines what we spend."



The FCC did find the regulated cable operators charging less per channel (60 cents per channel for 51 channels) than the unregulated operators (65 cents per channel for 48 channels).

And one FCC official stressed the report's finding that the noncompetitive systems charged higher rates than those facing competition during each of three time periods studied.

The official also attributed the higher increases reported for the competitive

systems not to programming costs but to the new freedom of those systems to raise rates.

Critics of the industry, meanwhile, challenged the industry's insistence that programming costs are driving up rates. "Programming costs are simply moving the profit from one pocket to the other," says Mark Cooper, research director at the Consumer Federation of America. Cooper pointed to vertically integrated companies owning both programming and cable systems.

Cooper also challenges the study's distinction between competitive and noncompetitive cable systems. The FCC researchers divided the groups based on language in the Cable Act and the 1996 Telecommunications Act. "That is a legal definition, not an economic definition," Cooper says. "There is virtually no head-to-head competition."

## Markey seeks later sunset for cable

Planned bill would delay rate regulation's expiration

By Paige Albinak

Rep. Ed Markey (D-Mass.) last week said he will introduce legislation that would extend cable rate regulation past its March 1999 expiration date.

One day before an FCC hearing on cable competition, the ranking Democrat on the House Telecommunications Subcommittee wrote FCC Chairman William Kennard a letter saying that "sound public policy should compel us to repeal consumer price protections only when effective competition provides an alternative for consumers, making regulator protections unnecessary."

The FCC last week held the en banc hearing, complete with industry and

consumer group witnesses, in response to a petition for a rate freeze filed earlier this year by the Consumer Federation of America and the Consumers Union. On Capitol Hill, Rep. Pete DeFazio (D-Ore.) earlier this fall introduced legislation that would freeze cable rates.

Markey likely is paying particular attention to the problem because cable systems owned by MediaOne in his home state are raising prices nearly 15%. Rate increases are only 2.5%, however, in towns where the Cablevision-owned systems face competition (B&C, Dec. 8).

Markey argued against the inclusion of a statutory sunset date when lawmakers were crafting the Telecommunications Act of 1996. He introduced an amendment then that would have dereg-

ulated cable systems only when effective competition existed in a certain market.

The heads of the relevant House and Senate committees do not support Markey's measure, although they are pursuing ways to increase competition.

"[Senate Commerce Committee Chairman John] McCain wants to know

how you affect other competitors so they can actually compete. How can we make them competitive, open the environment and let them in? If no one wants to compete, that's life," says Commerce Committee Policy Director Mark Buse.

"There is no sentiment among House Commerce Committee leadership to get

into the regulation of cable rates. The FCC has the authority to intervene in areas where consumers are truly getting gouged. [The commissioners] need to exercise that authority," says Ken Johnson, spokesman for House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.).

# McCain wants FCC review of crossownership

By Chris McConnell

Senate Commerce Committee Chairman John McCain (R-Ariz.) wants the FCC to take another look at its plans for reviewing the newspaper/broadcast crossownership rule.

Earlier this month the commission told a court it has no plans to modify the restriction against common ownership of local newspapers and broadcast licenses before March 22. That's the date by which Tribune Broadcasting is required to sell either WZL(TV) Miami or the Fort Lauderdale Sun-Sentinel.

Explaining its plans to the U.S. Court of Appeals in Washington, FCC attorneys said no commission "staff proposals" are anticipated before the divestiture date.

McCain questioned that reasoning in a letter last week to FCC Chairman William Kennard: "I am concerned that, in the absence of having a timely opportunity to review this matter, the commissioners will be unable to evaluate whether divestiture in this particular case should be postponed for a period of time sufficient to enable the commission to complete its review of this rule."

He added: "In this case, it appears that a possible unnecessary and unwarranted multimillion-dollar divestiture could occur either from staff inefficiency at best or from prejudgment inconsistent with the law at worst."

The commissioners have not proposed eliminating the newspaper/broadcast crossownership restriction. But the FCC is revisiting its broadcast rules as

part of a broad review of all FCC regulations. Tribune representatives cited that review earlier this month in response to the FCC's report to the court on the rule.

"We believe very strongly in our set of facts," Tribune lobbyist Shaun Sheehan said last week, praising McCain's letter to the FCC.

During the last session of Congress, McCain backed legislation to eliminate the crossownership restriction. The rule also has come under fire from the Newspaper Association of America, which has petitioned the FCC to junk it.

Last week, McCain asked Kennard to explain how the FCC plans to proceed with both its review of the rule and any further proceedings concerning Tribune. His letter asked for a response by today (Dec. 22).

## Pressure over Portals

House Commerce Committee investigators say they still aren't satisfied with the answers they've been getting from Portals investor Franklin Haney about his role in the FCC's proposed move to new headquarters. And now they're talking about bringing Haney to Washington for a public hearing on the issue if they don't get the information they want. "Should you fail to provide satisfactory responses...we will be forced to consider more formal means of securing this information, including, if necessary, the issuance of a subpoena to compel your public testimony on these matters before the Subcommittee on Oversight and Investigations," Subcommittee Chairman Joe Barton (R-Tex.) and Commerce Committee Chairman Tom Bliley (R-Va.) wrote Haney last week.

The lawmakers are asking questions about a \$1 million payment Haney made to Washington lobbyist and former Clinton/Gore campaign manager Peter Knight. Last week the lawmakers said information obtained so far "suggests the \$1 million was a performance-based fee." They also cited an Oct. 10, 1995, meeting Haney and Knight had with then-FCC Chairman Reed Hundt "just seven weeks before the FCC formally accepted assignment to the Portals." The lawmakers also questioned Haney's refusal of interview

requests by House investigators and added that if the allegations of political influence are unfounded, "we simply do not understand why you are so unwilling to be interviewed or to provide written information about the details of this matter."

## PUSH comes to shove TCI

The Rev. Jesse Jackson has his eye on TCI. The Rainbow/ PUSH Coalition leader this month wrote FCC Chairman William Kennard to complain that the company's Louisville, Ky., system has decided to upgrade service "in predominately [w]hite residential neighborhoods...while leaving predominately [b]lack, [b]rown and poor neighborhoods with inferior service." Jackson also said he asked lawyer David Honig to review the company's compliance with Equal Employment Opportunity rules.

## Offensive against the offensive

When someone at KUPD(FM) Tempe, Ariz., told a joke on air that (according to a listener's transcript) began: "What is the best part of screwing an eight-year-old?" regulators were not laughing. The station was fined \$2,000 by the FCC earlier this month.



Edited by Chris McConnell



# King of the Hill

*Once derided as not able to lobby its way out of a paper bag, the association under Fritts & Co. is chalking up impressive victories for its members*

By Paige Albinak

**A**t this time last year, broadcasters had been assured that each television station would receive a second channel for broadcasting high-definition television or some other digital TV service. But as they headed into 1997, they worried that Congress, in its quest for new revenue to balance the budget, would require stations to pay hefty fees for the extra spectrum.

So the National Association of

Broadcasters—the industry's principal lobby—went to work. And when the legislative dust had settled in July, broadcasters not only had escaped fees on the new digital channels but also had won the right to hang on to their current analog TV channels well past 2006, the year originally targeted for giving them back.

Chalk up another one for the NAB.

Officials at NAB's imposing headquarters at 1771 N Street in Northwest Washington won't talk about it—it isn't good

form or good politics to boast—but the association has emerged as one of the toughest and most successful in Washington.

*Fortune* magazine ranked it 20th out of 120. But those in a position to know better push it right to the top. “It’s the most powerful lobby in Washington,” says Sen. John McCain (R-Ariz.), who, as chairman of the Commerce Committee, deals regularly with many major industries and their Washington representatives.

“They got between \$20 billion and \$70 billion of free spectrum. Then they put a provision in the budget act that will extend by at least 10 years their requirement to give back the analog spectrum. Every encounter I have had with them, they have emerged victorious,” McCain says.

With an annual operating budget of \$31.4 million for fiscal year 1997-98, the NAB represents the interests of more than 1,000 commercial TV stations and some 5,000 radio stations. It is the heart of a larger broadcast lobby that includes Washington representatives of the major networks and station groups as well as other trade associations, namely the Association for Maximum Service Television and the Association of Local Television Stations.

The NAB reputation for lobbying prowess comes mainly from its work on the two major pieces of telecommunications legislation of the 1990s, even though neither focused primarily on broadcasting.

When Congress began to move legislation that would regulate cable rates and boost competition, the NAB rushed in with provisions that would require cable systems to carry all broadcast TV signals or force the systems to get permission to carry them. The broadcasters’ support carried the 1992 Cable Act into law over President Bush’s veto.

Likewise, when Congress later started drafting a bill to promote competition between the cable and telephone industries, the NAB saw another opportunity. It attached provisions to relax ownership limits for radio and TV and to virtually guarantee TV stations the extra channels for making the transition from analog to digital broadcasting. Stations would broadcast in both modes—analogue on one channel; digital on the other—for a number of years, eventually giving up their analog channels.

Broadcasters called it a tidy plan for ensuring free TV’s future in an increasingly digital world. Critics cried that it was a \$70 billion giveaway of government property. In any event, with NAB officials and other broadcast lobbyists looking on, the President signed the Telecommunications Act into law in February 1996.

Many NAB observers credit the group’s success to its ability to organize its membership—thousands of station owners and managers—into a cohesive grass-roots lobbying force. When NAB puts out the word, the phones of congressmen begin to ring.

But NAB also has become adept at old-fashioned Washington lobbying skills: building personal relationships with members of Congress and their staffs, spreading around campaign contributions and cutting deals when it’s time for them to be cut.

Sitting atop NAB is its president, Eddie Fritts, who was derided in some circles as a rube or a dilettante when he arrived in Washington from Mississippi in 1982. But with persistent goodwill he has made himself an integral part of the Washington scene. Ever the Southern gentleman, Fritts never has a spiteful word to say to or about anyone—at least not publicly. And even those who abhor NAB policies have nice things to say about Fritts. (Fritts and other NAB officials refused to be interviewed for this article.)

Fritts often works by playing, hosting dinners at his home or parties at Wolf Trap, the outdoor performing arts center for which he is a board member. An NAB reception always is well-catered and usually is attended by several members of Congress.

In building contacts, sometimes you have to be lucky. Washington myth holds that Fritts and Senate Majority Leader Trent Lott were college roommates and fraternity brothers. That isn’t true, but Fritts and Lott were classmates at Ole Miss and they are close. Fritts may not be able to count on Lott’s help, but he can count on an audience.

Fritts’s low-key style has also proved effective in building



**NAB President Eddie Fritts testifies in front of a Senate committee with fellow media chieftains (from right to left) Association of Local Television Stations President Jim Hedlund, HSN Inc. Chairman Barry Diller, Time Warner Vice Chairman Ted Turner and Motion Picture Association of America President Jack Valenti.**

consensus and holding it together. After negotiating the television ratings deal with Fritts, National Cable Television Association President Decker Anstrom says he came away with a “greater respect for Eddie and the NAB. ... He has the difficult job of managing his constituencies. It’s like herding cats, as they say.”

Motion Picture Association of America President Jack Valenti, long the dean of Washington lobbyists, found Fritts an able ally during the TV ratings talks. “He was upfront and honest every inch of the way,” Valenti says.

If Fritts is charismatic and congenial, chief lobbyist Jim May is thorough and driven. During last summer’s budget battle, says Mark Buse, policy director for the Senate Commerce Committee, he talked to May “two, three, four times a day.”

“[May is] always accessible,” says Ken Johnson, spokesman for House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.). “If you pick up the phone and call May’s office and he’s not there, they will find him within 10 minutes. That is critically important when you are doing some 11th-hour negotiating.”

A Vietnam veteran, May seems to view lobbying much like a war. He heads a staff of 15, including four other lobbyists, and has a budget of some \$3.16 million at his command. He joined the NAB in March 1988, six years after Fritts took the helm. Previously, May had held lobbying

positions at Pepsico and Coca-Cola.

"He's an incredibly tough competitor. He understands the process, and he's not afraid to use it. That makes it a tough fight, but a good fight. You don't mind when you know someone is playing honestly," says Mark Buse, policy director of the Senate Commerce Committee.

Recognizing that Washington lawmaking is often a matter of negotiation and compromise, May knows how to bend without breaking, associates say. "I think in the beginning Jim will have a position—as we all do—and he will jealously defend it. But if you can prove to him that certain changes need to be made, he'll listen," Johnson says.

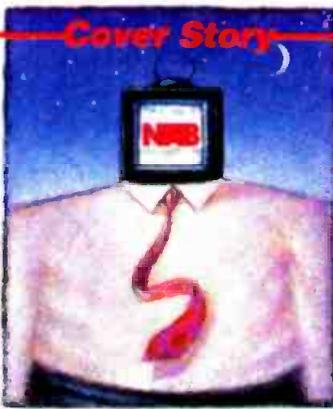
One Washington lawyer says May is also a savvy tactician: "He can assess and analyze a legislative situation in a cheslike fashion. It's not something all of his peers can do. Eddie [Fritts] doesn't really have that ability. He's a salesperson really. He can persuade, articulate and lead."

**F**ritts has demonstrated his power to lead by marshaling the association's membership into an effective grass-roots lobby. In an interview earlier this fall, Fritts credited those grass roots for NAB's success in the summer's budget battle.

"I think you could measure our involvement by the number of times we went to our membership [and asked them] to speak to members of Congress. On this particular debate we went to our membership frequently. ... The playing field was shifting on a daily basis. Consequently, it was incumbent upon us to keep our members informed."

"In 1985, broadcasters weren't getting involved in their districts," says Howard Anderson, president of KHWY(FM) Essex, Calif. "Eddie Fritts and Jim May persuaded us that we had to get involved in our own districts with our own senators and representatives."

"When NAB puts out a call for action, the local broadcasters do it," says Gigi Sohn, executive director at Media Access Project, a public interest law firm often at odds with NAB on the Hill. "They are really good at listening to what



the Washington office asks them to do."

Critics say broadcasting's grass-roots clout comes not from the power of the arguments but from its control of the airwaves that politicians need to get elected or re-elected.

"Only the broadcast lobby uses the public property of the airwaves to threaten representatives in Congress with significant alterations of the public's perceptions in order to retain their private benefits," says former FCC chairman Reed Hundt. "They have a tool that no one else has, and they use it."

Tauzin concedes that he may listen more closely to broadcasters than to other local businessmen who walk into his office. "All of our jobs are based around the fact that we use, in effect, the broadcast medium as a way of communicating to our constituents," he says. "It's in the interest of the broadcast media to communicate the news, and we either know the news or are making it ourselves. It's a natural and normal symbiotic relationship that goes on."

Broadcasters deny that they would use their control of the airwaves to strong-arm politicians. "It's getting legislators to understand what our business is about and getting them to understand the contributions that we make to our communities," says Anderson, who also is vice president of the NAB radio board.

"The NAB is doing a great job. In the last two or three years they have very fairly presented the broadcasters' picture to the Congress," says Michael McDougald, president/GM of McDougald Broadcasting Corp. in Rome, Ga.

McDougald is NAB's ideal member. He has been president of two Rotary Clubs and two Boys' Clubs, a board member of SunTrust Bank, chairman of the Hospital Authority, vice chairman of Emory University's Board of Visitors and president of its alumni association. But, most important, he is a friend of his district's congressman, Republican Bob Barr. In fact, Barr hired McDougald's wife to run his district office in 1993.

McDougald says he doesn't go out of his way to give Barr positive news coverage, but both reap the benefits of their relationship. Through his community work, McDougald often books Barr and his staff as speakers and keeps the congress-



## Eddie Fritts, broadcasters' bargain?

Is Eddie Fritts the most underpaid lobbyist in Washington?

Could be, even though the National Association of Broadcasters president earned \$525,000 in the fiscal year ended March 31, 1997, according to IRS filings.

"Considering the huge constituency he represents, Fritts is at least fairly paid and perhaps in

some instances even underpaid," says Eric Vautour, managing director of executive search firm Russell Reynolds Associates.

"What you are talking about with the NAB is a huge number of companies, both small and large, that have tremendous interest in what the government does and how they do it," Vautour says. "There is tremendous pressure on him and the NAB as a whole to get results. That's a very difficult position for someone to be put into."

Although large by most standards, Fritts's salary is mod-

est compared with those of his media peers in Washington. The Motion Picture Association of America's Jack Valenti made \$950,000 for calendar year 1996. Over at the National Cable Television Association, Decker Anstrom earned \$724,785 for the fiscal year ended Jan. 31, 1997.

According to the *National Journal's* latest survey of trade association salaries, published last April, Valenti was second, Anstrom fifth and Fritts a distant 25th.

"I think Eddie should be comparably paid," says one industry source. "Valenti has been around a lot longer, but the difference between Eddie and Decker shouldn't be that much."

Valenti has been openly proud of his highly paid status, and he thinks Fritts deserves a raise: "It takes a special kind of skill to manage thousands of members. He's been eminently successful in ways that are measurable and confirmable. I'm very high on him."

Fritts still fares better than most. According to the *National Journal*, the average white male association head pulls down \$244,849; the average female head, \$158,918.

—Paige Albinak

man informed of what's happening in the district. In exchange, McDougald has access to Barr, not only on broadcast issues, but also on any community issue that concerns him.

"There's no reason to be ashamed of making your viewpoint known," says Bill Poole, general manager of WFLS-FM and WYSK-AM-FM Fredericksburg, Va. "I have found that most people in Congress are interested in your views regardless of what state you represent. If you are from their hometown or their state, they will listen."

Of course, the grease of Washington politics is money, and broadcasters contribute their fair share. From Jan. 1, 1987, to Nov. 25, 1996, the NAB and the PACs of the Big Four networks' corporate parents gave congressional candidates some \$6 million, according to political watchdog group Common Cause.

NAB gave candidates \$1.83 million; General Electric, which owns NBC, gave \$2.45 million; Westinghouse, CBS Corp.'s owner, gave \$1.1 million; Walt Disney, which owns ABC and ESPN, gave \$402,347, and News Corp., which owns Fox Broadcasting and several cable networks, gave \$246,114.

These broadcast interests also have contributed more than \$3.1 million in "soft" or unregulated corporate money to political parties since 1988, bringing total corporate giving by broadcasters to \$9.5 million over the past decade.

Common Cause also reports that 58 top executives from the 10 largest broadcasters individually contributed almost \$400,000 to congressional and presidential candidates and to political parties in the 1995-96 election cycle. And that doesn't include individual gifts to state political associations. For example, last year News Corp. Chairman Rupert Murdoch gave more than \$1 million to the California Republican Party, the *Los Angeles Times* reported in October 1996.

**T**he cost of the broadcasters' Hill victories is not measured entirely in dollars. To win on digital spectrum, many believe the industry had to give in to congressional and administration pressure on programming issues. After a long fight, the NAB accepted an FCC rule requiring TV stations to air three hours of children's educational programming each week. And in December 1996, it agreed to implement an age-based ratings system. Seven months later, again due to congressional pressure, it agreed to add content ratings to the system.

"I don't fault NAB," says Phil Jones, former president of Meredith Broadcasting and immediate past joint chair of the NAB board. "I fault us broadcasters for not having a backbone.

"NAB is a reflection of the different attitudes of broadcasters. Broadcasters have ... given confusing directions to the NAB that [have] caused them to cut deals they shouldn't cut. And Congress has a tendency to hold economic things over broadcasters' heads. They say: 'If you don't give us children's television, you won't get the spectrum you need to do digital television.' Broadcasters' fear of retribution causes them to put pressure on the NAB to cut deals."

Heading into 1998, the NAB still is concerned about securing the digital TV spectrum. It realizes that until the first digital stations are on the air and viewers are tuning in with costly new sets, Congress can renege on the spectrum or attach fees to its use.

The other big issue for the new year is free TV time for political candidates. Many members of Congress, including McCain, see free time as central to their efforts to reform campaign financing. What's more, Vice President Gore has set up an advisory committee to determine what public interest obligations broadcasters should have as they make the

## The networks' Washington contingent

Although the NAB serves as the heart of the broadcast lobby, each of the Big Four TV networks also devotes personnel, cash and resources to lobby Congress and the FCC. The four heads of the network offices serve on NAB's board, with each serving a two-year stint on the association's executive committee.

**ABC's Billy Pitts** joined the network in January 1995. Before that, he worked for 25 years on Capitol Hill, the last 14 as the floor assistant for



House Republican Majority Leader Bob Michel (R-Ill.). Pitts's specialty is legislative strategy; he's so good at it that Speaker of the House Newt Gingrich (R-Ga.) asked him to be the House parliamentarian.

**NBC's Bob Okun** also moved downtown after working for Michel—under Pitts, in fact. Okun's strength is being responsive to congressional staff requests and offering answers in a simple, clear man-



ner. He also plays some of the best golf and tennis in town, managing to mix business with pleasure.

**CBS's Marty Franks** is the most senior of the network lobbyists, having advocated CBS's positions on the Hill and at the FCC since 1988. Franks spends much of his time in New York now, heading CBS's philanthropical foundation, but is still in charge of the Washington office. Franks has been working in Washington since 1972.



**Fox's Peggy Binzel** has represented News Corp. and Fox Broadcasting in Washington since June 1994. From 1990 to May 1994, she lobbied



for Turner Broadcasting System Inc. Binzel graduated from Baylor University in 1981 and started almost immediately on Capitol Hill, where she worked primarily for House Telecommunications and Finance Subcommittee Chairman Jack Fields (R-Tex.).

—Paige Albiniak

switch to digital. He has made it clear that carving out time for candidates should be among those obligations.

NAB is treating the Gore commission like a time bomb. Every meeting of the commission has been monitored by one or more NAB staffers, with cellular phone calls routinely going back and forth between the meeting and NAB headquarters. NAB had a television camera in the room during the last meeting on Dec. 5.

Many predict (and their opponents hope) that broadcasters' power eventually will be their undoing. "They better watch out," says Media Access Project's Sohn. "If they keep winning, someone is going to take notice."

Some theorize that McCain and others repeat the "broadcasters are powerful" mantra to undermine the lobby. People like underdogs; they want to overthrow bullies.

Broadcasters are aware of this perception and purposely play down their power. "Cable at one time was the fair-haired child," says Roger Coleman of Coleman Broadcasting Co. "They became so arrogant that they now have to repair that image. As broadcasters, we've gone through periods [when] we've become arrogant. People don't like arrogant people."

Besides arrogance, the only other thing that could undo the broadcast lobby is a hostile public.

"If and when the public doesn't like what the broadcasters are doing, we hear from them," says one Senate staffer. "That's the one constituency that broadcasters have to answer to." ■

# Broadcasting

December 22, 1997

## New venue for 'Kombat'

WBTD and co-owned New Line team on live action weekly

By Joe Schlosser

**M**ortal Kombat has grossed more than \$4 billion worldwide as a video game, animated TV series, music CD, live-event action tour and two feature films. Now you can add live-action weekly syndicated series to that list.

Warner Bros. Domestic Television Distribution and New Line Television, both Time Warner entities, are combining their efforts for the *Mortal Kombat* series, slated for fall 1998 launch. Larry Kasanoff, creator of the *Mortal Kombat* video games and the franchise that has followed, is the show's executive producer. Kasanoff and his pro-



The video game becomes the syndicated series.

duction company, Threshold Entertainment, produced the *Mortal Kombat* games and feature films.

"This represents a textbook case from the Harvard Business School on how to market merchandise and successfully launch a franchise," says Scott Carlin, executive vice president

of Warner Bros. Domestic Television Distribution. "These guys have built a brand that has few peers in the world of entertainment."

Carlin says *Mortal Kombat* is unique because it started as a video game and then progressed into all the other properties—not exactly the way Hollywood normally conducts business. The *Mortal Kombat* series is being sold for 6-8 p.m. slots.

The series will follow the adventures of Kung Lao and his companions as they defend Earth against forces of Outworld. *Mortal Kombat* will feature martial arts sequences along with elaborate special effects.

"It's young-adult, male-driven with no blood and no graphic violence," Carlin says. "It is science fiction married with balletic martial arts [in their] highest form. The people who perform the martial arts are literally the world-class martial artists from around the world." ■

## Granath exits Disney International

Etienne de Villiers takes over top spot

By Steve McClellan

**H**erb Granath, a 38-year ABC veteran, is stepping down as head of the company's international division in January. The number-two executive at the division, Etienne de Villiers, will take over.

Company department heads received the news last week in a memo from ABC Inc. President Bob Iger. Granath, 63, will remain with ABC as a corporate senior vice president through 1999. Until then, he will also remain chairman of the boards of ESPN and A&E Networks.

De Villiers has been head of Disney's international television activities since 1986. Of Granath's tenure, De Villiers

says, "Herb has helped facilitate the transition and integration of our business and consolidated the distribution business, which required some pretty painful decisions," referring to staff cuts.

De Villiers says Disney has doubled its international TV business over the past three years and predicts that it will double again in the next three to five years.

He will focus on increasing the worldwide distribution of The Disney Channel. The channel already has launched in six territories (the UK, Taiwan, Aus-



Herb Granath says his 38 years at ABC have been a 'really good ride.'

tralia, Malaysia, France and the Middle East) and plans to launch in Spain, Italy and Germany in 1998.

The company also will launch The Disney Channel in Latin America during the next 18 months, according to De Villiers. Although not specifying launch dates and carriage, De Villiers says there likely will be two Latin American feeds (and possibly a third) for The Disney

Channel: one in Portuguese for Brazil, and two Spanish versions for the rest of Latin America.

Granath says he expects to stay in the broadcasting business after he



### WB's best

The WB enjoyed its best week ever during week 12 of the 1997-98 season (week of Dec. 8), posting a 24% gain over the same week a year earlier. The WB earned a 3.1 Nielsen rating/5 share, up from a 2.5/4 last year.

*Buffy, the Vampire Slayer* also posted an all-time high on Dec. 8 with a 3.9/6. Season to date, the WB has a 3.0/5, up from a 2.7/4 last year. UPN still is a step ahead of The WB this season, earning a 3.2/5.

### Fox revamps Thursday

Fox will bid farewell not only to one of its veteran comedies but also to one of its freshman dramas that failed to lure sufficient viewers from NBC's juggernaut Thursday. Gone from the lineup on Jan. 1 will be *Living Single*—a comedy from Warner Bros. that has aired on Fox for five years—and *413 Hope St.* Two episodes of the sitcom, starring Queen Latifah and Kim Coles, will air back-to-back at 8-9 p.m. on Jan. 1, while the finale of *413 Hope St.* will air at 9 p.m. Fox will fill the night during January with a new comedy and a returning drama. *Ask Harriet*—a sitcom from Columbia TriStar—will bow Jan. 4 at 8:30-9 before moving to its regular 8:30 Thursday slot on Jan. 8. The Universal drama *New York Undercover* will return to Fox for its fourth season at 9-10 p.m. Thursday. The comedy *Between Brothers*, which now airs at 8:30 on Thursday, will move to 8 p.m. In other announcements from Fox: Beginning Jan. 23, the hour-long *Beyond Belief: Fact or Fiction* will fill the slot left open by the cancellation of *The Visitor* at 8 p.m. on Friday. Also, Fox has renewed the

freshman hour comedy *Ally McBeal* for the 1998-99 season. The drama from David E. Kelley, which airs at 9 p.m. Monday, has averaged a 5.1 Nielsen rating/12 share in adults 18-49 and a 8.4/20 in women 18-34.

### Columbia gets Whoopi

Columbia TriStar TV has signed a production and development deal with Whoopi Goldberg, last seen in prime time television as a co-star of ABC's *Cinderella*. Goldberg—whose company, One Ho Productions, will produce TV series, telefilms and specials for Columbia—had teamed with the studio earlier this year. Goldberg was the voice of a puppet in a UPN pilot, *Ruby*.

### New life for '900 Lives'

ABC passed on it this season, but Fox has shown interest in a Universal TV pilot, *The 900 Lives of Jackie Frye*. Developed for the 1996-97 season, the sitcom from Jeff Nathanson was set to star James LeGros and Peter MacNicol. Fox likely will recast the comedy, which depicts two brothers—one of whom has a penchant for daydreaming

### ABC's 'Century' note

ABC News will tackle the past 100 years in *The Century*, a 12-hour series that premieres March 1999. The six episodes, anchored by Peter Jennings, will focus on such themes as how technology, transportation and media have unified the nation and how certain innovations have transformed 20th-century life. ABC News also will produce a separate 15-hour documentary series for The History Channel, details of which will be announced soon. In partnership, Doubleday will publish a 600-page companion book to the ABC and the History Channel series. Buena Vista Home Entertainment will distribute home-video editions of *The Century*.  
—Lynette Rice

departs ABC in two years, and may even retain some business ties to the network. "I just decided it was time to back off a little," he says, noting that De Villiers has been running the day-to-day operations for at least a year.

As chairman of the A&E and ESPN boards, Granath expects both companies to continue to extend their brands through the launch of additional niche program services (most likely as part of digital tiers) and new businesses, such as the publishing venture ESPN is planning for 1998.

Granath doesn't rule out ESPN's further expansion into the regional sports network business. He acknowledges that ESPN has been "a little leery of them, because you're at the mercy of the one or two teams that are the headliners of the service."

He also will continue to oversee the international sale of the Academy Awards, to which ABC has the rights for the next several years. "I've always been close to the Academy, and I think there are several things that can be done to attract [greater] attention" to the awards,

such as ancillary programming, he says.

Granath joined ABC Radio in 1960 after a two-year stint as a sales rep for NBC Television. He spent most of the 1960s as an account rep for ABC Television, moving to the sports division as head of sales in 1970. In 1976 he was named assistant to the president of ABC Inc. (Elton Rule) and in 1979 became head of ABC Video Enterprises, leading the company's charge into cable and the new technologies. When Disney bought

ABC in early 1996, Granath was named chairman of the two companies' merged international operations.

Reflecting on his 38 years at the company, Granath recalls that former boss Thomas Murphy (former chairman, Capital Cities/ABC Inc.) was fond of saying "he didn't know anyone who left the broadcasting business voluntarily. That pretty much sums up my thoughts on 38 years here. It's been a really good ride." ■

**WE'RE  
THE ONE  
AMERICA WATCHES  
FOR  
FAMILY  
PROGRAMMING**



*Sports News,  
Children's Programs,  
Classic Movies,  
Western Series,  
Music and More*

For More Information Call  
Debi 972-868-1703

# Broadcasting & Cable PEOPLE'S CHOICE Ratings according to Nielsen Dec. 8-14

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

Week 12	abc	CBS	NBC	FOX	U/P/N	WB
	12.7/20	7.8/12	9.6/15	8.6/13	2.6/4	3.8/6
MONDAY	8:00 69. Tales from the Tomb 7.1/12	36. Cosby 9.2/15	44. Suddenly Susan 8.4/13		109. Mal & Eddie 2.6/4	99. 7th Heaven 3.7/6
		34. Ev Loves Raymd 9.3/14	50. Mad About You 8.0/12	42. 8th Annual Billboard Music Awards 8.6/13	108. Mal & Eddie 2.7/4	
	6. NFL Monday Night Football—Carolina Panthers vs. Dallas Cowboys 15.3/25	50. Cybill 8.0/12	29. Caroline in/City 9.8/15		109. Good News 2.6/4	93. Buffy/Vampire Slayer 3.9/6
		50. George & Leo 8.0/12	58. Naked Truth 7.7/12		113. Sparks 2.4/4	
		77. Brooklyn South 6.3/10	14. Dateline NBC 12.0/20			
TUESDAY	11.2/18	7.4/12	11.1/18	7.0/11	2.9/5	
	8:00 66. Grace Undr Fire 7.3/12	31. JAG 9.4/15	22. Mad About You 10.3/17	73. Fox Tuesday Night Movie—Son-In-Law 7.0/11	104. Moesha 3.3/5	
	8:30 47. Soul Man 8.1/13		31. Just Shoot Me 9.4/15		105. Clueless 3.0/5	
	9:00 11. Home Imprvmt 12.8/20	76. Michael Hayes 6.6/10	12. Frasier 12.6/19		109. Mal & Eddie 2.6/4	
	9:30		15. Frasier 11.5/18		106. In the House 2.6/4	
10:00 10. NYPD Blue 12.9/21	77. 48 Hours 6.3/11	17. Dateline NBC 11.3/19				
WEDNESDAY	10.3/17	7.8/13	8.0/13	8.2/13	3.1/5	3.7/6
	8:00 34. Spin City 9.3/15	63. Nanny 7.4/12	62. 3rd Rock fr/Sun 7.5/12	45. Beverly Hills, 90210 8.2/13	96. Star Trek: Voyager 3.8/6	99. Sister, Sistr 3.7/6
	8:30 20. Dharma & Greg 11.0/17	63. Murphy Brown 7.4/12	83. Tony Danza 5.3/8			96. Smart Guy 3.8/6
	9:00 17. Drew Carey 11.3/17	69. Public Eye with Bryant Gumbel 7.1/11	53. 3rd Rock fr/Sun 7.8/12	45. Party of Five 8.2/13	113. The Sentinel 2.4/4	99. Wayans Bros 3.7/6
	9:30 40. Ellen 8.7/14		69. Working 7.1/11			99. Steve Harvey 3.7/6
10:00 21. PrimeTime Live 10.7/18	39. Chicago Hope 8.8/15	24. Law & Order 10.1/17				
THURSDAY	6.1/10	8.7/14	18.5/30	4.2/7		
	8:00 86. Nothing Sacred 4.8/8	28. Promised Land 9.9/16	5. Friends 16.1/26	87. Living Single 4.7/8		
	8:30		8. Union Square 13.5/22	90. Between Brothers 4.4/7		
	9:00 87. Cracker 4.7/7	22. Diagnosis Murder 10.3/16	2. Seinfeld 20.6/32	93. 413 Hope Street 3.9/6		
	9:30		3. Veronica's Clist 17.1/27			
10:00 40. 20/20 8.7/14	81. Dellaventura 5.8/10	1. ER 21.8/36				
FRIDAY	8.1/15	7.9/15	7.5/14	4.3/8		
	8:00 53. Sabrina/Witch 7.8/15	59. Fr the Snowman 7.6/15				
	8:30 66. Boy Meets Wrld 7.3/14	53. Frosty Returns 7.8/15	84. Players 5.2/10	92. The Visitor 4.0/8		
	9:00 59. Sabrina/Witch 7.6/14	63. Story of Santa Claus 7.4/14	31. Dateline NBC 9.4/17	89. Millennium 4.5/8		
	9:30 77. Teen Angel 6.3/11					
10:00 30. 20/20 9.7/18	42. Kathie Lee: We Need a Little Christmas 8.6/16	53. Homicide: Life on the Street 7.8/15				
SATURDAY	4.2/8	7.5/14	8.0/15	6.6/12		
	8:00 103. Online Adv/Ozzie 3.5/7	66. Dr. Quinn, Medicine Woman 7.3/14	47. The Pretender 8.1/15	80. Cops 6.1/12		
	8:30 96. Santa v. Snowmn 3.8/7			74. Cops 6.9/13		
	9:00 93. Christmas Miracles 3.9/7	81. Christmas Concert of Hope 5.8/11	38. The Pretender 8.9/16	75. America's Most Wanted: AFB 6.7/12		
	9:30					
10:00 85. The Practice 4.9/9	36. Walker, Texas Ranger 9.2/17	69. Profiler 7.1/13				
SUNDAY	8.8/14	15.1/24	8.1/13	10.3/16		2.3/4
	7:00					115. Nick Freno 2.2/4
	7:30 59. ABC Family Movie—The Flintstones 7.6/12	7. 60 Minutes 14.4/25	91. National Geographic Special 4.9/8	53. World's Funniest 7.8/13		112. Parent 'Hood 2.5/4
	8:00	9. Touched by an Angel 13.3/21	26. Dateline NBC 10.0/16	26. The Simpsons 10.0/16		110. Jamie Foxx 2.8/4
	8:30			19. King of the Hill 11.1/17		110. Tom Show 2.1/3
9:00					101. Unhap Ev Af 2.4/4	
9:30 24. ABC Sunday Night Movie—Holiday in Your Heart 10.1/16	4. CBS Sunday Movie—Ellen Foster 16.5/25	47. NBC Sunday Night Movie—Congo 8.1/13	13. The X-Files 12.4/19		113. Alright Alrdy 1.9/3	
10:00						
10:30						
WEEK AVG	8.8/15	9.2/15	10.1/17	7.3/12	2.9/4	3.1/5
STD AVG	9.0/15	9.7/16	10.6/18	7.4/12	3.2/5	3.0/5

# L.A. judges plan media ban

*New rules would prohibit filming within Superior Court and some municipal courts*

By Dan Trigoboff

**L**os Angeles trial judges plan to enact in January rules that broadcast journalists say would seriously impair courthouse coverage.

Local journalists are considering a legal challenge to changes in rules that would ban filming or photography within Superior and some municipal court facilities without prior approval of the presiding judge. Under the new rules, filming and interviews could go on in designated areas—but journalists contend those areas are virtually nonexistent in most Los Angeles courthouses.

Reporters say the rules could end filming inside and outside courtrooms and in courthouse hallways, escalators, entrances, stairs and elevators. Because Los Angeles is home to countless celebrities as well as the entertainment industry and its myriad mishaps and disputes, reporters fear the new rules could cut down on a big source of news.

"They want to ban us, just like in federal court," says Carol Breshears, assignment manager at KTTV(TV) Los Angeles and president of the area's Radio-Television News Association. "This tremendously hinders our ability to do our job. It discriminates against electronic journalism. Since the [O.J.] Simpson [criminal] case, we've been closed out."

Although the rules apply to all journalists, radio and TV coverage would likely be most affected because of the

restrictions on cameras and recorders.

Even hand-held recorders, typically used by reporters for notetaking, would be restricted within the courthouse—although Superior Court Presiding Judge Robert W. Parkin says he intends "to liberally grant permission to use [a recorder] unless it is to be used for broadcasting purposes."

"The kind of hassle and harassment that goes on in part precipitated the rule," says Los Angeles Superior Court Judge Robert O'Brien, who backs the changes. "People point to the high-profile cases, the kind that generate media people in hallways outside courtrooms. There have been complaints and incidents of the media's running down the hall after witnesses...televising jurors... blocking hallways.... It's that in-your-face kind of thing. I haven't presided over any big media trials, but I've seen what happens: the cameramen chasing witnesses, running into bathrooms ... jurors hassled by reporters with microphones."

Journalists concede that things can get out of hand, such as when a lawyer or witness is being followed by reporters and cameramen. "I've been jostled and knocked around myself," says KTLA(TV) reporter Ron Olson, "although I've never been knocked off my feet."

Douglas Mirell, a lawyer representing the Society of Professional Journalists, among other media clients, says the judges cite a great deal of such anecdotal evidence. "It happens," he says. "But let's let the punishment fit the crime. Let's not have a blunderbuss effect."

Journalists credit Mirell with helping to remove—following a comment period—a requirement that journalists display at all times the press passes issued to them by law enforcement—which, reporters complained, would have put a greater restriction on journalists than on the general public.

Rex Heinke, another L.A. media lawyer, notes that the rule provides no guidance for judges to allow use of cameras inside a courthouse. "The judges have expressed a legitimate concern here. But this is an overreaction. On what basis are judges supposed to make this determination? In a high-profile trial, there may be 30 or more requests to film. My suspicion is that some judges will never

have time to deal with them."

Judge O'Brien says that although there are no guidelines in the rule, judges would follow a line of case law regarding media access to courts and that arbitrary refusal to allow media coverage could well be "abuse of discretion."

Lauren Blau, who covers courts for the *Los Angeles Daily Journal* and is president of the L.A. chapter of the Society of Professional Journalists, comments that "our board feels very strongly that there are elements of this rule that are unconstitutional" regarding civil rights. "All of the Los Angeles media—from print to wire to broadcast—are united on this issue." Leaders of the RTNA and SPJ chapters have authorized litigation if necessary. That might be avoided, however, if the media and judges can agree on space within courthouses for media to set up and film. Sources reported attempts toward an agreement last week, but levels of optimism varied. ■



Invest America - is what you want from an investment investigative program.

IA puts Morton Downey Jr. in the position of asking the hard-hitting questions that need to be answered in today's investment market place.

If you invest...This is your show!

Check it out on:



America One Television  
The One America Watches

For More Information Call:  
**972.868.1703**

[www.americaone.com](http://www.americaone.com)

NSS POCKETPIECE	
Top ranked syndicated shows for the week ending Dec. 7, as reported by Nielsen Media Research. Numbers represent average audience/stations/% coverage.	
1. Wheel of Fortune	12.2/226/96
2. Jeopardy!	10.2/219/96
3. Home Improvement	8.6/231/98
4. ESPN NFL Football	8.3/3/75
5. Seinfeld	7.9/222/97
6. Oprah Winfrey Show	7.0/237/99
7. The X-Files	6.5/238/98
8. Entertainment Tonight	6.2/176/95
9. Simpsons	6.1/165/96
10. Buena Vista I	5.8/183/98
11. Frasier	5.4/181/92
11. Jerry Springer	5.4/159/91
13. Star Trek: Deep Space Nine	5.1/241/98
13. Xena: Warrior Princess	5.1/228/98
15. Walker, Texas	5.0/227/97

# Changing Hands

The week's tabulation of station sales

## Proposed station trades

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

THIS WEEK:

TVs □ \$0 □ 0

Combos □ \$173,150,000 □ 4

FMs □ \$13,775,000 □ 5

AMs □ \$362,250 □ 2

Total □ \$187,287,250 □ 11

SO FAR IN 1997:

TVs □ \$7,246,180,330 □ 110

Combos □ \$7,981,984,551 □ 318

FMs □ \$1,944,371,233 □ 394

AMs □ \$361,566,358 □ 235

Total □ \$17,509,092,472 □ 1,057

SAME PERIOD IN 1996:

TVs □ \$10,487,824,645 □ 99

Combos □ \$12,033,784,236 □ 345

FMs □ \$2,628,006,860 □ 417

AMs □ \$212,820,906 □ 254

Total □ \$25,362,436,647 □ 1,115

Source: BROADCASTING & CABLE

## COMBOS

### Swap of WNWK-FM Newark for WPAT (AM) Paterson, N.J.

**Value:** \$135 million (\$20 million for WPAT(AM) plus \$115 million cash contribution)

**Swapper:** WNWK-FM: Multicultural Radio Broadcasting Inc., New York (Arthur Liu, president/owner); Liu owns KALI(AM) San Gabriel and 50% of KALIFM Santa Ana, Calif.; WKDM(AM) New York, and KCHN(AM) Brookshire, Tex.

**Swapper:** WPAT(AM): Heftel Broadcasting Corp., Dallas (McHenry T. Tichenor Jr., president); owns 18 FMs and 12 AMs

**Facilities:** AM: 930 khz, 5 kw; FM: 105.9 mhz, 2.4 kw, ant. 722 ft.

**Formats:** AM: Spanish; FM: multicultural

**Broker:** Rumbaut & Co.

### WEEX(AM)-WODE(FM) Easton, Pa.

**Price:** \$28-\$29 million

**Buyer:** Clear Channel Communications Inc., San Antonio (L. Lowry Mays, president); owns/is buying 130 FMs, 75 AMs and 11 TVs

**Seller:** CapStar Broadcasting Partners LP, Austin, Tex. (Thomas O. Hicks, owner); owns/is buying 226 FMs and 93 AMs

**Facilities:** AM: 1230 khz, 1 kw; FM: 99.9 mhz, 50 kw, ant. 449 ft.

**Formats:** AM: sports, talk; FM: oldies

### KTUC(AM) Tucson and KSJM(FM) Oro

### Valley, Ariz.

**Price:** \$6.5 million

**Buyer:** Rex Broadcasting Corp., Tucson (James C. Slone, president/owner); owns KCUB(AM)-KIIM(FM) and KHYT (FM), all Tucson

**Seller:** Maloney Broadcasting Inc., Manchester, N.H. (Christopher D. Maloney, principal); no other broadcast interests

**Facilities:** AM: 1400 khz, 1 kw; FM: 97.5 mhz, 3 kw, ant. 299 ft.

**Formats:** AM: news, talk, sports; FM: country

### WFRL(AM)-WFPS(FM) Freeport, Ill.

**Price:** \$2.65 million

**Buyer:** Radio Works of Freeport Inc., Rockford, Ill. (Ida L. Rhea, president/owner); no other broadcast interests

**Seller:** EveningStar Media Group LLC, Sycamore, Ill. (Michael Weckerly, principal); no other broadcast interests

**Facilities:** AM: 1570 khz, 5 kw day, 500 w night; FM: 92.1 mhz, 3 kw, ant. 300 ft.

**Formats:** AM: sports, information, news; FM: AC

## RADIO: FM

### WTPX(FM) Jupiter, Fla.

**Price:** \$12.25 million

**Buyer:** James Crystal Enterprises LC, Highland Beach, Fla. (James C. Hilliard, managing member/president); owns/is buying five FMs and six AMs

**Seller:** Jupiter Radio Partners, Punta Gorda, Fla. (James E. Martin Jr., principal); Martin, owner of InterMart Broadcasting, owns WCCF(AM)-WIKX-FM Punta Gorda, WCVU(FM) Solana, WKZY(FM) LaBelle and WWWD(FM) Punta Rassa, all Fla.

**Facilities:** 105.5 mhz, 10 kw, ant. 476 ft.

**Format:** Dark

### KARX-FM Claude/Amarillo, Tex.

**Price:** \$675,000

**Buyer:** Cumulus Media LLC, Milwaukee (Richard Weening, chairman and Lou Dickey, vice chairman); owns/is buying 43 FMs and 18 AMs

**Seller:** West Jewell Management Inc., Denver (Roger P. Anderson, president); no other broadcast properties

**Facilities:** 95.7 mhz, 100 kw, ant. 391 ft.

**Format:** Classic rock

**Broker:** Satterfield & Perry Inc.

### KBZD-FM (formerly KLLR) Amarillo, Tex.

**Price:** \$400,000

**Buyer:** Metropolitan Radio Group Inc., Flower Mound, Tex. (Gary Acker, president); owns three FMs

and 10 AMs, is buying WCKO(AM) Norfolk, Va.

**Seller:** Dragonfly Communications LLC, Amarillo (Allen Dawson, principal); no other broadcast interests

**Facilities:** 99.7 mhz, 21.5 kw, ant. 351 ft.

**Format:** Music of the '60s, '70s and '80s

### WZIQ(FM) Smithville, Ga.

**Price:** \$275,000

**Buyer:** Clarence T. Barinowski, Augusta, Ga.; owns WLPF(FM) Ocilla, Ga. and WLGP(FM) Harkers Island, N.C.

**Seller:** IQ Radio Network Inc., Atlanta, Ga. (Donald L. Jones, president); no other broadcast interests

**Facilities:** 106.9 mhz, 6 kw, ant. 328 ft.

**Format:** Classic rock

### WPMW-FM Mullens, W.Va.

**Price:** \$175,000

**Buyer:** Castle Rock Investments LLC, Pineville, W.Va. (Dr. Michael Muscari, president/50% owner); no other broadcast interests

**Seller:** Slab Fork Broadcasting Co., Mullens (John R. Wilcox, general partner); no other broadcast interests

**Facilities:** 92.7 mhz, 1.65 kw, ant. 443 ft.

**Format:** Country

## RADIO: AM

### WCKO(AM) Norfolk, Va.

**Price:** \$262,250

**Buyer:** Metropolitan Radio Group Inc., Flower Mound, Tex. (Gary Acker, president); owns three FMs and 10 AMs, is buying KBZD-FM Amarillo, Tex.

**Seller:** J4 Broadcasting Co. Inc., Cincinnati (John C. Thomas Jr., president/owner); owns WCIN(AM) Cincinnati; WCKN(AM) Surfside Beach, S.C.; and WCCO(AM) New Bern, N.C.

**Facilities:** 1110 khz, 50 kw

**Formats:** Classic oldies

### WLOH(AM) Lancaster, Ohio

**Price:** \$100,000

**Buyer:** WLOH Inc., Fredericktown, Ohio (Mark E. Bobach, president/50% owner); no other broadcast interests

**Seller:** Jacor Communications Inc., Cincinnati (Samuel Zell, chairman; Randy Michaels, CEO; Zell/Chilmark Fund LP, 30% owner; David H. Crowl, president, radio division); owns one TV station; owns/is buying 118 FMs and 63 AMs

**Facilities:** 1320 khz, 1 kw day, 23 w night

**Format:** Talk, local & national

—Compiled by Sara Brown

# Westwood One to simulcast Rolling Stones and Grammys

## Radio

By John Merli

**W**estwood One will create two temporary "networks" in the months ahead to accommodate the Rolling Stones and the music world's premiere event, the Grammy Awards.

The New York-based program provider has purchased exclusive rights to the Stones' "Bridges to Babylon" concert tour, which started with a live Dec. 12 simulcast in St. Louis. In a co-op agreement with DIRECTV and View-

er's Choice pay per view, Westwood One will provide other Stones-related programming through the closing concert date on Feb. 3 in San Diego. Westwood's relationship with the Rolling Stones began in 1994 with the band's much-publicized Voodoo Lounge Tour.

Westwood One also announced it has secured exclusive simulcast rights for the Grammys through 2000, starting on Feb. 25, 1998, with the 40th

annual show live from New York's Radio City Music Hall. The Official Grammy Radio Network will enjoy worldwide audio rights, Westwood says. The Grammys, the high-rated and often unpredictable celebrity fest held under the auspices of the National Academy of Recording Arts & Sciences, will be telecast on CBS.

In addition to the awards telecast, Westwood will produce nine two-hour specials spotlighting nine major music formats and hosted by Grammy nominees. Westwood will promote the February simulcast by launching advertiser-sponsored sweepstakes and on-air giveaways—including tickets to this year's Grammys. ■

## ABC 'Banks' on morning shift

ABC Radio Networks, in what it calls a "national programming first," will move its afternoon show with Doug Banks to mornings starting March 2. ABC describes the program as the first syndicated morning show specifically targeted to an 18-34 mainstream urban audience. Banks's current afternoon show is heard in 29 markets. His new program will go head-to-head with the handful of other nationally syndicated morning programs, including those of two well-established personalities, Don Imus and Howard Stern.

Mornings are nothing new to Banks, whose drive-time program in Chicago has produced very high numbers in the 18-34 and 18-49 demos, according to ABC. The decision to give him a four-hour slot during morning drive was based "on the demand for a strong, mainstream urban morning show," says Darryl Brown, ABC executive vice president. The program will consist of comedic bits by the host, entertainment features, R&B music and some listener interaction. It will originate from ABC Radio Networks headquarters in Dallas. —John Merli

## Canadian council threatens CILQ-FM

The Canadian Broadcast Standards Council could expel a Toronto station for violating its voluntary decency codes by carrying the Howard Stern radio show.

A month ago, the CBSC issued a scathing indictment of the highly rated program after more than 1,100 listener complaints.

The council found that Stern's show had violated CBSC's standards virtually every day of the two-week period during which the show was monitored. Stern premiered in September on CHOM-FM Montreal and CILQ-FM Toronto.

CHOM-FM General Manager Lee Hambleton said last week that the station will comply with the decency codes. Hambleton refused to say how his station will alter the live feed from New York but indicated that it will use a hot button to censor certain words and phrases. "They have a hot button in New York too," he told BROADCASTING & CABLE. "They're actually using it themselves as the show goes out." Hambleton said that his station has been using a delete button on the slightly delayed New York feed for some time.

CBSC Director Ron Cohen said he is generally satisfied with CHOM-FM's plans, but will monitor the station.

However, Cohen said, the council has found that the CILQ-FM response does not address all the problems. The large Toronto station pledged to hire a local producer, commit \$200,000 to "develop Canadian network talent" and insert Canadian segments in the Stern program. It did not pledge to address anti-code programming violations, however, and Cohen has threatened to revoke CILQ-FM's membership in the seven-year-old council. The station refused to comment. —John Merli



**UndaUSA** *The national Catholic association for communicators*

### 'The 1998 Gabriel Awards

Honoring radio and television programs that enrich their audiences through a values-centered vision of humanity.

#### Program Categories:

Entertainment • The Arts • News and Information • Religion • Community Awareness Campaigns • Children's Programming • Features • PSAs • Station of the Year Awards • Personal Achievement Award

**Deadline: March 4, 1998**

For information and/or Entry Forms call:  
National Office (937) 229-2303, ext. 1

To Enter...Send Tapes, Forms & Fees to:  
Gabriel Awards, Unda-USA, 901 Irving Avenue,  
Dayton, Ohio 45409-2316

## Box buy boosts cable vendors

*Set-top deal raises profile of cable's traditional equipment suppliers*

By Price Colman

**M**icrosoft's \$1 billion investment in Comcast last summer was a huge boost for cable operators, but it clouded the picture for cable's traditional hardware vendors.

The investment's explicit endorsement of cable's broadband pipe opened the door to a closer relationship between cable and Silicon Valley in the crucial digital set-top box arena. The subsequent OpenCable initiative bolstered the perception that cable was putting out the welcome mat for computer and consumer electronics firms.

By implication, cable's longtime suppliers, such as General Instrument and Scientific-Atlanta, apparently had been relegated to second-class citizenship.

But now, with the cable industry's massive \$4.5 billion order for 15 million General Instrument set-tops, cable is underscoring its long-standing relationship with its old friends in the hardware business.

It's worth noting that the agreements are for as many as 15 million boxes over three to five years by nine cable operators representing about half of the North American cable subscriber universe of 70 million—plus. The 15 million number represents an optimistic 20% penetration for digital by the operators involved. Tele-Communications Inc. and close affiliates have ordered 6.5 million boxes. The number could go as high as 11.9 million boxes, depending on orders from TCI's HITS affiliates.

Still, the landscape has changed for the GIs, S-As and Antecs as they face more competition and tighter margins than ever.

"It sure makes it a lot more exciting," says Denton Kanouff, vice president of marketing for GI/NextLevel's digital cable group. "What you have now are a lot of different functionalities converging: computer, set-top, net-



*GI/NextLevel's Denton Kanouff finds it an exciting time to be a box maker.*

work computers, different types of operating systems, middleware. What's happening through OpenCable is that operators are trying to make sure they're positioned to leverage [the network] out there, but not be tied to any one provider."

In the new world of digital, video services will be only one of the ingredients. High-speed data via cable modems and increasingly Internet Protocol (IP) telephony are going to be part of the mix. Consequently, cable can no longer rely solely on its home-grown vendors to supply the gadgets and gizmos required by new products and services. That doesn't mean it's abandoning them. If anything, cable vendors' expertise in networks, head-ends and other infrastructure elements will only increase as the demands on that network increase.

Infrastructure isn't nearly as sexy as set-tops, so it's hardly surprising that the buzz has been about boxes. Even before Cable Television Laboratories issued the OpenCable call in August,

focus inside and outside the cable industry was on whether Microsoft or another Silicon Valley firm would get the "big" box order.

Ted Henderson, analyst at Janco Partners, saw through the distractions and tapped NextLevel shares as a buy in November, when they were trading at \$13.

"I don't think MSOs are going to go to a brand-new manufacturer," Henderson says. "Scientific-Atlanta and NextLevel have dominated this side of the market, but recent articles make it sound like Microsoft and Intel are going to be building boxes. They're going to provide software and chips, but the perception has hurt NextLevel somewhat."

TCI Chairman John Malone has made it clear that he wants someone other than his company to pay for boxes and that the OpenCable initiative is intended in part to spur opening of retail channels for the devices. The mega-deal with GI/NextLevel, which was spearheaded by TCI, looks like it will delay the latter, although GI/NextLevel says it intends to pursue alliances with consumer electronics companies.

Instead of accelerating retail distribution, the GI/NextLevel deal does "just the opposite," says Allen Ecker, president of subscriber management systems at Scientific-Atlanta. "MSOs are buying boxes themselves. They see them as network devices, and they want to maintain the tollgate and access."

The retail picture may be cloudy, but the cable industry's commitment to OpenCable is not. The clearest message from the GI/NextLevel deal is that the industry is committed to open standards and an open architecture for the boxes. And as crucial as the box order is, other deals are yet to come for chips and integrated circuits that will power the boxes and for the operating systems and software that will be incorporated in them. ■

# NCTA defends hikes with study

High price of programming blamed for rising rates

By Paige Albinak

**D**eluged by consumer complaints, legislative threats and FCC hearings, the cable industry is pointing at the skyrocketing cost of sports and entertainment to explain coming cable rate hikes.

"The costs of creating film, TV and sports entertainment have been rising at rates much faster than inflation," according to a study commissioned by the National Cable Television Association from Kagan Media Appraisals. This upward cost trend is due in part to the changing economics of a worldwide entertainment industry where success is measured in the hundreds of millions of dollars."

Cable operators have been blaming rate hikes on steep programming costs. Lawmakers have questioned that argument, since many of the largest cable operators—including TCI, Time Warner, Comcast and Cablevision—own much of the programming.

In response to concerns about cable price increases, NCTA President Decker Anstrom has repeatedly pointed to the additional value that cable subscribers are getting, including more cable networks and better customer service.

Still, even the NCTA admits that customers don't care why cable prices are rising: they are just unhappy about paying them.

"As one person said to me, 'When I go into a restaurant for a hamburger, I don't care how much it costs to feed the cow,'" says NCTA spokeswoman Tori Clarke.

But the NCTA is circulating the report at the FCC and on the Hill, to "people who care about the economics of our business," Clarke says.

According to the Kagan report, national media payments for sports rights have risen 32%, from \$1.34 billion per year in the early 1990s to \$1.77 billion per year today. TV rights to the National Football League more than doubled between the contract periods 1982-86 and 1994-97, from \$2.1 billion to \$4.4 billion.

NBC last month signed a \$1.75 billion four-year contract with the Nation-

## ANNUAL CABLE RIGHTS FEES (\$MIL.)



Year	Network	Fee
1987-89	ESPN	\$51
1990-93	ESPN/TNT	225
1994-97	ESPN/TNT	255



Year	Network	Fee
1988-89	TBS	\$25.0
1990-93	TNT	68.8
1994-97	TBS/TNT	88.0
1998-2001	TBS/TNT	222.5

al Basketball Association, \$1 billion—or 133%—more than NBC's last four-year contract with the NBA. Turner will pay \$890 million to air the NBA from 1998 to 2001—\$540 million, or 154%, more than it paid for its last four-year contract.

The rights to Major League Baseball

## BASIC CABLE PROGRAMMING BUDGETS

Year	\$ millions	% change
1986	\$482	—
1987	551	14.3%
1988	712	29.2%
1989	929	30.5%
1990	1,353	45.6%
1991	1,710	26.4%
1992	1,978	15.7%
1993	2,238	13.1%
1994	2,613	16.8%
1995	2,960	13.3%
1996	3,447	16.5%
1997	4,031	16.9%

have risen to \$210 million per year, up 40%. Those rights are owned by broadcast networks Fox and NBC. Cable network ESPN paid \$42.5 million for the rights to broadcast MLB games in 1994-95. That price has gone up to more than \$135 million per season for ESPN

and News Corp.-owned FX combined.

Salaries for sports figures and movie and television stars have also increased steeply in recent years. TCI President Leo Hindery said at a recent press conference that sports team owners who

# 25

## PEOPLE'S CHOICE Top Cable Shows

Following are the top 25 basic cable programs for the week of Dec. 1-7, 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.

Rnk	Program	Network	Day	Time	Dur	Rating	U.S.	HHs	Share
1	NFL: Detroit Lions vs. Miami Dolphins	ESPN	Sun	8:00p	181	10.3	6.1	7,495	15.1
2	NFL: Tennessee Oilers vs. Cincinnati Bengals	ESPN	Thu	8:00p	180	4.9	2.3	3,588	7.8
3	Movie: 'Buffalo Soldiers'	TNT	Sun	8:00p	121	4.6	3.1	3,326	6.7
4	NFL Sportscenter	ESPN	Sun	11:02p	61	4.5	3.1	3,292	8.8
5	NFL Primetime	ESPN	Sun	7:00p	60	4.2	3.0	3,032	6.9
6	World Championship Wrestling	TNT	Mon	8:00p	60	3.9	3.0	2,830	6.0
6	Rugrats	NICK	Sat	8:00p	30	3.9	2.9	2,796	6.9
8	Rugrats	NICK	Thu	7:30p	30	3.8	2.9	2,702	6.3
9	World Championship Wrestling	TNT	Mon	9:00p	75	3.7	2.9	2,696	5.4
9	Rugrats	NICK	Mon	7:30p	30	3.7	2.9	2,621	5.7
11	Rugrats	NICK	Tue	7:30p	30	3.6	2.8	2,570	5.8
12	Movie: 'Kindergarten Cop'	USA	Sun	6:00p	120	3.5	2.8	2,534	5.7
12	Rugrats	NICK	Wed	7:30p	30	3.5	2.8	2,510	5.7
12	Hey Arnold	NICK	Sat	11:00a	30	3.5	2.8	2,489	10.6
15	Rugrats	NICK	Fri	7:30p	30	3.4	2.8	2,453	6.3
15	All That	NICK	Sat	8:30p	30	3.4	2.7	2,451	5.9
15	Rugrats	NICK	Sat	10:00a	30	3.4	1.7	2,428	10.4
15	Angry Beavers	NICK	Sat	10:30a	30	3.4	2.6	2,407	10.1
19	WWF Wrestling	USA	Mon	10:00p	60	3.3	2.6	2,371	5.2
19	Kenan & Kel	NICK	Sat	9:00p	30	3.3	2.6	2,336	5.5
19	Doug	NICK	Thu	7:00p	30	3.3	2.6	2,311	5.8
19	Movie: 'The Christmas List'	FAM	Mon	9:00p	120	3.3	2.5	2,303	4.8
23	Walker, Texas Ranger	USA	Thu	8:00p	60	3.2	2.5	2,317	4.9
23	Movie: 'Kindergarten Cop'	USA	Sat	8:00p	120	3.2	2.5	2,304	5.4
23	Doug	NICK	Wed	7:00p	30	3.2	2.5	2,293	5.5
23	Secret World of Alex Mack	NICK	Thu	8:00p	30	3.2	2.5	2,261	5.0
23	Doug	NICK	Mon	7:00p	30	3.2	2.5	2,242	5.2

pay athletes high salaries (witness Michael Jordan's \$37 million for the 1997-98 season) should be blamed for rising cable rates.

Movie production costs have jumped 33% in the past four years, from nearly \$30 million to nearly \$40 million per film. The film "Titanic," which was released last Friday, re-

portedly cost almost \$200 million to produce and is the most expensive movie ever made. And Fox Television agreed to pay \$80 million for the rights to air Steven Spielberg's "The Lost World" once the picture is released on home video.

Off-network syndicated programming prices have increased as well,

with Turner paying \$800,000 per episode for *ER* in 1996 and USA \$725,000 per episode for *Walker, Texas Ranger*.

"[B]enchmark prices for top product rose from the \$100,000 to \$400,000 range in the mid-1990s into the \$600,000 to \$800,000 range over the last 24 months," the report says. ■

## H E A D L I N E S

### New channel for Showtime

Showtime Networks plans to launch a 24-hour action/adventure multiplex channel, Showtime Extreme, in March 1998. The added channel gives Showtime a total of 18 screens in the Showtime Premium Pak service. Showtime is expected to add two more screens to the Pak next year, says Jeff Wade, Showtime's executive VP of sales and affiliate marketing. Showtime Extreme will feature theatrical releases and Showtime original movies.

### Cox, Insight complete swap

Cox Communications and Insight Communications Co. LP completed the trade of Cox's Lafayette, Ind., cable system for Insight's suburban Phoenix system. Terms of the agreement were not disclosed. The Phoenix system has about 36,000 customers and will be incorporated into Cox's Phoenix operation, which will become Cox's largest system, with about 574,000 customers. For Insight, the swap helps further its strategy of becoming Indiana's largest cable operator. Insight, a closely held partnership, recently said that it plans to combine its Indiana assets with those of TCI, creating a 320,000-subscriber, 50-50 joint venture which Insight will manage.

### BET boost

BET Holdings says net income for the first quarter (ended Oct. 31) rose nearly 41%, to \$8.6 million, or 48 cents per share, on \$42.3 million in revenue, up 18% from the comparable quarter last year. Net income growth included a \$500,000 charge for the company's discontinued Color Code skin care business. Income from operations increased 27%, to \$18.8 million. After subtracting operating losses by BET's other business units, consolidated income increased 27%, to \$15.7 million. Increased quarterly operating losses came primarily from BET on

Jazz and from development costs incurred by the company's restaurant division as it pursued expansion plans. Those losses were partly offset by reduced magazine publishing operating losses. Net nonoperating expenses from continuing operations increased 25%, to \$1.5 million, primarily due to equity in losses of unconsolidated affiliates. BET's advertising revenue increased 15%, to \$21.8 million, while subscriber revenue increased 12%, to \$15 million. The increase in subscriber revenue was largely the result of a 9% increase in monthly per-subscriber rate, to 12 cents, and a nearly 17% year-to-year increase in subscribers, to 49.6 million.

### No cable commitments from Intel

Despite a big stock surge fueled by speculation over a digital box deal, a meeting between Intel Corp. and several senior cable executives yielded no commitments, according to sources. Cable chieftains—including Tele-Communications Inc. Chairman John Malone, Comcast Corp. President Brian Roberts and Cablevision Systems Corp. CEO James Dolan—flew to Silicon Valley last Friday to talk digital cable set-tops with Intel. Two sources familiar with the meeting said topics included how cheaply equipment based on an Intel chipset, Microsoft Corp. software and NextLevel Corp. assembly could be delivered. Also discussed: to what extent and how quickly MSOs would commit to accepting shipments. But other than a general reaffirmation that the operators were committed to an open standard that would allow a number of manufacturers to play, operators made no specific orders. "No one made any commitments," said one cable executive.

### AlphaStar may return

After going into bankruptcy earlier

this year, AlphaStar may be on the verge of being reborn with its \$4.6 million purchase by Champion Holding. Champion President Mahmoud Wahba said AlphaStar will keep its name and disclose a start date early next year. Wahba said the company is "strongly leaning" toward restoring Caribbean service first, then moving back into North American markets. Champion's plans call for restoring service in Puerto Rico, the U.S. Virgin Islands and Hawaii while working toward restoration of service in the continental U.S. Champion's preliminary business plan includes two new companies: AlphaStar International and Champion Satellite Broadcasting. The plan also divides the direct-to-home business into three divisions: AlphaStar Broadcasting, which will revive the old AlphaStar operation; AlphaStar PC Webcasting, which will provide video, audio, text and data transmission to computers via satellite, and Champion Private Network and Teleport, which will provide transmission capability for private networks, business-to-business communication, distance teaching and special events coverage. When AlphaStar went bankrupt in August, after failing to obtain financing and with creditors calling for immediate debt repayment, it showed \$72 million in assets and \$105 million in liabilities.

### Box OK's TCI music merger

The Box Worldwide announced that its shareholders voted to approve its merger with a TCI Music subsidiary. As a result of the merger, The Box Worldwide will become a wholly owned subsidiary of TCI Music. Each outstanding share of The Box common stock will be converted to the right to receive .07 of a share of TCI Music preferred stock. Each share of TCI Music preferred stock is immediately convertible to three shares of TCI Music Series A common stock.



## Discovery Asia predicts sub leap

Singapore-based Discovery Channel Asia forecasts it will surpass the 20 million-subscriber mark next month. If so, that will give the channel more than twice the number of subs it had at the same time in 1997. Discovery says the increase is spurred by the recent launch of Discovery Japan, as well as growth in India, Australia and China.

## Cisneros, Hicks Muse reveal plan

Cisneros Group and Dallas-based investment company Hicks, Muse, Tate & Furst have revealed plans to launch a \$500 million fund to acquire stakes in broadcasters in Latin America, Spain and the U.S. over the next three years.

## CNN International Asian subs up

Time Warner-owned Turner Broadcasting System Asia Pacific reports that subscribers to its CNN International have increased to 19.8 million, from 18.3 million last year. Turner also claims that subscribership in the Asian region for its TNT and Cartoon Network has jumped 19.2%, to 11.4 million in 1997, from 9.2 million last year.

## MTV makes Good move

MTV Networks Europe has tapped Peter Good to be managing director of its spin-off channel, M2. The channel, which has been in the U.S. since August 1996, will launch in Europe in spring 1998 and will be carried on Canal Digital's Scandinavian service.

## Errata

A story on page 102 in the Dec. 8 edition of BROADCASTING & CABLE incorrectly stated that CSG Systems has a call center in Colorado Springs. A CSG client has a call center in Colorado Springs.

# TNT tops prime time

By John Higgins

**T**NT should finish the year as the top-rated cable network in prime time, widening its lead over USA Network. However, Nickelodeon again scored the highest total-day ratings, far outscoring its closest rival.

The programming year officially ended Dec. 21, but the final week's rankings aren't likely to change the results. In prime, TNT scored a 2.3 Nielsen Media Research rating in its programming universe, a 10% gain over last year's average rating.

USA, which lost the number-one title last year, stayed in second place and remained flat at 2.0. TBS Superstation slipped from third place as its ratings softened and Nickelodeon/Nick at Nite ticked up. TBS dropped a tenth of a ratings point, or 5%, to 1.8 while Nick ticked up a tenth, to 1.9.

ESPN stayed in fifth place but dropped from 1.6 to 1.5.

TNT Senior Vice President of Research Barry Koch says that TNT was performing on all key parts of its schedule—original movies, theatricals, and sports.

"The gap between us and USA has doubled," Koch says. That lead, however, is just a few tenths of a ratings point, or an average of 200,000 households nightly. USA was particularly hurt by weak performance of original series in the first half, but the network is expected to post a rebound when final fourth-quarter results become available this week. TBS's slip comes in large part because of the weak performance of off-network sitcom *Coach*.

Nick's strength in prime time stems in part from last year's decision to bump Nick at Nite from 8 p.m. to air a half hour of kids programming. ■

## BASIC BY THE NUMBERS

A year-to-year comparison of ratings  
Basic Cable Ratings year to date 12/14 vs. 1996

	PRIME TIME			TOTAL DAY			
	1997 RATING	1996 RATING	% CHANGE	1997 RATING	1996 RATING	% CHANGE	
TNT	2.3	2.1	10%	NICK	1.6	1.6	0%
USA	2.0	2.0	0%	TBS	1.1	1.2	-8%
NICK	1.9	1.8	6%	TNT	1.1	1.1	-9%
TBS	1.8	1.9	-5%	USA	0.9	0.9	0%
ESPN	1.5	1.6	-6%	TOON	0.9	0.9	0%
LIFE	1.5	1.5	0%	LIFE	0.8	0.8	0%
A&E	1.3	1.3	0%	A&E	0.8	0.8	0%
TOON	1.3	1.2	8%	ESPN	0.8	0.8	0%
DISC	1.2	1.2	0%	DISC	0.6	0.6	0%
FAM	1.1	1.1	0%	WGN	0.6	0.6	0%
WGN	1	1.1	-9%	TNN	0.5	0.5	0%
CNN	0.9	0.8	13%	CNN	0.5	0.5	0%
TNN	0.9	0.9	0%	MTV	0.5	0.5	0%
FX	0.8	0.7	14%	FAM	0.4	0.5	-20%
MTV	0.7	0.7	0%	TLC	0.4	0.3	33%
TLC	0.7	0.6	17%	SCI-FI	0.4	0.4	0%
SCI-FI	0.7	0.6	17%	FX	0.4	0.4	0%
CMDY	0.5	0.5	0%	TVLAND	0.4	na	na
HIST	0.5	0.5	0%	WEATHER	0.3	0.4	-25%
TVLAND	0.4	na	na	HOLN	0.3	0.3	0%
CNBC	0.4	0.5	-20%	CNBC	0.3	0.2	50%
BET	0.4	0.5	-20%	CMDY	0.3	0.3	0%
ESP2	0.4	0.4	0%	BET	0.3	0.3	0%
PREVUE	0.4	0.5	na	HIST	0.3	0.3	0%
ANIMAL PL	0.3	na	-25%	ESP2	0.3	0.2	50%
WEATHER	0.3	0.4	0%	CMT	0.3	0.3	0%
VH1	0.3	0.3	0%	VH1	0.2	0.2	0%
HOLN	0.3	0.3	0%	PREV	0.2	0.3	-33%
E!	0.3	0.3	0%	E!	0.2	0.2	0%
CMT	0.3	0.3	0%	MSNB	0.2	na	na
MSNB	0.3	na	na	ANIMAL PL	0.2	na	na
FOOD	0.3	0.2	50%	FOOD	0.2	0.2	0%
COURT	0.1	0.1	0%	COURT	0.1	0.1	0%
TRAVEL	0.1	0.1	0%	TRAVEL	0.1	0.1	0%
FOX NEWS	0.1	na	na	FOX NEWS	0.1	na	na

Source: TBS Research from Nielsen Media Research Data

# Faroudja announces beta sites

*Tribune Broadcasting will be among companies testing new upconverter*

By Glen Dickson

**F**aroudja Inc. of Sunnyvale, Calif., has lined up some test sites for its video upconverter product, which will allow broadcasters and post-production houses to take existing NTSC pictures and upgrade them to several DTV formats.

Next month, Tribune Broadcasting, Four Media and Modern VideoFilm will begin testing Faroudja's Picture Plus Upconverter, which includes Faroudja's broadcast decoder, noise reducer, de-interlacer, scaler and video enhancer. According to Faroudja President Mike Moone, the product should be in stock by the NAB convention in April 1998.

"We're looking at the fact that our existing world is interlaced, and we are doing more and more to convert to component from composite NTSC," says Ira Goldstone, Tribune vice president of engineering and technology. "Based on a component infrastructure, we feel the best product we can deliver to the home initially is upconverted standard-definition television. That may be 480 P, 720 P or 1080 I. We're looking at the Faroudja box to handle that conver-

sion." Goldstone adds that Tribune will be comparison shopping between Faroudja's product and Snell & Wilcox's upconverter.

Faroudja will sell its Picture Plus Upconverter as a modular product, says Moone, with a base module capable of converting 480 I NTSC to 480 P DTV costing around \$35,000. Additional modules will be sold to transfer NTSC to 720 P and 1080 I; all three modules together will

cost roughly \$100,000. A unit that just converted to 1080 I would probably cost around \$50,000, Moone says.

Moone says most Faroudja customers want to be able to convert NTSC to either 480 P or 1080 I: "720 P has pretty much evaporated. It got a lot of talk at first, but from a cost point of view, there's so little difference in picture quality between 480 P and 720 P that it's not worth the extra cost [of 720 P]. We've run them up side by side on



*Tribune's Ira Goldstone will be evaluating upconverters from both Faroudja and Snell & Wilcox.*

sets, and you need to go to a big set—10 or 12 feet—to see a big difference."

But the ability to go progressive with 480 P is a big selling point for Faroudja's upconverter, says Moone, because progressive pictures don't have interlace artifacts and thus compress with greater quality.

Tribune's Goldstone agrees about the benefits of progressive when encoding: "The MPEG encoder seems

to deal a little better with a progressive signal than an interlace signal as input."

Besides testing progressive encoding rates, Goldstone also wants to test the Picture Plus scaling function, or what is called anamorphic conversion—stretching a 4:3 picture to a 16:9 aspect ratio. "We don't know if it will look weird or not," he says. "We have to find out whether it looks better or worse [than a 4:3 picture on a widescreen set]." ■

## Cutting Edge

By Glen Dickson

Vyvx President Del Bothof is being promoted to president of the Advanced Network Applications group of Williams Communications, where he will oversee all multimedia applications on Williams' fiber-optic and satellite capacity, including audio and video conferencing, interactive training and in-stadium sports networks as well as Vyvx's traditional broadcast video distribution business. Direct management of the Vyvx unit will be

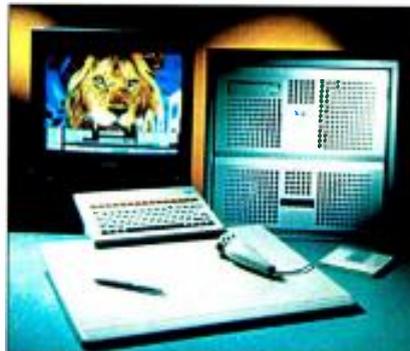
handed over to Laura Kenny, a Vyvx vice president for sales and marketing, who now becomes the new Vyvx president.

WCAU(TV), the NBC O&O in Philadelphia, has purchased a fully configured Quantel Hal video design system to create its animated news graphics. The new Hal suite will work alongside the station's two Quantel Paintbox systems, Picturebox still store and its computer-based graphics software. WCAU's top-

end Hal 504 includes the TransformFX creative effects package and comes with 15 minutes of uncompressed digital video storage, full broadcast-quality digital audio, a linkup to the Quantel Picturenet Plus system and a keyframeable 3-D Spatial

Dynamics tool set.

Avid Technology says it is now shipping AvidNews, its next-generation newsroom computer system. Besides the 22 Fox Television O&Os that committed to AvidNews in September, other early customers for the new system include WSB-TV, the Cox Broadcasting ABC affiliate in Atlanta, and Spanish national broadcaster RTVE in Madrid. WSB-TV plans to install 171 seats of AvidNews beginning in early 1998. The station, which currently uses



*WCAU(TV) Philadelphia has bought a Quantel Hal for on-air graphics.*

Avid's NetStation newsroom computer system, will integrate AvidNews with Sony's server-based news editing system, which will also be installed in WSB-TV's new newsroom. The Avid software will work with the Sony servers to control playback and will integrate Sony's low-resolution desktop video editing on the same Avid-News PC screen.



The new Digital Maestro DMC-6001 master control switcher from Artel Video Systems.

Comark Communications' parent company, Thomcast, has acquired Departement Image, a business unit specializing in MPEG-2 compression products, from French telecommunications manufacturer Matra Communication. The new Thomcast business unit, called Multimedia and Digital Systems, will have two research centers in France and will work with Comark Digital Services (CDS) to develop compression products compliant with the ATSC DTV standard. According to Mark Aitken, Comark director of marketing, the new French business unit will build an ATSC-compliant transcoder/add-drop multiplexer to enable multi-channel DTV broadcasting. The product will be sold under the CDS brand. Aitken says that CDS also plans to unveil a high-definition ATSC encoder at the next NAB convention.

Artel Video Systems has introduced the Digital Maestro DMC-6001, a multi-channel digital master control switcher. The new product is designed to be used in conjunction with Artel's SC-3 control sys-

tem and UTAH-300 routing switcher to allow broadcasters to route digital signals and control multiple on-air channels. By using the tie line management of the SC-3 control system and the UTAH-300's capability to handle both analog and digital sig-

nals, the Digital Maestro will allow broadcasters to gradually move to a simultaneous operation of digital and analog feeds, Artel says. The new switcher offers full-function control of multiple channels from one panel as well as control of secondary channels that can be operated in a cuts-only mode.

ABC O&O KFSN-TV Fresno, Calif., has purchased four Hitachi SK-2600PW digital studio cameras for its in-studio production of local newscasts and community service programs. The portable, 16:9/4:3 switchable units will replace the station's Philips LDK-6 cameras. According to Jeff Jordan, KFSN-TV director of engineering, the station



The 1998 World Animation Celebration is set for Pasadena, Calif., in February.

picked the Hitachi cameras mainly for their image quality, but also for their ultra-wideband RGB triax system.

Discreet Logic Inc., Montreal, has signed a definitive agreement to acquire privately held Lightscape Technologies of San Jose, Calif., a developer of Windows-based advanced visualization and lighting software tools that Discreet wants to incorporate with its 3-D broadcast graphics and virtual set systems. The aggregate purchase price for Lightscape, which will become a wholly owned Discreet subsidiary, includes the assumption of approximately \$4.5 million in net liabilities (of which roughly \$3 million will be paid at closing) and up to \$6.8 million in contingent consideration if certain revenue goals are achieved in 1998 and 1999.

The World Animation Celebration is returning to Pasadena, Calif., Feb. 16-21, 1998. The Celebration, a series of screenings, symposiums, seminars, competitions, awards and exhibits, is organized by the Los Angeles International Animation Celebration, ASIFA-Hollywood, Miller Freeman, Women in Animation and the International Visual Effects Society, among others. It will be held at the Pasadena Civic Center. Technology sponsors include IBM and NewTek, while corporate sponsors include Variety and MTV. Festival director Leslie Sullivan expects attendance to top 35,000.

Group W Network Ser-

vices has teamed with NTL of Hampshire, England, and Orion Network Systems of Rockville, Md., to offer its customers a transatlantic video link via the Orion 1 satellite between the U.S. and the UK. The video circuit, which is specially suited for occasional video, news, sports and special events feeds, is being offered as an end-to-end service between two hubs, Waterfront Communications ("The Switch") in New York and the British Telecom Switching Tower in London, and includes any necessary standards conversion between PAL and NTSC pictures. Customers may order the service by calling Group W, NTL or Orion.

Videotek has introduced its BTSC-100 stereo and SAP demodulator, which converts a 4.5 mhz carrier

Videotek's BTSC-100 Aural TV stereo demodulator comes in a 1/3-rack-width module size.



or composite aural input into both stereo and SAP (second audio program) baseband audio outputs. The unit is designed for cable TV applications, and can be used in headends or other distribution locations where aural information is available and wherever there is a need for local baseband audio insertions. In addition to providing high-quality stereo and SAP outputs, the BTSC-100 also provides a composite aural output from a 4.5 mhz IF input.

# Telemedia

THE CONVERGENCE OF TELEVISION, RADIO AND NEW MEDIA

## Online Programming

# Cyberspace detective takes to the air

Online 'Homicide' character comes to television

By Richard Tedesco

NBC is investigating prospects for more media crossovers, with an online character appearing on *Homicide* next month.

The line between the TV and the PC realms of the popular police drama will blur when Lt. Walter Neal, nascent star of *Homicide: Second Shift* online shows up in the TV squadroom to address a

problem related to an investigation.

In a clear case of refracted virtual realities, Neal is complaining about detectives on the first (on-air) shift playing games using a laptop computer that is material to the case. The second-shift boys, as cyberfans will know, have been trying to crack a password on the computer in question.

*Second Shift* advances NBC's experiment in cyberspace with a plot line about a hacker who dies under questionable circumstances.

"The plot line intersects on-air," says Shawn Hardin, executive producer and vice president for NBC Digital Productions. "It is a significant intersection. It's pretty exciting to us for things to get involved between online

and on-air."

Hardin promises that more significant crossover developments are afoot for 1998, including expansion into the comedy genre. *The Tonight Show* online has demonstrated potential for crossover comedy, according to Hardin, who says some sitcoms may go multimedia.

The latest iteration of *Homicide* online, the third series of online episodes the network has created, will feature another innovation: a virtual recreation of the *Homicide* squadroom. Using that environment, the online episodes will offer two options for users: they can follow a script accompanied by stills or listen to audio while watching stills on the virtual set.

That approach, stopping short of video streaming, suggests the present point of development in crossover treatment. The small audience online precludes any significant plot commingling beyond the planned cameo for Lt. Neal, and the technical limitations of most PC owners preclude video streaming—at the moment. But NBC, which had already introduced a character from the parallel online world of *The Pretender*, is obviously pushing the interactive envelope.

That's also evident in the interactive Super Bowl venture NBC Sports unveiled last week with the National Football League and IBM. The Super Bowl XXXII Website will precede the game itself

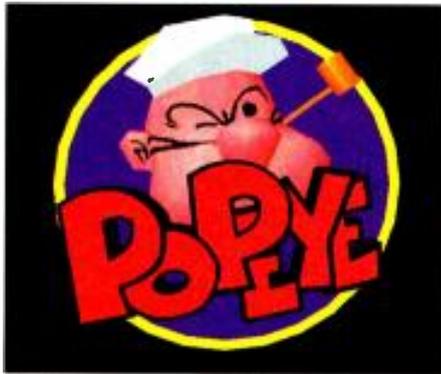
## Popeye, Superman on Brilliant path

Superman, the multimedia superhero who already has had more than one life in DC Comics, will enjoy another life in cyberspace next year when Brilliant Digital Entertainment sends him soaring onto the Internet.

As with Brilliant's other animated multipath movies,

Superman CD-ROM episodes sold in retail stores will precede original episodes online. And DC Comics writers will plot those paths for the Man of Steel when he premieres online in mid-1998. "We'll be using their scriptwriters to script the multipaths for us," says Mark Dyne, Brilliant chairman. "That's an incredible resource for us."

And *Superman* could become a big draw during the next three years while Brilliant holds rights to produce as many multipath cartoons based on the character as it cares to, according to Dyne. *Superman's* adventures in cyberspace will be rendered in multilingual form to take advantage of his universal



appeal. Brilliant's users determine plot twists by choosing the primary character's mood, with choices posed every 30 to 45 seconds in real time as the 20-30-minute story lines play out.

The company's first products hit the hot post-Christmas software market with three releases in January,

including *Popeye* and the *Quest for the Woolly Mammoth* for \$19.95. The CD-ROMs provide the basis of the graphics support for the subsequent experiences to be made available for free access online.

Brilliant's other CD-ROM releases are based on a character called Cyber-Swine and a series aimed at children 8-14 called *Choose Your Own Nightmare*. The initial platform will be Windows 95.

By the end of next year, Brilliant plans to put out animated adventures based on *Xena, Warrior Princess*, and *Hercules*, the first fruits of a multi-year deal it penned with Warner Bros. earlier this year.—Richard Tedesco

by more than a month. Streaming audio and video of events leading up to the big game, including press conferences and a daily video update, will be part of the picture here.

A live cybercast of the game is also planned, featuring NBC football analyst Bob Trumpy, former Dallas Cowboys personnel chief Gil Brandt and an NFL player to be named later.

NBC's recent investment in InterVu, a technology that enables PC users to access multimedia with any of the major streaming protocols, makes inclusion of increasing multimedia content a logical business move for the network. And the presence of IBM in the Super Bowl deal is

big in two ways: Big Blue brings its Deep Blue super-computer to the party, along with a reported \$1 million in commercial backing for the project. TM

*Internet Litigation*

# DOJ calls Microsoft browser compliance contemptible

*Explorer-less Windows available only in outdated versions*

By Richard Tedesco

The Department of Justice and Microsoft Corp. traded salvos again last week, as the DOJ sought a contempt citation from the federal court that issued a preliminary injunction against the Redmond, Wash., giant the week before.

DOJ last week said Microsoft's professed compliance with the court order to allow computer manufacturers to separate its Internet Explorer from Windows 95 was a sham. DOJ argued that Microsoft is offering original equipment manufacturers "options in name only": an outdated version of the Windows 95 operating system without Explorer or a beta version with bugs.

Microsoft maintains that Explorer functionality is too integral to recent Windows 95 versions to be removed.

"Microsoft has cynically acted as if the preliminary injunction permits it to perpetuate the very conditioning the [c]ourt enjoined," DOJ argued. "Microsoft's naked attempt to attempt to defeat the purpose of the [c]ourt's [o]rder and to further its litigation strategy is an affront to the [c]ourt's authority."

Microsoft quickly responded to the DOJ filing in a letter from David Heiner, senior corporate attorney, to Phillip Malone, a trial attorney for DOJ, explaining that Microsoft considered itself in compliance. But Heiner's letter stated, "If any computer manufacturer avails itself of the option of not installing Internet Explorer 3.0, it is an inescapable fact that the remainder of the operating system will not function."

In its filing earlier in the week in the U.S. Court of Appeals, Microsoft argued that the preliminary injunction from Judge Thomas Penfield Jackson was made without proper consideration of the facts and represented an "unprecedented judicial intrusion into basic product design."

Meanwhile, representatives of nine state

attorneys general met last week to contemplate common grounds for action against Microsoft. Representatives from Texas, New York, Minnesota, Massachusetts, California, Oregon, Connecticut, Florida and Illinois are exchanging information from their respective antitrust investigations against Microsoft and considering a common front for future judicial action.

"They want to explore ... if any legal action is warranted, whether it should be taken jointly," says Ron Dusek, a spokesman for the Texas Attorney General's office. TM

## AOL goes for the women's vote

The dominant gender on the Internet remains male, but America Online is following a distinct shift toward a growing feminine consciousness online in its Electra site, which debuted Dec. 8.

AOL is seeking to double the impact of Electra's content—including female-centric news drawn from the Associated Press and notes on women's history—by planting it simultaneously on its service and on the Web ([www.electra.com](http://www.electra.com)).

Multimedia live events using RealAudio will quickly follow, according to Joy Every, programming VP for Electra. Live chats with Olympic athletes Shannon Miller and Oksana Bayul aired the first week.

Launching under the AOL Studios banner, Electra becomes the first full-featured women's community on AOL, with career, money, mind and body, relationships and style sections. Some of it is done tongue in cheek, with personalities dubbed the Dating Diva and the Token Male regularly interacting with users.

AOL claims that its users—which it says include 4.6 million women—clamored for an area specifically for women, as did advertisers who want to reach that demographic online. "They're highly educated, affluent [and] techno-savvy, and they make most of the major purchase decisions," Every says.

A host of charter advertisers has jumped on board, including Disney.com, Godiva Chocolates, Avon, American Greetings, Columbia House, Fragrance Counter and Visa. —Richard Tedesco

## WorldGate wins cable programmers' support

WorldGate Communications has gained more momentum for its software solution to cable Internet access, with 31 cable programmers joining as development partners.

The first blush of what the programmers will build into WorldGate's Channel HyperLinking service will debut around the same time the service starts limited commercial launches early next year. The hyperlinking will take cable subscribers from cable programming to cable network Websites seconds after they click their remotes.

Speed is one of WorldGate's perceived weaknesses. It currently offers a 128,000 kb/s data rate in analog cable set-tops. The service will be added to digital as the boxes roll out.

Meanwhile, cable programmers developing content for the service include A&E, CNN, Court TV, E!, The History Channel, Lifetime, MTV, Nickelodeon, VH1, Fox News, Sci-Fi Channel, Showtime, Sundance Channel, the Turner networks, The Weather Channel and USA Network.

WorldGate Chairman Hal Krisbergh, who has been selling the service without being able to show much content, says that "the programmers were the missing link here."

WorldGate already has made connections with cable operators eager to facilitate a low-cost service—\$5 monthly for limited 'Net access—as an easily implemented alternative to the more complex cable modem solution. WorldGate recently struck deals with Charter Communications and Shaw Cable Communications. WorldGate also has had trials with Comcast Cable Communications, Cablevision Systems Corp. and the UK's General Cable. —Richard Tedesco

# Classifieds

See last page of classifieds for rates and other information

## RADIO

### HELP WANTED SALES

**Immediate Opening for Sales Manager**, Fayetteville, NC. Tell me why you deserve the job. Resume & references. Howard Johnson, WRCC Radio, 225 Green St., Ste 906, Fayetteville, NC 28301. EOE.

**Attention Radio, Cable, or TV GSM's.** What's next in your career? Immediate GSM opening near Orlando, FL. Also 2 openings for Account Executives with media sales background. Visit [www.callthefirm.com](http://www.callthefirm.com), then fax your resume to The Firm Multimedia 352-861-1339.

### HELP WANTED TECHNICAL

**Chief Engineer for Trumper Comm.** 6 station Albuquerque, N.M. cluster. Requires working knowledge of both AM & FM xmtrs; experience with installation and maintenance of analog and digital studios, computer networks and station automation. Excellent communication and interpersonal skills necessary. EOE. Fax resume and cover letter to (630)789-0102 or E-mail to [ropb@mcs.com](mailto:ropb@mcs.com)

### HELP WANTED NEWS

**News Director:** Rare opportunity to be first public radio News Director in capital of most populated state. Two highly rated 50kW FM's with expanding repeater network. Fast growing service area topping 3 million. Seeking proven leader who can forge high quality, award-winning department, building upon current two full-time and several part-time news staff. Emphasis on editorial policy, in-depth reporting, high production values. Participates in fundraising, promotions. Minimum B.A. or equivalent plus three years full-time news experience, strong air presence, demonstrated journalism, writing, announcing, production, leadership skills. Digital audio editing. New Director experience, successful track record of NPR/PRI style submissions preferred. Competitive salary, benefits. Open until filled. Screening begins January 1, 1998. Incomplete applications not considered. Letter, resume, reference list, audition tape to Joan Kassis, Director of Finance & Administration, KXPR/KXJZ, Inc., 3416 American River Drive, Suite B, Sacramento, CA 95864. AA/EOE. Women and minorities encouraged to apply.

**News Director, Radio.** Who owns your stations today? If this question is hard to answer, this opportunity may be for you. Our three station combo needs an experienced news director with strong leadership and news judgement, excellent writing and reporting skills, and strong anchoring ability. It's a fast track in a growing market, and neither our stations nor our news commitment are for sale. Resume, tape and writing samples to Box 01292 EOE.

**Market leader, great news tradition, heritage station...** yeah, we're all of those things, but we need a news director who can kick some butt! WSOY is looking for an experienced news leader to lead our award winning staff. We also need a reporter/anchor to round out the staff. Competitive salaries. *Overnight T and R* to Joey McLaughlin, WSOY, 1100 East Pershing Road, Decatur, Illinois 62526. Females encouraged to apply. EOE.

**Radio News Anchor.** ICRT Radio Taipei seeks experienced english language broadcaster for news anchor position. Must have at least 3 years experience in either radio or TV. Must have a college degree. You will live and work in Taiwan. You do not need to speak Chinese. You do need to want to work at a dynamic radio station with more than 2 million listeners daily. Tape and resume to Kevin Kerrigan, ICRT, 8-1 Chung Yung, 2ED Road, Taipei, Taiwan, R.O.C. 111. Excellent pay and benefits. Learn more about us at [www.icrt.com.tw](http://www.icrt.com.tw).

### SITUATIONS WANTED MANAGEMENT

**General Manager/Sales Manager.** Outstanding record of station development. Profit focused. Two turn-arounds completed fast. Programming/sales savvy. RAB certified. Seeking new opportunity. 1-888-445-2110.

## TELEVISION

### HELP WANTED MANAGEMENT

**General Manager.** WTWC-TV in Tallahassee is looking for a visionary leader to take over an up and coming NBC affiliate. Must be a proven team builder, a collaborative leader, a strategic thinker, and have strong interpersonal and financial management skills. The ideal candidate will have a broad range of television experience, part of it in a small to medium market. Minimum ten years broadcast experience with at least five years in management also required. Send resume to Michael Bock, VP/Television, Guy Gannett Communications, PO Box 15277, Portland, ME 04112. No phone calls please. Guy Gannett Communications is an Equal Opportunity Employer. Women and minorities are urged to reply.

### HELP WANTED SALES

**WBZ-TV, CBS Boston** is looking for an experienced TV Sales professional. Qualified candidates should be pro-active, possess strong presentation and basic computer skills, knowledge of NSI ratings, TV Scan, qualitative based research and a minimum of five years TV sales experience preferred. A proven track record with advertising agencies and developing new business is a must. Fax resume to Kevin Fitzpatrick, Local Sales Manager 617-787-7132. No phone calls please. CBS is an Equal Opportunity Employer. M/F/V/H.

**K-EYE 42 TV (CBS)** is seeking an experienced broadcast Account Executive. College degree and minimum 3 years TV sales experience required, with experience in local business development through creative sales promotions and marketing research. Experience with Microsoft Word, Excel, TV Works, Columbine, Data tracker, Market Manager, Buyer's File, or similar services is preferred. Granite Broadcasting/K-EYE 42 TV is an Equal Opportunity Employer. No phone calls, please. Send resume to Beverly Ray, Local Sales Manager, 10700 Metric Blvd, Austin, Texas 78758. Fax: 512-832-7533. E-mail: [ray@k-eyetv.com](mailto:ray@k-eyetv.com).

**Sales Account Executive for WBNE-TV, New Haven/Hartford.** Responsible for all aspects of handling local accounts, including: preparing presentations, establishing relationships, prospecting, inputting orders, checking schedules, maintaining proper records, and using Media research tools to maximize billing. Must be assertive, creative, and engaging. Television experience preferred, some knowledge of sales and/or advertising required. Must have four year college degree, or work equivalent, and possess excellent verbal, written and organizational skills. Media selling experience or Nielsen ratings experience a plus. Send a resume to John Russo, Local Sales Manager, WBNE-TV, 8 Elm Street, New Haven, CT 06510. Fax # 203.782.5995. EOE.

**Sales Account Executive: KFOR-TV, Oklahoma City's market leader** and one of the top NBC affiliates in the country, has an immediate opening for an Account Executive to enhance our strong sales team. Successful sales experience required in television, radio, print or a related field with a proven track record in reaching billing goals and developing new business. Highly motivated self-starting, well organized with excellent oral and written presentation skills and an ability to develop and enhance strong client and agency relationships. Working knowledge of NSI, TV Scan and Research programs preferred. College degree to commensurate experience. Send resume to Personnel, KFOR-TV, 444 East Britton Road, Oklahoma City, OK 73114. EOE.

**Local Sales Manager (WHBQ-TV), FOX O&O** seeks a Local Sales Manager with great communication, motivational and organizational skills. Will be responsible for achieving local monthly sales budget. Will work directly with local Account Executives setting their individual budgets, developing new business, involvement in local community, i.e. sales calls, presentations, station events, etc. Applicant must have 4 plus years of television sales experience and management experience a plus. Knowledge of television sales, Scarborough research, BMP Avail System. Must be revenue driven. College degree required. EOE. Send your resume and cover letter to Human Resources, WHBQ-TV, 485 S. Highland, Memphis, TN 38111.

**General Sales Manager:** New WB station in Salt Lake City is seeking a dynamic leader and motivator to create and direct local sales staff, in addition to national efforts. Emphasis on local new business development. Minimum 2 years broadcast sales management experience required. WB, UPN, Fox, independent background preferred. Extensive sales promotion experience a must. Send resumes and References to: John Rossi, Acme Television, P.O. Box 981803, Park City, UT 84098-1803.

**Broadcasting Account Executive: WITI (FOX O&O)** in Milwaukee seeks a motivated, experienced sales professional with strong sales development skills to handle local agency and direct client contacts. Ability to create new revenue with station products that includes FOX and local sports (including NFL/Packers) the station has an extensive News Dept. and numerous marketing programs. 1-2 years broadcasting sales experience with college degree preferred. Send resume to Human Resources, FOX SIX, 9001 N. Green Bay Road, Milwaukee, WI 53209. Fax: 414-354-7491.

**Director of Special Projects** - This person will assist in developing new revenue streams. Candidates must show proven track record of creative selling ideas. Must be able to conceive, sell and coordinate station projects. College degree required. 3-5 years experience in sales, preferably in Media. Organizational skills and teamwork a must. Send a resume to David Rogers, General Sales Manager, WAVY-TV, 300 Wavy Street, Portsmouth, VA 23704. No phone calls. WAVY Broadcasting Inc. is an equal opportunity employer.

**General Sales Coordinator.** Coordinate national sales effort as it relates to the traffic department. National sales order entry into Enterprise Traffic System. High school diploma required. Data entry experience or extensive PC training preferred. Submit cover letter and resume to WJW FOX8, Attn: Human Resources, 5800 South Marginal Road, Cleveland, OH 44013.

**Account Executive - WXII-TV/AM** Top 50 affiliate in N. Carolina is looking for a creative tenacious, sales professional with a strong work ethic and desire to generate new business and revenue from non-traditional sources. Two years experience in broadcast sales preferred. Please send resumes to: Personnel, WXII-TV, PO Box 11847, Winston-Salem, NC 27116. EOE.

**HELP WANTED TECHNICAL**

**ENG  
VIDEOTAPE  
EDITOR**

ABC7 Los Angeles has an immediate opportunity available for a qualified and experienced News ENG Videotape Editor with the ability to work all shifts and overtime.

To qualify for this role, you must be highly creative with the ability to work effectively with others in a fast-paced environment under newsroom deadline pressure. Knowledge of off-line digital editing is a plus and ability to shoot videotape is highly desirable.

If you're a team player with a positive attitude, please send your resume, salary history and a non-returnable videotape to: **ABC7 Los Angeles, Attn: J. Hattendorf, Dept. EVE/BC, 4151 Prospect Ave., Los Angeles, CA 90027.** EOE.

No phone calls, please.



**TECHNICAL DIRECTOR DTV EXPRESS: DESTINATION DIGITAL!**

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

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

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

**TRAVEL:** Based initially in Alexandria, VA, extensive travel will be required.

**DURATION:** This will be a 15 - 18 month position.

**URGENCY:** Review of resumes will begin immediately.

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

Internet: [hdunton@harris.com](mailto:hdunton@harris.com)  
 Fax: 703-739-8080  
 Mail: DTV Express - Suite 310  
 Harris Corporation  
 1201 E. Abingdon Drive  
 Alexandria, VA 22314  
 Attn: HDunton



**WTWS TV, Hartford CT** is seeking an experienced broadcast engineer. Excellent opportunity for a candidate with a minimum 3 years experience in transmitter, RF, microwave and master control repair & maintenance. Computer network (T1) experience a plus. Please send resume and salary requirements to Bruce Fox, WTWS TV26, Shaw's Cove 3, Ste. 226, New London CT 06320. EOE.

**Network Control Operator.** US Satellite Broadcasting National Broadcast Center in Oakdale, MN. Will operate and monitor satellite transmission systems. Will monitor satellite receive systems. TV automation equipment and modify event schedules as required. Relevant experience or training in broadcast TV master control operations. Applicants must understand video-audio specifications and be able to interpret test equipment displays. Applicants do not require security clearance, but must not have any background that would prevent obtaining security clearance. Submit resumes: U.S. Satellite Broadcasting, Human Resources Job #19-98, 3415 University Avenue, St. Paul, MN 55114. No telephone calls please. An Equal Opportunity Employer.

**Maintenance Engineer.** WGRZ-TV - Buffalo, New York is looking for a Maintenance Engineer. Candidate must have a minimum of 3 years television broadcast maintenance experience. AS or BS degree is desirable and SBE certification will be a plus. Responsibilities include, but are not limited to: repairing broadcast equipment, i.e. video tape recorders, video and audio switchers, studio and ENG cameras, character generators, etc. Maintains equipment repair logs, assists in setup of equipment for remote productions and performs other duties as assigned. Must be familiar with FCC technical specifications, rules and regulations. Send resume to Ken Britton, Chief Engineer, WGRZ-TV, 259 Delaware Avenue, Buffalo, NY 14202. No phone calls. WGRZ-TV is an Equal Opportunity Employer.

**Network Administrator / PC Specialist:** WLWT seeks self-directed individual with minimum 2-4 yrs experience with Windows NT4.0 Server/Windows 95 networking. Must be knowledgeable in Office 95/97, Unix, AS400. hardware knowledge a BIG plus. Please send resume and salary history to Chief Engineer WLWT, 140 West Ninth Street, Cincinnati, OH. 45202.

**ENG Editor:** Experienced in television news operation required. Ability to operate SONY 800 systems a must SONY 600 system a plus. Must be able to work unsupervised under deadline pressure. Please send resume to Peter Menkes, 7 Lincoln Square, New York, NY 10023. No telephone calls or faxes please. We are an Equal Opportunity Employer.

**ENG Control Coordinator.** WSOC-TV needs an experienced microwave coordinator who can handle a number of incoming live shots at one time. An understanding of field work and/or satellite truck operations is a plus. This person is responsible for coordinating all incoming live and satellite shots for our main newscasts. This is not for beginners. Send resume to: Bill Bruce, News Operations, Dept. 95, WSOC-TV, 1901 Tryon Street, Charlotte, NC 28206. EOE M/F

**Chief Engineer.** WBXX-TV, the ACME WB affiliate in Knoxville, Tennessee has an immediate opening for a Chief Engineer. WBXX-TV is a new state of the art facility having signed on in October 1997. Ideal candidate would have experience with Harris Sigma UHF Transmitters and digital studio operations. Send resume and salary requirements to General Manager, WBXX-TV, 10427 Cogdill Road, Suite 100, Knoxville, TN 37932. EOE.

**FAX CLASSIFIED ADS TO  
212-206-8327**

**HELP WANTED NEWS**

**DIRECTOR OF NEWS SERVICES - KSL TELEVISION**

There is more to **leadership** than simply being number one! KSL Television, the international West's predominant news **leader** is looking for a qualified candidate to lead our news organization into the next century. This is an opportunity to put your creative and innovative skills to work in a metered environment, and in a news room that has been the market **leader** for over three decades. "The News Specialists" possess state-of-the-art technology, an impeccable facility, dedicated employees, a national reputation, an NBC affiliation and an opportunistic position as the Winter Olympics of 2002 rapidly approaches. We are looking for a solid and seasoned journalist with proven **leadership** abilities in a large and aggressive news operation who will continue to grow KSL's news product. Qualified applicants should possess a college degree in either communications, journalism, business, or related field or equivalent experience. The successful candidate should also be a high-energy individual who is goal-oriented, self-motivated, flexible, and creative with 7-11 years experience in journalism, including 3-5 years of successful news management expertise. Utah offers unlimited recreational opportunities, and a lifestyle that is unsurpassed. Applicants and additional job requirements may be obtained at the KSL Human Resource Department.

Lourdes Cooke,  
Vice President Human Resources,  
KSL-TV, Broadcast House  
55 North 300 West,  
Salt Lake City, Utah 84110  
Ph: 801-575-5777  
Fax: 801-575-7625



KSL is an equal opportunity employer.  
www.ksl.com

**CONSUMER/  
INVESTIGATIVE  
PRODUCER**

Major network magazine show is looking for a hard-charging consumer/investigative producer. We need someone whose talent, intelligence, and rolodex we can count on to consistently generate a stream of compelling, original consumer/investigative pieces. If you have been burning up your local market - if you have outstanding journalistic and production skills as well as boundless energy and determination - this could be a career-making opportunity. Please send tape and resume immediately to Box 01287.

**Weekend Assignment Editor.** Number 1 Market O&O News Leader seeks experienced, aggressive desk person to oversee weekend coverage. Strong editorial background and instincts a must! Please send resume to Kenny Plotnik, Managing Editor, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls or faxes please. We are an Equal Opportunity Employer.

**Reporter/Anchor.** Responsible for reporting and writing for live, nightly news program. Set up story assignments, anchor newscast. Host live interview and call-in program. Knowledge of news production, ability to work well with others toward the goal of having a quality newscast and ability to supervise and teach interns required. Send resume with writing samples, references and non-returnable VHS tape to TCI of Northeast Illinois, 3233 W. Grand Ave., Waukegan, IL 60085. Attn: Diane Powers. EOE.

**Reporter.** KTBC FOX 7, FOX Television Austin O&O, looking for a creative, motivated, self-starter to join our news team. Must have a positive attitude, a desire to learn and grow and a deep commitment to quality and the overall news product. We are looking for a reporter who can deliver the news in a conversational but credible style and who can tell compelling stories. Possible fill-in anchor opportunities. Must have excellent live shot abilities. Must have at least 3 years prior experience as a news reporter/anchor at affiliated broadcast station. Must have bachelor's degree in news related field, strong command of English language, working knowledge of libel laws and generally accepted journalistic ethics. Must have a good driving record. Send resume/tape to: Human Resources, KTBC-TV, 119 E. 10th Street, Austin, TX 78701. References position title on envelope. No phone calls, please. EEO Employer. Minorities encouraged to apply.

**Noon Producer:** Candidates must understand contemporary writing, storytelling, creativity, graphics, and animation. Must be aggressive and love live shots. No stackers and packers. At least three years experience is required. Send resumes to: Christina Medina, Human Resources Coordinator, 5233 Bridge St., Ft. Worth, TX 76103. No Phone Calls Please. We are an Equal Opportunity Employer.

**GENERAL NEWS/  
BUSINESS PRODUCERS**

**REUTERS TELEVISION  
WASHINGTON, DC**

Reuters News and Television, the world's largest international news agency, is seeking experienced and talented producers to work on a growing range of news and business news television assignments at its Washington, DC facility. Strong news and business background in a broadcasting environment is essential; on-air experience is advantageous.

For immediate consideration, send your resume and demo tape to Dept. RTV, Reuters News & Television, 1333 H Street, NW, Washington, DC 20005. No phone calls, please. Reuters is an equal opportunity employer committed to workforce diversity. M/F/D/V.

Reuters is information.  
24 hours a day in 197  
offices around the  
world, more than  
15,000 employees  
work together to  
collect, edit and  
distribute information  
to 217 cities.

**REUTERS**  
The Business of Information

**Writer/Producer, Manager of On-Air Promotions.** Two positions are currently available at Tribune-owned Miami/Ft. Lauderdale WB affiliate. Do you possess brilliant writing and exceptional organizational skills? Do you know great promotion inside and out? If you have a minimum of 3 years broadcast promotion experience send your resume, reel and salary requirements to WDZL, Attn: Creative Services Dept., 2055 Lee Street, Hollywood, FL 33020. No phone calls please. A Tribune Broadcasting Station. EOE.

**Reporter.** WXXA-TV a FOX affiliate in Albany, NY looking for aggressive reporter. The last guy went to Boston. Must have 2 years TV news experience. No phone calls. Resume, cover letter and tape (VHS) to Kathy Gazda, News Director, WXXA-TV FOX23, 28 Corporate Circle, Albany, NY 12203. EOE.

**Producer:** The ABC affiliate in Joplin, Missouri, KODE-TV, is searching for a newscast producer. We require producing experience, strong writing skills, sound news judgement, and leadership ability. The successful applicant will receive an attractive benefit plan. Send resume and work samples to Larry Young, News Director, KODE-TV, PO Box 46, Joplin, MO 64802. EOE.

**FAX CLASSIFIED ADS TO  
212-206-8327**

**News Videotape Editor(2):** WTVD-TV, an ABC owned station, is looking for an experienced full-time news videotape editor and a part-time weekend videotape editor. Successful candidates must be able to handle a high story count while maintaining an attention to detail. Beta format editing experience a plus. Send resume and tape (no music pieces) to: Ted Holtzclaw, News Operations Manager, WTVD-TV, 411 Liberty Street, Durham, NC 27701. No phone calls. EOE.

**News Photographer:** WTVD-TV, an ABC owned station is looking for an experienced News Photographer. The ability to do quality work and handle a high story count is necessary. Successful candidate must be able to cover a story without a reporter. Microwave live truck experience a plus. No clock watchers. Send resume and non-returnable tape to Ted Holtzclaw, News Operations Manager, WTVD-TV, 411 Liberty Street, Durham, NC 27701. No phone calls. EOE.

**News Expansion.** Want to join the fastest growing news team in Charlotte? NBC6 / WCNC-TV, the AH Belo station, is searching for anchors, producers, photographers and videotape editors to join our growing news operation. Specifically, we are expanding our weekday morning newscasts and are looking for high energy, motivated employees. Send your resume and salary history to: (No Phone Calls, Please) NBC6, Human Resources Department, 1001 Wood Ridge Center Drive, Charlotte, NC 28217. EOE / M / F / V / H

**Managing Editor.** WSOC-TV needs that newsroom driver that knows how to develop and follow a story. This person will be responsible for the Assignment Desk and Reporters, and our day-to-day coverage logistics. We are looking for that person with a desk and/or producing background that knows how to think like a Producer when it comes to executing coverage. Please send resume to: Vicki Montet, News Director, Dept. 95, WSOC-TV, 1901 Tryon Street, Charlotte, NC 28206. EOE M/F

**Anchor:** KING 5 TV, an A.H. Belo subsidiary and the number one station in the Pacific Northwest, is seeking an experienced anchor for our weekday morning and noon shows. Will occasionally report and do live remotes. Must have a college degree with minimum to large, excellent writing skills, and strong on-camera skills with the ability to read narration effectively. If qualified, send 2 copies of your resume with a non-returnable Beta or 3/4" tape to KING 5 TV, Attn: HR Dept. #K97R49, 333 Dexter Avenue North, Seattle, WA 98109. EOE - M/F/D/V.

**FOX News in the Fort Myers/Naples market** seeks a Troubleshooter, and a Videographer. Reporter must be FOXIFIED with two years experience and videographers must have one year shooting and editing experience. College degree preferred. Send resume and non-returnable tape to Mark Pierce, Station Manager, 621 SW Pine Island Road, Cape Coral, FL 33991. We are an Equal Opportunity Employer.

**Anchor/Reporter.** Eastern Iowa's 24 Hour News Source is looking for a seasoned anchor with live reporting experience, to join the best news team in the Midwest. We've got it all: four live trucks, live news helicopter, and a satellite truck. This is not a job for beginners. Please send tapes/resumes to Personnel Coordinator, KCRG-TV, Box 816, Cedar Rapids, Iowa 52406. EOE.

**Co-Anchor:** Top-35 market has immediate opening for a co-anchor/reporter for its Monday-Friday early and late evening newscasts. We are searching for a polished, command anchor to join our primary team. Significant experience required and willingness to make long-term commitment important. Tapes/resumes to Human Resources, WYFF-TV, 505 Rutherford Street, Greenville, SC 29609. WYFF-TV, a Pulitzer NBC affiliate, is an Equal Opportunity Employer.

**CBS in Rockford - WIFR** is looking for an Assistant News Director who is a take charge hands-on pro, an Executive Producer who crafts a great newscast, and a Chief Photographer that appreciates digital video. We also have openings for a Newscast Director, Producers, Photographers and a Part-Time Tape Editor. Non returnable VHS T&R's to Ray Wilck, ND, PO Box 123, Rockford, IL 61105. No phone calls please. EOE.

**Bureau Photographer/Editor.** WSOC-TV has an opening in its South Carolina Bureau. This is a one-man band situation. Will be responsible for making contacts and generating story ideas from our South Carolina Bureau. This job is for the person who likes to shoot, take part in the editorial process and work on their own. Send resume to: Bill Bruce, News Operations, Dept. 95, WSOC-TV, 1901 Tryon Street, Charlotte, NC 28206. EOE M/F

**Assignment Editor, Atlanta,** CBS affiliate needs "take charge, take no prisoners" leader to run our daytime assignment desk. Must have superior news judgement and logistical smarts, as well as good people skills. Minimum 3 to 5 years experience on a medium or large market assignment desk. Knowledge of Atlanta market and Georgia news is very important. College degree preferred. *No calls.* Resumes to Paul Powers, Assignment Manager, WGNX-TV, 1810 Briarcliff Road, NE, Atlanta, GA 30329 or email: ppowers@wgnx.com A Tribune Company/ Station. EOE.

**Investigative Producer.** WSOC-TV is expanding and looking for an experienced digger who knows how to translate facts into good television. Computer Assisted Reporting experience a plus. No beginners please. Send tape and resume to: Vicki Montet, News Director, Dept. 95, WSOC-TV, 1901 Tryon Street, Charlotte, NC 28206. EOE M/F

**Anchor/Reporter.** WSOC-TV is looking for an anchor who still enjoys being on the street and working the lead story. Previous anchor experience required. No beginners please. We want a seasoned storyteller who wants to make a commitment to Charlotte, and the number one news operation in town. Send resume and tape to: Vicki Montet, News Director, Dept. 95, WSOC-TV, 1901 Tryon Street, Charlotte, NC 28206. EOE M/F

**Special Projects Producer.** If you've mastered line producing and conquered every show in your shop, then this is the job for you. Channel 2 News in Buffalo NY is looking for an experienced producer who can take on new challenges. It requires the ability to look past the days news and at the big picture. The job will require putting on instant specials, planning and executing big projects and assisting in daily news coverage. If you have at least 5 years news producing experience, a media related college degree and great people skills, send a resume, writing samples and non-returnable tape to Stacy Roeder, News Director, WGRZ-TV. 259 Delaware Avenue, Buffalo, NY 14202. *No phone calls.* WGRZ-TV is an Equal Opportunity Employer.

**HELP WANTED PROMOTION**

**Writer/Producer, Manager of On-Air Promotions.** Two positions are currently available at Tribune-owned Miami/Ft. Lauderdale WB affiliate. Do you possess brilliant writing and exceptional organizational skills? Do you know great promotion inside and out? If you have a minimum of 3 years broadcast promotion experience send your resume, reel and salary requirements to WDZL, Attn: Creative Services Dept., 2055 Lee Street, Hollywood, FL 33020. No phone calls please. A Tribune Broadcasting Station. EOE.

**Television Promotions.** WISH-TV, #1 rated television station in Indianapolis, seeks a writer / producer. Needs strong writing skills and be able to produce daily topicals, series and image promotion. Must have 1-3 years experience with the creativity and drive to dominate in a highly competitive market. Non-Linear or Media 100 knowledge a plus. Send resume and non-returnable tape to: WISH-TV, Promotion Manager, P.O. Box 7088, Indianapolis, IN 46207. No phone calls please. M/F Equal Opportunity Employer.

**Promotion Writer/Producer:** KPX-TV, the CBS O&O in San Francisco, is looking for a promotion writer/producer who can edit on AVID too. Only a few of us can do it all. And we've got a great package for the right person. If your copy grabs viewers and people are jealous of your creativity, then you have an opportunity to jump to the 5th market. Here you can produce cutting edge promos, work with other talented writers & designers and edit on the latest AVID upgrade. We've got the toys, the team and one of the best views in the nation. Must have solid experience in all phases of production, including field production. Must understand news marketing, branding and image promotion. Send resume and reel to KPX Human Resources, 855 Battery Street, San Francisco, CA 94111.

**Promotion Director:** Responsible for internal and external promotional activities of TV station. Interacts with public service organizations to ensure promotion opportunities on the station by assisting in the production of such ads. A degree in Marketing or closely related field preferred. Must write, shoot and edit effective TV commercials. Resume and tape to: EEO Officer, KJCT-TV, 8 Foresight Circle, Grand Junction, CO 81505. EEO

**News Topical Promotion Producer.** WSOC-TV needs a tease writer who knows how to sell a strong news story to the right audience. Producers who are great "sellers" are encouraged to apply. This is a job that works out of the News Department. Editing skills a plus but not required. Send resumes and tapes to: Vicki Montet, News Director, Dept. 95, WSOC-TV, 1901 N. Tryon Street, Charlotte, NC 28206. EOE M/F

**Promo Writer/Producer/Editor -** If you possess these 3 skills and specializing in producing kids, entertainment & sports promos, send us your reel! (Tapes will not be returned). CT's fastest growing WB affiliate has 2 immediate openings in the Promotion Dept. Must have strong communications, writing & AVID editing or MAC skills. B.A. in communications or related field & 2-3 yrs. exp. Mail resume & salary requirements to Connie Combs, Promotion Manager, WBNE, 8 Elm Street, New Haven, CT 06510. Fax #203.782.5995. No Phone Calls. EOE

**NBC4 (WRC-TV)**, owned and operated #1 station in Washington, DC has two openings for experienced, creative Promotion Writer/Producers. The ideal candidates will be needed to produce compelling news promos, news topicals and radio advertising. Proven ability in writing news promotion a must. Hands on AVID editing experience a plus. 2-3 years broadcast experience meeting deadlines with creative, effective and well-produced promos. If you are teamplayer with talent, drive and a great reel, send it with your resume to NBC/WRC-TV, Employee Relations, Dept. WP, 4001 Nebraska Avenue, NW, Washington, DC 20016. EEO/ADA.

**NBC O&O** is looking for a Senior Producer. Promotion to grow with us as our market expands from #51 to #38. If you are an experienced producer ready to take the leadership role, now is the time and this is the place. High atop Red Mountain, you'll write and produce spots on tape and film, coordinate a creative staff of eight and make our news the dominant #1. Proven production skills essential, understanding of branding, media planning and trafficking helpful. News background desirable. Rush resume and reel to Human Resources Department, NBC 13, 1732 Valley View Drive, Birmingham, AL 35209. No phone calls. EOE.

**HELP WANTED PRODUCTION**

**Successful national talk show** looking for experienced east coast based producers. Please fax resume to: 212-262-3731.

**Producer/Nonlinear Editor.** KTBC FOX Television Austin O&O, seeks a Producer/Nonlinear editor to work with our Quantel Edit Box system. Candidate will assist Marketing, News, Community Affairs and production with offline nonlinear editing projects. Position requires creativity, great flexibility, the ability to juggle many projects at once, to multilayer video and graphics, to produce news opens, special effects, news bumps and special projects. Seeking a candidate who is highly motivated, thorough, who is experienced with graphics environments, is detail oriented and a major team player. Candidate should have a minimum of 6 months station/cable/net editing experience. Nonlinear editing experience a plus. College degree preferred. Please rush resume/tape, along with salary requirements and references to: Human Resources, KTBC-TV, 119 E. 10th Street, Austin, TX 78701. Reference position title on envelope. No phone calls, please. EEO Employer. Minorities encouraged to apply.

**Producer for religious television program** directed at teenagers. This position will oversee all operations of the production. Must have three years minimum experience in producing television programs, editing videotape and a desire to minister to teenagers. Send resume and tape to: Personnel Department, WTLW TV-44, 1844 Baty Road, Lima, Ohio, 45807. WTLW is an Equal Opportunity Employer.

**Broadcast Personnel.** Technical Directors (GVG 300 Switcher with Kaleidoscope), Audio (mixing for live studio and news broadcasts), Studio Camerapersons (studio productions and news broadcasts), Chyron Operators (Infinit), Still Store Operators, Tape Operators (Beta), Maintenance (plant systems experience - distribution and patching), Lighting Director Engineer. Employment would commence fall/winter 1997. Out of town applicants accepted for these 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.

**HELP WANTED MARKETING**

**The IRIDIUM System**  
*We are launching the ultimate wireless solution*

*Imagine a satellite-based, wireless personal communications network that will permit any type of telephone transmission — voice, data, fax or paging — to reach its destination anywhere on earth. Formed by an international consortium of industry leaders, we have an immediate need for a specialized professional to join us at our Washington, DC headquarters as the excitement and professional challenges mount:*

**BROADCASTING/DISASTER HUMANITARIAN Vertical Market Manager**

Primary responsibilities for this position in IRIDIUM's Marketing Department include the development of programs, tools, and marketing strategies designed to acquire service providers and subscribers. The qualified candidate will use an international focus to develop distribution channels and business plans worldwide for subscriber growth within the Broadcasting and/or Disaster/Humanitarian Segment. A thorough understanding of broadcasting company remote reporting/ field operation communication required.

We offer a compensation/benefits package fully commensurate with your qualifications, as well as relocation assistance. For consideration, please send resume to: IRIDIUM LLC, Attn: Pat Harris, 1575 Eye Street NW, Suite 500, 9th Floor, Washington, DC 20005. FAX: 202-408-3801. No phone calls please. EOE M/F/D/V.

**IRIDIUM**

**HELP WANTED CREATIVE SERVICES**

**Television Graphic Artist (Evenings).** State-of-the-art broadcast design department needs a full-time graphic artist to work evenings, Mon-Fri. Eligible candidates will possess a Bachelor's degree in graphic design or equivalent experience. Experience with Illustrator, Photoshop, and After Effects helpful, broadcast experience a must. Must have demonstrated ability to handle tight deadlines as well as nutty art directors. Send resume, reel, and 3 samples of work to: Jim Doyle, Art Director, WISH-TV, 1950 North Meridian, Indianapolis, IN 46202. No phone calls please. M/F Equal Opportunity Employer.

**Graphic Artist:** The ABC owned station in Flint, MI, is seeking a cutting-edge designer to join our creative team. Ideal candidate will have at least one year of experience in a broadcast environment and demonstrate a strong creative sense, excellent communication skills, and experience with Liberty and Mac based paint programs. This position emphasizes news graphics and news promotion with opportunities to work on special projects, including print. Please send your creative, non-returnable demo reel and resume to Keith Stironek, Promotion Manager, WJRT-TV, 2302 Lapeer Road, Flint, MI 48503. EOE.

**WANT TO RESPOND TO A BROADCASTING & CABLE BLIND BOX ?**

**Send resume/tape to:**

**Box \_\_\_\_\_,**

**245 West 17th St.,**

**New York, New York 10011**

**Miami Dade Community College - North Campus.** Television Production Specialist: This is highly responsible, operational tv & production positions in the School Film & Video which assists students and faculty in tv & film courses work. The School is a Florida Center of Excellence & trains students for careers in the tv & film industries. Provides instructional support to scheduled academic & occupational classes taught as part of the film & tv programs. Operates broadcast quality tv & film production equipment including cameras, lights & sound equipment, help teach technical course modules; & assists students in mobile and remote production operations. Depending on skills, the employee will have extensive opportunities to work with A-B roll Beta SP editing equipment, Avid nonlinear editing system, a broadcast level studio, & mobile remote TV production unit. Five years of practical exp. in the operation of broadcast level, professional tv & audio production equipment & exp. in commercial Broadcast, Industrial or Educational TV Systems, or two years college course work, or technical school training in Electronics or in TV Production or equivalent combination of education & exp. Skilled in the management, operation & security of Broadcast, Industrial or Educational TV Systems & possess knowledge of film equipment. Operation of a fixed, broadcast level tv studio & mobile production unit & scheduling exp. in a high volume, student-oriented School. Must have strong TV Production Operational skills & exp. for more information, Call (305) 237-1696 or write to Associate Dean, School of Film & Video, Miami-Dade Community College-North Campus, 11380 N.W. 27 Avenue, Miami, FL 33167. EA/EO Employer.

**ENG Personnel For A Major Broadcast Facility** in NYC. ENG field operations with camera (and microwave) experience, video tape editors, and ENG maintenance, employment would commence fall/winter 1997. Out-of-town applicants accepted for these positions will be reimbursed for airfare, hotel and per diem expenses. Send resumes to: Media Management Services, Suite 345, 847A Second Avenue, New York, NY 10017 or fax to 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.

**Broadcast Personnel Needed.** ENG Field Operations with Camera and Microwave experience. Videotape Editors, Studio Operators, and Maintenance. For the Midwest. Would commence fall/winter 1997. Out-of-town applicants accepted for these 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.

**KR Video is looking** for a fulltime Video Photographer/Producer and a fulltime Digital Video Production Assistant to produce news, commercials, sports and documentaries for the Web and for broadcast. Photog/Producer will shoot and edit daily news coverage, commercials, sports and docs. Must be self-starting, motivated and have at least 3 years experience producing natural sound pkgs. DV Assistant will edit and compress video on a nonlinear System, and shoot rudimentary packages. Check out [www.phillynews.com](http://www.phillynews.com) to see our product. Interested? Resume tape with resume, to Dave Sauls, KR Video, 400 N. Broad Street, Philadelphia, PA 19101.

**SITUATIONS WANTED MANAGEMENT**

**Small market GM with 15 years management** experience looking for new opportunity. Background includes startups, turn arounds and affiliate negotiations. Currently GM at FOX station that has experienced considerable growth over last three years. Looking for nice place to raise a family. Prefer central or eastern united states. Will respond immediately. Reply to Box 01288

**TV SALES TRAINING**

**LEARN TO SELL TV TIME**  
Call for FREE Info Packet  
Next Program: 1-19-98  
**ANTONELLI MEDIA**  
**TRAINING CENTER**  
(212) 206-8063

**PROGRAMMING SERVICES**

  
**NWN Studios**  
**National Weather Network**  
Your own on-air meteorologist via satellite. Custom and localized TV weathercast inserts for FOX, UPN, WB, Indy stations and cable stations. Three satellite feeds daily. Your own on-air meteorologist and great graphics. Sell these inserts and make money. Low cash and barter and very simple to receive and use. Call Edward St. Pe' at NWN 601-352-6673 and start today.

**NEWS COACHING SERVICES**

**Coaching services:** We provide comprehensive tape critiques and coaching/consultation for news professionals. Expert, approachable, affordable. Media Mentors (334)665-5553.

**ALLIED FIELDS**

**HELP WANTED INSTRUCTION**

**Journalism/Broadcasting/Speech.** Augusta State University invites applications for a tenure-track position at the level of assistant professor. Especially strong applicants at other ranks who meet departmental needs will be considered. Ph.D. preferred. Expertise in one or more of the following fields required: 1. Journalism. 2. Broadcast 3. Speech. Applicants must demonstrate excellent in teaching and have an active, ongoing program of research. Minorities are encouraged to apply. Position available August 1998. Initial screening of applicants begins immediately and continues until the position is filled. Send letter of application, curriculum vitae (including evidence of eligibility to work in the U.S.) and three letters of recommendation to: Dr. Lillie B. Johnson, Chair, Department of Languages, Literature, and Communications, Augusta State University, 2500 Walton Way, Augusta, GA 30904-2200. Augusta State is an Affirmative Action/Equal Opportunity Employer.

**FINANCIAL SERVICES**

**Loans By Phone:** Lease/finance new or used broadcasting equipment. Flexible payment plans. Flexible credit criteria. Call Jeff Wetter at Flex Lease, Inc. 800-699-FLEX.

**EMPLOYMENT SERVICES**

**PROFESSIONAL JOBS**  
**WITH ENTERTAINMENT COMPANIES**  
*BROADCAST & CABLE TELEVISION, DISTRIBUTORS,  
MOTION PICTURE, POST PRODUCTION & MORE*  
Entry to senior level jobs nationwide in ALL fields (news, sales, production, management, etc.).  
Published biweekly. For subscription information:  
**(800) 335-4335**  
**In CA, (818) 901-6330.**  
**Entertainment Employment Journal™**

**TV Reporters, Anchors and Producers!!!** Experienced or entry level, hundreds of satisfied clients know winning that great job starts by contacting Tony Windsor at *NEWSDirections* 423-843-0547, toll-free voice mail (800)NEWSDIR.

**National Sports & Recreation Jobs Weekly-** radio, TV, newspapers, magazines, teams. We average over 200 new jobs each week. Call 602-933-4345.

**Just For Starters:** Entry-level jobs and "hands-on" internships in TV and radio news. National listings. For a sample lead sheet call: 800-680-7513.

**WANTED TO BUY EQUIPMENT**

Used videotape: Cash for 3/4" SP, M2-90's, Betacam SP's. Call Carpel Video 301-694-3500.

**FOR SALE EQUIPMENT**

**ATTENTION C-BAND SHOPPERS!**

Galaxy VII Fully Protected Transponder Available for Immediate Full-Time Use Uplink from N.Y. with DigiCipher II MCPC

*Below Market Rate!*  
*Commit now for Huge Discount!*  
*Only Two Channels Left!*  
*First Come, First Served!*

Call Today (714) 263-9900 x217

**General Instrument**  
**IRD's**  
**575 DSR-1500's**  
**& 80 DSR-2200's**  
**Almost new, available for sale at a very low price!**  
**Call now to place your order!**  
**(714) 263-9900 x217**

Lowest prices on videotape! Since 1979 we have been beating the high cost of videotape. Call Carpel for a catalog. 800-238-4300.

AM and FM transmitters, used, excellent condition, tuned and tested your frequency. Guaranteed. Financing available. Transcom. 800-441-8454, 215-884-0888, Fax 215-884-0738.

**FOR SALE STATIONS**

**For Sale**

Perfect for Owner-Operator  
Profitable Piedmont NC FM  
Has Excellent Coverage  
Upgrade Available at Existing Site  
Very Reasonably Priced With Terms  
**\$750,000**

We Have Others!



Media Brokerage · Valuations · Financing · Consulting  
(919) 355-0327 / Fax (919) 355-8386

**Happy Holidays!**

And a special thanks  
to all our clients and friends!

May 1998 bring us all health and wealth,  
and the time to enjoy them!

**BARRY  
SKIDELSKY**

Attorney at Law

655 Madison Avenue, 19th floor  
New York, NY 10021  
(212) 832-4800

Station for Sale. Famous Colorado Ski Resort. Class C FM, all new equipment. The most beautiful place you'll ever ski. Asking \$650,000 or best offer. Bill 970-243-1111.

Southern California AM station for sale in largest county in California. Money maker for owner/operator, includes property. Call 800-928-8380.

**BROADCASTING & CABLE'S CLASSIFIED RATES**

All orders to place classified ads & all correspondence pertaining to this section should be sent to BROADCASTING & CABLE, Classified Department, 245 West 17th Street, New York, NY 10011. For information call Antoinette Pellegrino at (212) 337-7073 or Sandra Frey at (212) 337-6941.

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

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

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

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

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

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

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

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

**Color Classified Rates**

Non-Display: Highlighted Position Title: \$75. Display: Logo 4/C: \$250. All 4/C: \$500.

Blind Box Service: (In addition to basic advertising costs) Situations Wanted: No charge. All other classifications: \$35 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING & CABLE will now forward tapes, but will not forward transcripts, portfolios, writing samples, or other oversized materials; such are returned to sender. Do not use folders, binders or the like. Replies to ads with Blind Box numbers should be addressed to: Box (number), c/o Broadcasting & Cable, 245 W. 17th Street, New York, NY 10011

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.

**LEGAL NOTICES**

**CABLE TV ASSETS FOR SALE BY RECEIVER**

The Receiver of the assets of Rigel CSSF Joint Venture ("Rigel CSSF") appointed pursuant to the Order of the United State District Court for The District of Massachusetts ("Court") dated March 18, 1997, is offering for sale certain real property located in Port St. Joe, Florida and assets used or useful in cable television systems serving residents in the Georgia counties of Appling (City of Surrency), Brantley (City of Hoboken), Bullock (Portal), Burke (Midville and City of Sardis), Chatham (Port Wentworth), Effingham (City of Guyton), Glascock (City of Gibson), Jefferson (City of Stapleton, Lee (City of Smithville), Sumter (City of Leslie and City Plains and Cobb/Lake Blackshear/Desoto), and the Florida County of Gulf (Port St. Joe).

The Receiver has entered into an Asset Purchase Agreement ("Agreement") dated September 17, 1997, subject to approval of the Court, to sell substantially all of the assets of Rigel CSSF for a cash purchase price of \$2,800,000. The Receiver will entertain higher or better offers equal to or greater than \$2,850,000. Interested purchasers should submit higher or better offers to the Receiver in writing by 5:00 p.m. on or before January 29, 1998. Parties submitting higher or better offers will be required to deposit with the Receiver \$200,000 in certified funds as a refundable deposit towards the purchase price and provide satisfactory evidence of the ability to pay in cash the balance of any offer to purchased the assets. Parties submitting higher or better offers will be required to appear at a hearing to be held on February 5, 1998 AT 4:00 p.m. at the United State District Court, John W. McCormack Building, U.S. Post Office and Courthouse, Boston, Massachusetts.

The assets offered by the Receiver consist of the following (1) real property: the real property located at 503 Third Street, Port St. Joe, Florida, consisting of an office building and real property identified as Lot 1, Block 11 and Lot 3, Block 11 of the City of Port St. Joe, Florida, according to the official map thereof on file in the Office of the Clerk of Circuit Court, Gulf County, Florida and headend receiving site location on Niles Road in Port St. Joe, Florida; and (2) personal property: Satellite dishes, earth stations, towers, power supplies, descramblers, modulators, scramblers, antennas, equipment rack, taps, line splitters, receivers, coaxial cable, amplifiers, and other equipment necessary for providing cable television services, customer lists, headend leases, Crossing Agreements, Pole Attachment Agreements and copies of all records including billing and other databases.

For more information, prospective purchasers should immediately contact:

**Robert J. Maccini, Receiver**  
**Media Services Group, Inc.**  
170 Westminster Street, Suite 701  
Providence, RI 02903  
Telephone: 401-454-3130; Fax: 401-454-3131

Your classified ad can be in **COLOR** just call:  
**Antoinette Pellegrino (212) 337-7073**  
or  
**Sandra Frey (212) 337-6941**

# For the Record

<http://www.broadcastingcable.com>

"For the Record" compiles applications filed with and actions taken by the FCC. Applications and actions are listed by state; the date the application was filed or the action was taken, when available, appears in *italic*.

Abbreviations: AOL—assignment of license; ant.—antenna; ch.—channel; CP—construction permit; D.I.P.—debtor in possession; ERP—effective radiated power; khz—kilohertz; km—kilometers; kw—kilowatts; m—meters; mhz—megahertz; mi—miles; TL—transmitter location; TOC—transfer of control; w—watts. One meter equals 3.28 feet.

## OWNERSHIP CHANGES

### Dismissed

**Chico, Calif.** (BALCT-970409IA)—Golden Empire Television Corp. for KHSL-TV: voluntary AOL from Golden Empire Television Corp. to United Communications Corp. *Nov. 19*

**Springfield, Fla.** (BALH-970507GG)—Tideline Broadcasting Inc. for WYOO(FM): voluntary AOL from Tideline Broadcasting Inc. to Styles Broadcasting of Alabama Inc. *Dec. 10*

**Georgetown, Ky.** (BTCH-971021HC)—HMH Broadcasting Inc. for WZZZ(FM): voluntary TOC from Terry S. Jacobs to Regent Communications Inc. *Dec. 5*

**Charleston, S.C.** (BTCH-971021GF)—Regent Licensee of Charleston Inc. for WSUY(FM): voluntary TOC from Terry S. Jacobs to Regent Communications Inc. *Dec. 8*

**Mount Pleasant, S.C.** (BTCH-971021GE)—Regent Licensee of Charleston Inc. for WRFO(FM): voluntary TOC from Terry S. Jacobs to Regent Communications Inc. *Dec. 8*

**Del Valle, Tex.** (BTC-971028EG)—KIXL Broadcasting Corp. for KIXL(AM): voluntary TOC from Brian F. and Wetonnah McCoy to Intimate Life Ministries Inc. *Dec. 4*

### Granted

**Dalton, Ga.** (BTC-971114EA)—Pye Wilson Broadcasting Inc. for WTTI(AM): involuntary transfer of negative control from Hobert R. Wilson, deceased, to L.F. Pye Sr. *Dec. 11*

**Dalton, Ga.** (BTC-971114EB)—Pye Wilson Broadcasting Inc. for WTTI(AM): involuntary TOC from L.F. Pye Sr., deceased, to Lionel Ford Pye Jr., Devona Pye Poe and Gordon Morehouse. *Dec. 11*

**North Salt Lake City, Utah** (BTC-970314EA)—General Broadcasting Inc. for KFAM(AM): involuntary TOC from David R. Williams to Mary Lou Woo, trustee. *Dec. 4*

### Filed

**New Haven, Conn.** (BAPL-971126EB)—Willis Communications Inc. for WNHC(AM): involuntary AOL, CP from Willis Communications Inc. to Willis Communications Inc., debtor-in-possession. *Dec. 9*

**Augusta, Ga.** (BTC-971201GF)—Savannah Valley Broadcasting Co. for WBQC(AM): involuntary TOC from George G. Weiss to

Richard L. Rhoden, trustee. *Dec. 9*

**Galena, Ill.** (BTCH-971204GG)—Communications Properties Inc. for WJOB(FM): involuntary TOC from Philip T. Kelly, deceased, to David C. Bauer, co-trustee. *Dec. 16*

**Dubuque, Iowa** (BTCH-971204GH)—Communications Properties Inc. for KXGE(FM): involuntary TOC from Philip T. Kelly, deceased, to David C. Bauer, co-trustee. *Dec. 16*

**Dubuque, Iowa** (BTCH-971204GF)—Communications Properties Inc. for KLYV(FM): involuntary TOC from Philip T. Kelly, deceased, to David C. Bauer, co-trustee. *Dec. 16*

**Dubuque, Iowa** (BTC-971204GE)—Communications Properties Inc. for WDBQ(AM): involuntary TOC from Philip T. Kelly, deceased, to David C. Bauer, co-trustee. *Dec. 16*

## NEW STATIONS

### Dismissed

**Deer River, Minn.** (BPH-950413MJ)—Lee O. Axdahl for FM at 105.5 mhz, 100 kw, ant. 299 m. *Dec. 10*

**Dell Rapids, S.D.** (BPH-950710MB)—Harbor Broadcasting Inc. for FM at 95.7 mhz, 9.1 kw, ant. 165 m. *Dec. 10*

### Filed

**Scottsdale, Ariz.** (BPED-971117MR)—Christ Today Evangelistic Assoc. (James R. Brown, president, P.O. Box 11021, Houston, Tex. 77293) for noncommercial FM at 89.9 mhz. *Dec. 11*

**Fort Smith, Ark.** (BPED-971202MA)—Family Stations Inc. (Harold Camping, president, 4135 Northgate Blvd., Suite 1, Sacramento, Calif. 95834) for noncommercial FM at 90.7 mhz, 20 kw, ant. 636 m., Magazine Mountain, 2.75 km N of Hwy 10, 2.9 km NE of Blue

Mountain, Ark.; owns seven AMs, 32 FMs and one TV. *Dec. 2*

**Baker, Calif.** (971107MW)—Tortoise Broadcasting Co. for FM at 94.9 mhz. *Dec. 15*

**Coalinga, Calif.** (971202MB)—Family Stations Inc. (Harold Camping, president, 4135 Northgate Blvd., Suite 1, Sacramento, Calif. 95834) for noncommercial FM at 90.7 mhz, 1 kw, ant. 365 m., Table Mountain, 5.6 km NE of Parkfield, Calif.; owns seven AMs, 32 FMs and one TV. *Dec. 2*

**Hanford, Calif.** (BPED-971114MM)—Family Stations Inc. (Harold Camping, president, 4135 Northgate Blvd., Suite 1, Sacramento, Calif. 95834) for noncommercial FM at 88.5 mhz, 2 kw, ant. 100 m., Traver SP Yard, .3 km E of Hwy. 99, Traver, Calif.; owns seven AMs, 32 FMs and one TV. *Dec. 11*

**Lenwood, Calif.** (971107MV)—KHWY Inc. for FM at 96.9 mhz. *Dec. 15*

**Lompoc, Calif.** (BPED-971126MC)—CSN International (Charles W. Smith, president, 3000 W. McArthur Boulevard, Santa Ana, Calif. 92704) for noncommercial FM at 90.7 mhz, .56 kw, ant. 203 m., 8 km N of Lompoc next to water tower. *Dec. 11*

**West Point, Calif.** (BPED-971203MA)—WAY-FM Media Group Inc. (Robert D. Augsburg, president, P.O. Box 887, Brentwood, Tenn. 37024) for noncommercial FM at 89.1 mhz, .4 kw, ant. 244 m., .4 km W of SR 4, 4.2 km SW of Ganns, Calif.; owns WAYM(FM) Columbia, Tenn., and WAYJ(FM) Fort Meyers and WAYF(FM) West Palm Beach, Fla. *Dec. 3*

**La Junta, Colo.** (BPED-971201MB)—The Colorado College (Kathryn Mohrman, president, 14 E. Cache la Poudre, Colorado Springs, Colo. 80903) for noncommercial FM at 89.9 mhz, .717 kw, ant. 75 m., 116 Dalton, La Junta; owns KRCC(FM) Colorado Springs. *Dec. 11*

**Rye, Colo.** (BPED-971202MC)—Broad-

## BY THE NUMBERS

### BROADCAST STATIONS

Service	Total
Commercial AM	4,963
Commercial FM	6,118
Educational FM	2,266
<b>Total Radio</b>	<b>13,347</b>
VHF LPTV	557
UHF LPTV	1,474
<b>Total LPTV</b>	<b>2,031</b>
FM translators & boosters	2,867
VHF translators	2,256
UHF translators	2,721
<b>Total Translators</b>	<b>7,844</b>

Service	Total
Commercial VHF TV	558
Commercial UHF TV	639
Educational VHF TV	124
Educational UHF TV	242
<b>Total TV</b>	<b>1,563</b>

### 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

casting for the Challenged Inc. (George S. Flinn Jr., president, 188 South Bellevue, Suite 222, Memphis, Tenn. 38104) for noncommercial FM at 90.9 mhz, 10 kw, ant. 155 m., 4.8 km SW of Cedarwood, Colo. *Dec. 2*

**Silverton, Colo.** (BPH-971124MB)—R. Stephen Hicks (1776 K Street NW, Washington, D.C. 20006) for FM at 103.7 mhz, 6 kw, ant. 226 m., W of US 550, 1.7 km N of Coal Bank Pass, Colo., Hicks is president and 6.5% owner of Capstar Broadcasting Corp., which owns/is buying 227 FMs and 94 AMs. *Dec. 11*

**Silverton, Colo.** (BPH-971126MD)—Idaho Broadcasting Consortium Inc. (Frederic W. Constant, president/owner, 3565 Standish Ave., Santa Rosa, Calif. 95407) for FM at 103.7 mhz, 5 kw, ant. 445 m., Kendall Mountain, 2.7 km SE of Silverton. *Dec. 11*

**Lockhart, Fla.** (BPED-971205MB)—Compassionate Friends Educational Network Inc. (Nathan Price, president, 279 Kerry Court, Altamont Springs, Fla. 32714) for noncommercial FM at 89.5 mhz, .2 kw, ant. 67 m., corner of N Pine Hills Road and Clarion Drive. *Dec. 5*

**Talking Rock, Ga.** (951030MB)—Charles A. McClure for FM at 100.2 mhz, 3.53 kw,

ant. 130 m. *Dec. 10*

**Crete, Ill.** (971128MA)—American Family Assn. for noncommercial FM at 88.1 mhz. *Dec. 15*

**Lafayette, Ind.** (970723MZ)—Hymn Time Inc. for noncommercial FM at 90.7 mhz. *Dec. 9*

**Vinton, Iowa** (BPH-971107MU)—Salem Communications Corp. (co-owners/brothers-in-law Edward G. Atsinger III [president], Stuart W. Epperson [chairman], 4880 Santa Rosa Road, Suite 300, Camarillo, Calif. 93012) for FM at 107.1 mhz, 4.6 kw, ant. 111 m., 7.7 km NW of Vinton; owns/is buying 14 FMs and 26 AMs. *Dec. 11*

**Vinton, Iowa** (971107MF)—Second Generation of Iowa Ltd. for FM at 107.1 mhz. *Dec. 11*

**Elwood, Kan.** (BPED-971117MD)—American Family Assn. (P.O. Drawer 2440, Tupelo, Miss. 38803) for noncommercial FM at 89.7 mhz, 2.6 kw, 90 m., on Pickett 2 mi SE of St. Joseph, Mo. *Dec. 9*

**Emporia, Kan.** (971202MD)—Family Stations Inc. for noncommercial FM at 90.7 mhz. *Dec. 15*

**Monroe, Mich.** (BPED-971201MC)—Northland Community Broadcasters (Dale Mazzoline, president, 2628 Howard Road, Petoskey, Mich. 49770) for noncommercial FM at 88.1 mhz, 10 kw, ant. 75 m. *Dec. 11*

**Bemidji, Minn.** (950713MF)—Paul Bunyan Broadcasting Co. for FM at 95.5 mhz, 100 kw, ant. 160.5 m. *Dec. 9*

**Country Club, Mo.** (BPED-971201MA)—Community Broadcasting Inc. (Richard P. Bott, president, 3405 Shady Bend Drive, Independence, Mo. 64052) for noncommercial FM at 89.7 mhz, 3.2 kw, ant. 87.8 m.; owns six AMs and 12 FMs. *Dec. 11*

**Owensville, Mo.** (961115ME)—Robert B. Mahaffey for FM at 95.3 mhz. *Dec. 9*

**Hamilton, Mont.** (950710MF)—Sunbrook Communications Inc. for FM at 98.1 mhz, 15.3 kw, ant. 130 m. *Dec. 9*

**Manteo, N.C.** (BPED-971120MM)—Board of Trustees of the University of North Carolina at Chapel Hill (Richard Y. Stevens, chairman, Campus Box 0915, Chapel Hill, N.C. 27599) for noncommercial FM at 88.9 mhz, 50 kw, ant. 418 m.. SR 1117, 8 km W of Columbia, N.C.; owns WUNC-FM Chapel Hill. *Dec. 11*

—Compiled by Sara Brown

# OpenMike

<http://www.broadcastingcable.com>

## Helping out

**EDITOR:** The Dec. 1 editorial "Don't stop now" misreads key points in broadcasters' "Ex Parte Submission Based on New Technical Discoveries to Help the Commission Improve the DTV Table of Allotments/ Assignments." Far from expressing broadcasters' "demands" that "risk serious delays," this filing makes very clear that its purposes are to help the FCC resolve the most serious DTV allotment problems quickly so that delays can be avoided. Specifically, the filing shared information and an approach to alleviating the most critical DTV-to-DTV adjacent channel interference discovered through laboratory testing only after the DTV table was put out.

We believe firmly that our analysis can assist the commission to promptly improve its table to ameliorate the DTV-to-DTV interference and other serious problems in the most congested parts of the country—many identified in some 237 petitions for reconsideration. In some of these cases (detailed in our filing), implementing the DTV table as is would mean that half a station's service area would be

unable to receive the DTV signal or that a third of a station's viewers would experience unacceptable interference to their analog service. If the FCC expeditiously addresses these problems now, it won't have to revisit so many assignments when the technical problems surface as stations go on the air and a "few million regular folk are tuning in with new digital TV sets" and find they can't receive the service. As your editorial points out, that is a constituency Congress cannot ignore.

Your editorial is absolutely right that a delay "should worry any station owner with an eye to the future." That is precisely why MSTV's board of directors, as always representing the owners and the longer view, resolved that MSTV must submit our analysis and improvements approach to assist the FCC to expedite the DTV rollout on a foundation of technical integrity and longevity.—*Margita E. White, president, Association for Maximum Service Television, Washington*

## It's up to you

**EDITOR:** We applaud your Nov. 17 editorial "Raising minority ownership." Increasing minority ownership in

broadcasting is a lofty goal; however, tired policies and organizations will not by themselves achieve it. A tax certificate policy with "safeguards against abuses" is not what is needed. What *are* needed are serious minority broadcasters who are committed to the industry. It is noteworthy that not many persons involved in transactions where tax certificates were issued remain in the industry today.

What will increase minority ownership is a commission policy that grants multiple ownership relief to companies which incubate minority broadcasters. Perhaps the model of Sinclair Broadcast Group and its relationship with Glencairn Ltd. is a good place to start. That model has fostered substantial minority ownership in six television markets where none had existed before. Moreover, it is benefiting all the viewers in those markets.

Sinclair has done, and is doing, its part to develop and establish meaningful and lasting minority ownership in broadcasting. We agree with you: now, it's up to the rest of the industry to follow suit.—*Martin R. Leader, FCC counsel to Sinclair Broadcast Group Inc. & Glencairn Ltd., Washington*

# PROFESSIONAL CARDS

**du Treil, Lundin & Rockley, Inc.**  
A subsidiary of A.I.I. King, P.A.  
240 North Washington Blvd  
Suite 700  
Sarasota, Florida 34236  
(941) 366-2611  
MEMBER AFCEE

**CARL T. JONES CORPORATION**  
CONSULTING ENGINEERS  
7901 YARNWOOD COURT  
SPRINGFIELD, VIRGINIA 22153  
(703) 569-7704  
MEMBER AFCEE

**LOHNES AND CULVER**  
CONSULTING RADIO ENGINEERS  
8309 Cherry Lane  
Laurel, MD 20707-4830  
(301) 776-4488  
 Since 1944 Member AFCEE

**COHEN, DIPPPELL AND EVERIST, P.C.**  
CONSULTING ENGINEERS  
Domestic and International Communications  
Since 1937  
1300 L STREET, N.W. PHONE: (202) 893-0111  
SUITE 1100 FAX: (202) 893-0895  
WASHINGTON, D.C. 20005  
E MAIL: CDEPC@WORLDNET.ATT.NET  
Member AFCEE

**JOHN F.X. BROWNE & ASSOCIATES**  
CONSULTING ENGINEERS  
BLOOMFIELD HILLS Broadcast • Cable  
810-642-6226 • Wireless •  
WASHINGTON Member AFCEE  
202-293-2020

**HAMMETT & EDISON, INC.**  
CONSULTING ENGINEERS  
Box 280068  
San Francisco, California 94128  
 707/996-5200  
202/396-5200  
e-mail: engr@h-e.com

**CARL E. SMITH**  
CONSULTING ENGINEERS  
AM FM TV Engineering Consultants  
Complete Tower and Rigging Services  
"Serving the broadcast industry for  
over 60 years"  
Box 807 Bath, Ohio 44210  
(330) 659-4440

 **Denny & Associates, pc**  
Consulting Engineers  
PH 202 452 5630  
FX 202 452 5620  
EM info@denny.com  
Member AFCEE

**E. Harold Munn, Jr., & Associates, Inc.**  
Broadcast Engineering Consultants  
Box 220  
Coldwater, Michigan 49036  
Phone: 517-278-7339

**Mullaney Engineering, Inc.**  
Consulting Telecommunications Engineers  
9049 Shady Grove Court  
Gaithersburg, MD 20877  
301-921-0115  
Member AFCEE

**HATFIELD & DAWSON**  
CONSULTING ENGINEERS  
9500 GREENWOOD AVE., N.  
SEATTLE, WASHINGTON 98103  
12061 783-9151 FACSIMILE 12061 789-9834  
MEMBER AFCEE

**F.W. HANNEL & ASSOCIATES**  
Registered Professional Engineers  
911 Edward Street  
Henry, Illinois 61537  
(309) 364-3903  
Fax (309) 364-3775

 **COMMUNICATIONS TECHNOLOGIES INC.**  
BROADCAST ENGINEERING CONSULTANTS  
Clarence M. Beverage  
Laura M. Mizrahi  
P.O. Box #1130, Marlton NJ 08053  
(609) 985-0077 • FAX: (609) 985-8124

**Technical Broadcast Consultants, Inc.**  
Transmission Specialists  
TV (NTSC & DTV) STL Microwave / FM  
P.O. Box 97262 - Raleigh, NC 27624  
Tel / Fax (919) 846-2976  
e-mail: tbc@vnet.net

**NEW!!**  
**6 Week Rate**  
**\$115.00/week**

**Cavell, Mertz & Perryman, Inc.**  
Engineering, Technology  
& Management Solutions  
10300 Eaton Place, Suite 200  
Fairfax, VA 22030  
(703) 591-0110 (202) 332-0110  
FAX (703) 591-0115

**RATES**  
**13 weeks — \$105/week**  
**26 weeks — \$90/week**  
**52 weeks — \$75/week**

**AND SERVICES**

 **Tower Structures, Inc.**  
1869 NIRVANA AVENUE  
CHULA VISTA, CALIFORNIA 91911  
(619) 421-1181 FAX (619) 421-0533  
WWW.TOWERSTRUCTURE.COM

**Shoolbred Engineers, Inc.**  
Structural • Industrial  
Towers and Antenna Structures  
Robert A. Shoolbred, PE  
1048 Morrison Drive  
Charleston, SC 29403 • (803) 877-4881

**dataworld**  
800-368-5754  
info@dataworld.com  
WWW: http://dataworld.com

**DataXpert™**  
• Audience Data  
• Programming Data  
• Contact Information  
• Technical Station Data  
• Contour Maps

**East Coast Video Systems**  
consultants • engineers • systems integrators  
3 Mars Court  
Boonton, NJ 07005  
201.402.0104  
Fax: 201.402.0208  
www.ecvs.com on line on time

**WALLACE ASSOCIATES**  
5023 W 120th Ave Suite 154  
Broomfield CO 80020  
Dennis Wallace (303) 460-9717  
wallacedtv@aol.com  
SPECIALIZING IN DTV TRANSMISSION SYSTEMS

 **LDL COMMUNICATIONS INC.**  
RF DESIGN & INSTALLATION SPECIALISTS  
LARCAN / LARCAN - TTC TRANSMITTERS  
RFS ANTENNAS COMBINERS XMISSION LINES  
LEBLANC TOWER SYSTEMS  
650 South Taylor Avenue, Louisville, CO 80027  
TEL:303-665-8000 FAX:303-673-9900

 **JAMPRO** Phone 916-383-1177 Fax 916-383-1182  
ANTENNAS / RF SYSTEMS  
"Antennas UHF/VHF/FM" "Rigid line  
"Combiners FM & UHF" "Waveguide  
COMPLETE SYSTEM SOLUTIONS  
e-mail jampro@ns.net http://www.jampro.com

**YOUR CARD HERE**  
**Call:**  
**(202) 659-2340**

**YOUR CARD HERE**  
**Call:**  
**(202) 659-2340**

**NATIONWIDE TOWER COMPANY**  
ERECTOR • DISMANTLER • ANTENNA • RELAMP  
ULTRASOUND • STRUCTURAL ANALYSIS • PAINT  
INSPECTIONS • REGUY • ENGINEERING  
P.O. BOX 139 POOLE, KY 40444-0139  
PHONE (502) 533-0880 FAX (502) 533-0844  
24 HOUR EMERGENCY SERVICE AVAILABLE

 **DSI**  
RF Systems, Inc.  
• Remote Camera Systems  
• Transmitter and Studio Installation  
• Microwave and Satellite  
Engineering and Installation  
408 Sh 1-1144 24A World's Fair Drive  
Somerset, NJ 08873

# Datebook

## JANUARY 1998

**Jan. 8-11**—"International CES: The Source for Consumer Technologies," consumer electronics exposition presented by the *Consumer Electronics Manufacturing Association*. LVCC, Sands, Hilton and Alexis Park, Las Vegas. Contact: (703) 907-7674.

**Jan. 9-11**—"Civic Journalism: Advances in Reporting," workshop sponsored by the *Radio and TV News Directors Foundation* and the *Pew Center for Civic Journalism*. Terrace Garden Hotel, Atlanta. Contact: Sarah Pollack, (202) 331-3200.

**Jan. 11**—"The Caucus for Producers, Writers & Directors" 15th annual awards dinner. Regent Beverly Wilshire Hotel, Beverly Hills, Calif. Contact: David Levy, (818) 843-7572.

**Jan. 15-17**—"Cable Sales Management School 1998," conference presented by the *Cabletelevision Advertising Bureau*. Grenelife Conference Center, Orlando, Fla. Contact: Nancy Lagos, (212) 508-1229.

**Jan. 16**—40th *New York Festivals* International TV Programming & Promotion Awards and International Non-Broadcast Awards gala. Marriott Marquis, New York City. Contact: (914) 238-4481.

**Jan. 18-21**—*National Retail Federation Convention*. Jacob K. Javits Convention Center, New York City. Contact: (800) 673-4692.

**Jan. 19-22**—*National Association of Television Programming Executives* 34th annual program conference and exhibition. Ernest Morial Convention Center, New Orleans. Contact: (310) 453-4440.

**Jan. 19-22**—25th annual *Association of Local Television Stations* convention. Ernest Morial Convention Center, New Orleans. Contact: Angela Giroux, (202) 887-1970.

**Jan. 23**—40th *New York Festivals* International TV & Cinema Advertising Awards gala. Marriott Marquis, New York City. Contact: (914) 238-4481.

**Jan. 26**—*Nebraska Broadcasters Association* state legislative reception. Cornhusker Hotel, Lincoln, Neb. Contact: Dick Palmquist, (402) 333-3034.

**Jan. 26-29**—*Electromagnetic Energy Association* Short Course on Management of Electromagnetic Energy Issues: Relevant Strategies. The Fairmount Hotel, San Antonio, Tex. Contact: (202) 452-1070.

**Jan. 28-30**—"Building the Digital Platform," 10th annual *Society of Cable Telecommunications Engineers* Conference on Emerging Technologies. San Antonio Convention Center, San Antonio, Tex. Contact: (610) 363-6888.

**Jan. 29**—New York Achievement in Radio Awards recognizing excellence in New York-area radio, presented by *The March of Dimes*. The Super Club, New York City. Contact: Brendan Hurley, (914) 997-4588.

**Jan. 29-31**—*Eckstein, Summers & Company* annual conference on new business development for the television industry. Don CeSar Beach Resort, St. Pete Beach, Fla. Contact: Roland Eckstein, (732) 530-1996.

**Jan. 30**—Tampa Achievement in Radio Awards recognizing excellence in Tampa-area radio, presented by *The March of Dimes*. Ramada Inn Airport, Tampa, Fla. Contact: Betsy Herman, (813) 287-2600.

**Jan. 31-Feb. 3**—55th annual *National Religious Broadcasters* convention and exposition. Sheraton Washington, Washington. Contact: (703) 330-7000.

## FEBRUARY 1998

**Feb. 2-4**—"Profiting from Research Today," 15th annual *CTAM* research conference. San Antonio Marriott Rivercenter, San Antonio, Tex. Contact: (703) 549-4200.

**Feb. 3-4**—"The Five Burning Questions," DBS conference presented by *The Carmel Group*. Sheraton Gateway Hotel, Los Angeles. Contact: Françoise McAvinchey, (408) 626-6222.

**Feb. 3-4**—*Arizona Cable Telecommunications Association* annual meeting. Airport Hilton Hotel, Phoenix. Contact: (602) 955-4122.

**Feb. 5-7**—32nd annual *Society of Motion Picture and Television Engineers* Advanced Motion Imaging Conference. Sheraton Centre Hotel, Toronto. Contact: John Izzo, (914) 761-1100.

**Feb. 5-8**—18th annual *Radio Advertising Bureau* Marketing Leadership Conference. Wyndham Anatole Hotel, Dallas. Contact: Dana Honor, (800) 722-7355.

**Feb. 8-10**—*North American National Broadcasters Association* annual general meeting. DIRECTV Bldg., Los Angeles. Contact: (416) 205-8533.

**Feb. 18-20**—"Winning at Credit," 33rd annual *Broadcast Cable Credit Association* seminar. Tropicana, Las Vegas. Contact: Mary Teister, (847) 296-0200.

**Feb. 18-22**—*International Radio & Television Society Foundation* 1998 Faculty/Industry Seminar. Marriott East Side, New York City. Contact: Marilyn Ellis, (212) 867-6650.

**Feb. 20**—*International Radio & Television Society Foundation* newsmaker luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

**Feb. 24-25**—Great Lakes Broadcasting Conference and Expo, presented by the *Michigan Association of Broadcasters*. Lansing Center, Lansing, Mich. Contact: (800) 968-7622.

**Feb. 25-27**—Texas Show '98, conference and exhibition presented by the *Texas Cable & Telecommunications Association*. San Antonio Convention Center, San Antonio. Contact: (512) 474-2082.

**Feb. 25-28**—29th Country Radio Seminar, presented by the *Country Radio Broadcasters*. Nashville Convention Center, Nashville. Contact: (615) 327-4487.

**Feb. 28-March 3**—*Small Cable Business Association* annual National Cable Conference. Washington Court Hotel, Washington. Contact: (510) 462-2473.

## MARCH 1998

**March 5**—*Cabletelevision Advertising Bureau*. Cable Advertising Conference. Marriott Marquis Hotel, New York. Contact: Nancy Lagos, (212) 508-1229.

**March 5**—*International Radio & Television Society Foundation* newsmaker luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

**March 6-8**—57th annual *Intercollegiate Broadcasting System* conference. Hotel Pennsylvania, New York City. Contact: Fritz Kass, (914) 565-0003.

**March 9-13**—Second *World Summit on Television for Children*. Queen Elizabeth II Centre, London. Contact: +44 (0)181 576 4444.

**March 10-12**—*NIMA International* spring conference. Hyatt Regency Capitol Hill, Washington. Contact: (202) 289-6462.

**March 12**—14th annual *National Association of Black Owned Broadcasters* Communications Awards Dinner. Sheraton Washington Hotel, Washington. Contact: (212) 897-3501.

**March 18-21**—*National Broadcasting Society—Alpha Epsilon Rho* annual convention. Sheraton Music City, Nashville. Contact: Richard Gainey, (419) 772-2469.

**March 25**—*International Radio & Television Society Foundation* Gold Medal Award dinner. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

## APRIL 1998

**April 3-6**—*Broadcast Education Association* 43rd annual convention and exhibition. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5354.

**April 6-7**—*Television Bureau of Advertising* annual marketing conference. Las Vegas Hilton, Las Vegas. Contact: (212) 486-1111.

**April 6-9**—*National Association of Broadcasters*

annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5300.

**April 16-19**—*New Mexico Broadcasters Association* 52nd annual convention. Sheraton Uptown, Albuquerque. Contact: Paula Maes, (505) 881-4444.

**April 16-19**—SkiTAM '98, program of events to benefit the U.S. Disabled Ski Team, presented by *CTAM of the Rocky Mountains*. Vail, Colo. Contact: Deborah Kenly, (303) 267-5821.

## MAY 1998

**May 3-6**—Cable '98, 47th annual *National Cable Television Association* convention and exposition. Georgia World Congress Center, Atlanta. Contact: Bobbie Boyd, (202) 775-3669.

**May 17-20**—38th annual *Broadcast Cable Financial Management Association* conference. Hyatt Regency Hotel, New Orleans. Contact: Mary Teister, (847) 296-0200.

**May 18-19**—*Kentucky Cable Television Association* annual convention. Radisson Plaza Hotel, Lexington, Ky. Contact: Randa Wright, (502) 864-5352.

**May 18-20**—"Cable & Satellite '98: The European Broadcast & Communications Event," presented by *Reed Exhibition Companies*. Earl's Court 2, London. Contact: Elizabeth Morgan, (203) 840-5308.

**May 19**—Fifth annual *International Radio & Television Society Foundation* awards luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

**May 27-29**—*World Broadcasting Unions* Sixth International Broadcast News Workshop. CBC Broadcast Centre, Toronto. Contact: (416) 205-8533.

## JUNE 1998

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

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

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

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

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

## AUGUST 1998

**Aug. 5-8**—*Association for Education in Journalism & Mass Communication/Association of Schools of Journalism & Mass Communication* 81st annual convention. Hyatt Regency Baltimore/Sheraton Inner Harbor, Baltimore. Contact: (803) 777-2005.

**Aug. 13-15**—*Nebraska Broadcasters Association* 65th annual convention. Holiday Inn, York, Neb. Contact: Dick Palmquist, (402) 778-5178.

## SEPTEMBER 1998

**Sept. 11-15**—1998 *International Broadcasting Convention*. Amsterdam, Holland. Contact: 011 44 171 240 3839.

**Sept. 23-26**—*Radio Television News Directors Association* international conference and exhibition. San Antonio Convention Center, San Antonio, Tex. Contact: Rick Osmanski, (202) 467-5200.

## OCTOBER 1998

**Oct. 28-31**—*Society of Motion Picture and Television Engineers* 140th technical conference and exhibition. Pasadena Convention Center, Pasadena, Calif. Contact: (914) 761-1100.

**Major Meeting dates in red**

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

## Digital revolutionary

In another era, Tony Werner would have been the guy behind the scenes who kept the trains running on time. Or maybe the nameless engineer who built Henry Ford's assembly line.

Today, on the cusp of the 21st century, he's the guy who's building Tele-Communications Inc.'s digital future. As senior vice president of engineering and technical operations, Werner is the point man of TCI's digital cable rollout.

"It's a new option [for] our industry," Werner says of digital. "The first time we've had it is really this year. The endgame on the entertainment side is getting more capacity and more channels. At the end of the day, what consumers care [about] is that they have a good-value proposition."

Werner is clearly and unabashedly a technologist—a geek in some lexicons. Just subtract the derogatory connotations.

Born and raised in Benson, Minn., Werner spent two years at Dakota County Technical College before deciding he probably could get ahead faster in the trenches than in academia. The cable connection came early, when he hired on as an engineer at Silsbee Cablevision in Silsbee, Tex. Twenty years ago, small cable systems like the one in Silsbee were the core of the cable industry. But Werner wasn't interested in being at the core. He wanted to be out beyond the cutting edge.

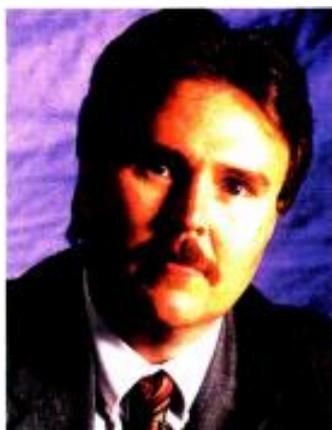
Cut to today: the closing days of 1997, when the nation's largest cable company is one of those opening the door on the new era of digital.

"[Digital] has been at the top of my mind since I joined TCI," Werner says. "First, it was preparing technical groups in systems on what was required to carry digital. It was having to understand whether to retrain the staff. It was having to retool in terms of test equipment.

"It was doing all that in the absence of having a final product to test."

With the October 1996 launch of ALL TV (later recast and renamed TCI Digital Cable) in Hartford, Conn., Werner's work was just beginning. Coming in short order were launches in Arlington Heights, Ill., and Fremont-Sunnyvale, Calif.

That's when things started to get interesting for Werner and the rest of the TCI crew. The three test markets all had been rebuilt to 750 megahertz with hybrid fiber/coax and had plenty of bandwidth to deliver a robust digital product that didn't



*"The beauty of digital is that when you marry it with Internet Protocol networks, you end up with an incredibly powerful offering."*

### Tony Eugene Werner

**Senior VP of engineering and technical operations, TCI, Denver; b. Nov. 11, 1956, Benson, Minn.; attended Dakota County (Minn.) Technical College; chief technician, Silsbee Cablevision, Silsbee, Tex., 1976-77; engineering manager, WGN Albuquerque, N.M. (superstation's cable television group), 1977-79; western regional engineer, RCA Cablevision Systems, Van Nuys, Calif., 1979-81; Rogers Cable-systems Ltd.: engineering VP, U.S. operations, Minneapolis, 1981-89; engineering VP, Eastern Canadian region, Toronto, 1989-90; engineering VP, Hong Kong Cable Communications Inc. Hong Kong, 1990-91; VP of operations engineering, Rogers Cablesystems, Toronto, 1991-94; Tele-Communications Inc.: VP of engineering, 1994-97; present position since March 1997; m. Julia Marxen, Sept. 7, 1985; children: Michael, 11; Cara, 8**

require heavy-duty compression rates. But on the heels of a nearly disastrous third quarter and mounting money woes, TCI's leadership faced a tough choice: spend the company further into debt to upgrade and launch digital, or find another way.

In addition to the expense of a traditional upgrade, which involves "physically touching every pole," as Werner puts it, substantial time is required. With the competitive push by DBS and TCI's own need to get its revenue engine revving, speed was essential.

So Werner and the TCI tech brain trust found another way: "electronic" upgrades. An electronic upgrade requires work primarily at the headend—reconfiguring the system for, say, three fewer analog channels, then taking the bandwidth and pushing 12 to 16 digitally compressed channels down each channel. Presto: 36 to 48 new channels.

"We're incredibly bullish on [digital]," Werner says. "It gives us format flexibility to the home and allows us to be a very attractive silicon cost curve. The other beauty of digital is that when you start to marry it with Internet Protocol networks, you end up with an incredibly powerful offering."

Werner's rise in the cable industry and at TCI is unusual in that it came without academic pedigree. But his mentors—including TCI President Leo Hindery and Tom Elliot, vice president of Cable Television Laboratories and former TCI technology guru—found no gaps in Werner's real-world education.

"At the time I was looking to build what I would think from the MSO perspective was a world-class engineering team, I felt I needed a strong leader," Elliot says. "I had a lot of candidates. ... To Tony's credit, he turned out to be lead candidate from a group of highly qualified people."

The job has taken a toll. There's been no time for creating stained glass, a hobby shared by Werner and his wife, Julia. Reading's a big part of the job and Werner's continuing self-education. But aside from the occasional foray into popular nonfiction—Jon Krakauer's "Into Thin Air" and Bill Gates's "The Road Ahead"—Werner's reading list encompasses topics that make most people's eyes glaze over.

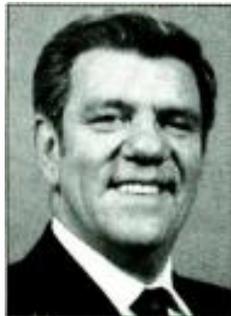
Hardly surprising for a guy who eats, lives and breathes technology.

Werner says: "Since I moved to Denver and since Leo [Hindery] came on board, my hobby has been my job." —Price Colman

# Fates & Fortunes

## BROADCAST TV

Appointments at WFOR-TV Miami: **Adam Lubkin**, manager, Hurricane Radio Network, Hollywood, and **Karen Stephen**, account executive, TCI Media Services, Miami Lakes, join as account managers.



Whitener

**Jerry Whitener**, GM, KLRT(TV) Little Rock, Ark., joins WTUV(TV) Evansville, Ind., in same capacity.

**David Kaye**, national sales manager, WKYC-TV Cleveland, named general sales manager.

**Jim Gilbert**, director, engineering, WTAE-TV Pittsburgh, joins WPVI-TV Philadelphia in same capacity.

**Corey Lewis**, local sales manager, WPSG(TV) Philadelphia, named general sales manager.

**Debbie Davidson**, research director, KDNL-TV St. Louis, joins KPLR-TV there as marketing and research manager, sales.

**Eva Cooper**, production manager, Trillion Post Production, joins WOOD-TV Grand Rapids, Mich., as director, community affairs.

**David Jernigan**, general sales manager, WXVT(TV) Greenville/Greenwood, Miss., joins WPSD-TV Paducah, Ky., in same capacity.

**John Nuzzi**, VP, affiliate promotion, Fox Broadcasting Network, Los Angeles, joins ABC Television Network, New York, as VP, affiliate marketing and promotion.

**Dave Ulrickson**, general sales manager, ad sales, Comcast Cable, Sacramento, Calif., joins KMTR(TV) Eugene, Ore., in same capacity.

## PROGRAMMING

**Steve Wexler**, VP/GM, Journal Broadcast Group's Tucson, Ariz., radio stations, and **Jeff Jacoby**, VP/GM, Journal Broadcast Group's Knoxville, Tenn., operations, elected members of the board of directors.

**Charles Pizzi**, president of the Greater Philadelphia Chamber of Commerce,

elected chairman of the board of directors, WHYY Inc.

**John Porter**, president, American Program Service, Boston, will retire effective April 1, 1998. **Joseph Zesbaugh**, COO/executive VP, APS, will succeed Porter as president/CEO.

**Jane Linn**, corporate development associate, WKAR-AM-FM-TV East Lansing, Mich., named corporate development director.



Belperio

**Nick Belperio**, creative services director, WXIX-TV Cincinnati (Fox affiliate), named VP, affiliate promotion, Fox Broadcasting Co.

**Janyth Righter**, underwriter, Florida Public Broadcasting Service,

Tampa, Fla., named VP, statewide underwriting.

Appointments at WITF Inc., Harrisburg, Pa.: **Gregory Poland**, VP/CFO, named senior VP/CFO; **Howard Lalli**, editor and publisher, Central PA, assumes

## Meteorology and medicine meet

**Bob Ryan**, chief meteorologist, WRC-TV Washington, was honored Dec. 16 by Children's Hospital in a ceremony at the medical center. The ceremony recognized Ryan's many contributions to children's health, particularly his help in funding their medical needs through the sale of his almanac and "Guide for the Weatherwise." 1997 marks the 18th annual publication of the almanac, which is sold in partnership with Giant Food stores and has raised more than \$400,000 over the years. All proceeds are donated to charity. This year the beneficiaries are The Children's Inn at the National Institutes of Health, Children's National Medical Center, the Hospital for Sick Children, the Juvenile Diabetes Foundation and the Treatment & Learning Centers.

the additional title of VP, editorial development.

## JOURNALISM

Appointments at WFOR-TV Miami: **Mark Neerman**, producer, KDKA-TV Pittsburgh, joins as executive producer; **Sharon Butterworth**, news producer, WFSB(TV) Hartford, Conn., joins as weekend producer; **Alissa Merlo**, assistant nighttime assignment editor, WSVN(TV) Miami, joins as assignment director.

**Colleen McEdwards**, anchor/producer, Canadian Broadcasting Company's *Late Night News*, Toronto, joins CNN International, Atlanta, as anchor, early morning editor of *World News* weekend programs.

Appointments at WEMJ-TV Youngstown, Ohio: **Jack Gridc**, account executive, named local sales manager; **Bob Black**, anchor, WKBN-TV Youngstown, joins as co-anchor and assistant news director; **Laura Steele**, weekend anchor, named weeknight co-anchor; **Glenn Stevens**, assistant news director, named director, special news projects and co-anchor, noon news.

Appointments at WPVI-TV Philadelphia: **Michelle McCormack**, reporter, KMBC-TV Kansas City, Mo., joins in same capacity; **Camille Edwards**, executive producer, afternoon newscasts, WLS-TV Chicago, joins as assistant news director.



Kilmeade

Appointments at Fox News Channel, New York: **Brian Kilmeade**, free-lance sports correspondent, named sports anchor/reporter; **Shepard Smith**, reporter, named senior correspondent.

**Kevin Cokely**, anchor, WYFF(TV) Greenville, S.C., joins WOIO(TV) Cleveland/Shaker Heights, Ohio, as weekday co-anchor.

## RADIO

**Kim Hodgson**, general manager, WAMU(FM) Washington, has been re-elected chair of the board of directors of National Public Radio.

**John Maguire**, VP, WEEI(AM) Boston, joins Back Bay Broadcasters Inc., Paw-

tucket, R.I., as president/COO.

**Mark Eklund**, guitar engineer, Everclear Touring Co., joins NBG Radio Network, Portland, Ore., as production manager.

**Jaya Koilpillai-Greene**, director, public relations and marketing, American Red Cross, Los Angeles, joins National Public Radio, Washington, as director, corporate communication.

**DeDe McGuire**, midday personality/music director, WIOQ(FM) Philadelphia, joins ABC Radio Networks, Dallas, as co-host, *The Doug Banks Show*.

**Jim McClain**, director, sales, Philadelphia region, CBS Radio Sales, Interep, joins Nassau Central-WIWI(AM) Princeton; WPST(FM), WTTM(AM) and WCHR(FM) Trenton, all New Jersey, as national sales manager.

Appointments at WKQI(FM) Detroit: **Rick Gillette**, independent programming con-



Gillette



O'Brien

sultant/special contributor, *Network 40* magazine, joins as program director; **Tom O'Brien**, program director, named marketing and operations manager.

**Damon Perry**, host, morning show, WDFN(AM) Detroit, joins One-on-One Sports, Chicago, in same capacity.

**Tom Bigby**, station manager/program director, WIP(AM) Philadelphia, assumes additional responsibility of program director for WPHI(AM) Philadelphia.

**Vicki Santa**, volunteer, WMNF(FM) Tampa, Fla., joins the station as development director.

**Helene Wexler-Gold**, local sales manager, New Country Y-107 (including three New York properties, all of which broadcast on 107.1), New York, named general sales manager.

**Moneen Daley**, midday personality, WSRF(FM) Worcester, Mass., named assistant program director.

**Mark Edwards**, program director, WLIT-FM Chicago, named VP, programming.

**Bob Studebaker**, weeknight and Sunday morning on-air music host, WJJJ(FM) Pittsburgh, joins WDUQ(FM) Pittsburgh as morning jazz host and production manager.

## CABLE

**Craig Turner**, director, affiliate relations and sales, Northeast region, Request Television, Denver, named VP.

**Matthew Murphy**, senior account executive, Eastern division, ESPN, Bristol, Conn., named director, affiliate sales and marketing.

Appointments at Viewer's Choice, new York: **Betsy Kellman**, senior regional director, affiliate relations, named regional VP; **John Smith**, senior director, affiliate relations and national account, named regional VP; **Claire Kostbar**, director, human resources, named senior director.

**John Sharp**, business manager, sales planning, MTV Latin America, Miami, named director, finance.

**Lourdes Inclan**, director, compensation and benefits, Calvin Klein Inc., joins Cablevision Systems Corp., Woodbury, N.Y., as VP, corporate benefits and services.



Sexton

**Dan Sexton**, VP, CNET Television, San Francisco, named senior VP.

Appointments at Comcast Sports-Net, Philadelphia: **Sam Schroeder**, VP, programming and production, named senior VP, programming and

operations; **Stephanie Lafair-Smith**, director, marketing, sales development, named VP.

Appointments at Turner Broadcasting Sales: **Rick North**, senior VP/general sales manager, TBS Superstation, named senior VP, development; **Dennis Quinn**, VP/Midwest sales manager, Turner Entertainment Networks, Chicago, named senior VP/general sales manager, TBS Superstation, New York; **Linda Yaccarino**, director, ad sales, CNBC, named VP/sales manager, Turner Broadcasting Sales.

## DEATH

**Odin Ramsland**, 85, veteran broadcaster, died Dec. 11 at the Midwest Community Hospice in Minneapolis. In 1937 Ramsland joined the sales office of KDAL(AM) Duluth, Minn.

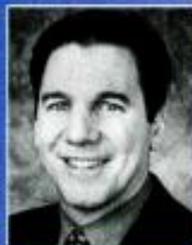


Ramsland

While there he helped to establish KDAL-TV, now KDLH, Duluth. Ramsland became president/general manager of KDAL-TV in 1957 and remained in that post until his retirement in 1977. Recipient of the Pioneer Broadcaster's Award from the Minnesota Broadcasters Association, Ramsland was active in the Duluth community and served on the boards of several organizations. Survivors include his wife, Vivian; three children, and seven grandchildren.

## Comedy Central hires sales group

Comedy Central has created its own sales/affiliate relations group. Appointments: **Brad Samuels**, VP, affiliate relations, named senior VP; **Clayton Banks**, senior VP, sales and marketing, Sega Channel, New York, joins as VP, Northeast region, New York; **Lisa Delligatti**, director, Southern region, Discovery Networks, joins as VP, Southeast region, Atlanta; **Richard Freedman**, independent consultant, National Geographic Channels, Washington, joins as VP, Western region, based in Denver.



Samuels



Banks



Delligatti



Freedman

—Compiled by Denise Smith  
e-mail: d.smith@b&c.cahners.com

# In Brief

**The U.S. Court of Appeals in Washington plans to hear arguments in May on a petition by the NAB and the Radio-Television News Directors Association to eliminate the FCC's personal attack and political editorial rules.** The groups have asked the court either to eliminate the rules or to force the FCC to act on their petition against the rules. The commissioners addressed the issue in the summer but were divided on how to deal with the rules, which require stations to offer candidates a chance to respond to on-air personal attacks or editorials.

**Covington, Ky.-based Regent Communications spent \$8 million last week for three California radio stations.** KIXW(AM)-KZXY-FM Apple Valley and KIXA(FM) Lucerne Valley are owned by Ruby and Topaz Broadcasting and are the only broadcast interests of its president, Tom Gammon. The purchase, which

brings Regent's holdings to 15 FMs and 10 AMs, was brokered by Star Media Group Inc.

**NBC picked up 23 Golden Globe nominations last week in Los Angeles,** topping its record of 20 in 1990 and 1991 and beating the other networks combined. In the drama category, NBC reigned with seven nods, including nominations for *ER* and *Law & Order*. The other drama nominations were *Chicago Hope* (CBS), *NYPD Blue* (ABC) and *The X-Files* (Fox). NBC also dominated the comedy category, with nominations for *3rd Rock from the Sun*, *Frasier*, *Friends* and *Seinfeld*. Fox also had a comedy nod for its freshman show *Ally McBeal*. ABC's *Spin City* also received a comedy nomination. In the race for best actor in a drama, Kevin Anderson from ABC's struggling *Nothing Sacred* earned a nomination, as did George Clooney and Anthony Edwards for *ER*, David Duchovny for *The X-Files*

and Lance Henriksen for *Millennium* (Fox). For best actress in a drama, the nominations were Gillian Anderson, *The X-Files*; Kim Delaney, *NYPD Blue*; Roma Downey, *Touched by an Angel* (CBS), and Christine Lahti, *Chicago Hope*. Overall, ABC got 10 nominations, while Fox and CBS were tied with six. TNT rang in with five, and HBO and Showtime each garnered four. The 55th Golden Globes—awarded by the Foreign Press Association—will be telecast live from Los Angeles Jan. 18 at 9-11 p.m. on NBC.

**Classic Sports Network withdrew its program access complaint to the FCC** that Cablevision Systems Corp. refused to carry the channel without getting a piece of equity. The complaint was filed two weeks before Cablevision's SportsChannel operation announced it would launch a rival old sports clips network last March. Classic Sports, owned by ESPN since October, said it was

pleased to resolve the matter and "the consideration is more than we hoped for." However, Cablevision adamantly denied that it gave any kind of concession to Classic Sports, with general counsel Robert Lemle saying that Classic Sports complaint was a "misguided attempt to use the federal government to force us to purchase more of their programming."

**Paramount Domestic Television's syndicated news magazine *Hard Copy* has been renewed through the 1999 season in 85 markets,** including 19 of the top 20. New stations include WPIX(TV) New York, KCAL(TV) Los Angeles and WJBK-TV Detroit. Top 10 market renewals include WBBM-TV Chicago, KYW-TV Philadelphia and KRON-TV San Francisco. *Hard Copy* is sold for access, early fringe and some daytime clearances.

**Rysher Entertainment's *Judge Mills Lane* has been cleared on 15 of the Tribune station**

## He says, she says

Former WMAQ-TV news anchor Carol Marin—who resigned last year during a well-publicized flap over Jerry Springer's recruitment for commentaries—challenged Springer to back up his claim that the station was about to let her go.

In an interview in the Dec. 15 BROADCASTING & CABLE, Springer alleged that the Chicago NBC affiliate was not renewing Marin's contract and that she and co-anchor Ron Magers resigned from the station to cause a national uproar. Marin and Magers stated in May that they left the station for a number of reasons, including the hiring of the controversial talk host as a weekly commentator.

Marin, now a reporter with WBBM-TV Chicago and CBS's *Public Eye* with Bryant Gumbel, says that she had tried to leave the station a month earlier upon first hearing of Springer's possible role on the newscast: "Last January I began to hear that Springer was in the pipeline, and I went to [WMAQ-TV General Manager] Lyle Banks and asked him



Carol Marin

if that was true. I told him it would be tremendously destructive if we put Springer on our air, and [Banks] didn't agree with me."

Marin says that in early March, she and her lawyer asked WMAQ-TV executives if she and the station "could quietly divorce." They declined to let her go, she says, and instead picked up a six-month option that would have lasted through the end of December.

When national attention fell on the station and Springer, Marin says, she was allowed to leave the final week of April. Springer quit the news show the next week, after two days. "Jerry was only the last chapter," she says, "I

had raised my voice several other times on issues that had nothing to do with Springer. So I didn't quit over his hiring."

Marin challenged Springer to produce facts. "It is time to offer them up," she says. "Otherwise let's just get on with it, so he can go do what he does and I can go do what I do." Neither WMAQ-TV executives nor Springer would comment.

—Joe Schlosser

## Chris Farley, 1964-1997

Comedian Chris Farley—a thriving film actor who was best known for his work on NBC's *Saturday Night Live*—was found dead by his brother late last Thursday in Chicago. The cause of death was not immediately known. Farley was 33.



The comedian spent five seasons on *Saturday Night Live* and also starred in feature films, including "Tommy Boy," "Black Sheep," "Wayne's World" and "Coneheads." NBC released a statement that said, in part: "Everyone at NBC and *Saturday Night Live* mourns the passing of Chris Farley. We find it hard to express how tragic it is to lose such a valued friend and colleague at such a young age. We will miss his special gifts, including a unique ability to make people laugh."  
—Lynette Rice

**group's outlets for fall 1998.** The deal covers all Tribune stations with the exception of WGN-TV Chicago. In that market, WCIU-TV Chicago already has acquired the show and plans to run it in access. The boxing referee and Nevada judge will tape his show at WPIX(TV) New York.

**All American/Fremantle Television Group President Larry Lamattina will leave the company at the end of the year.** Lamattina's exit comes a month after All American's purchase by Pearson Television.

**A court last week gave North Carolina broadcaster Zebulon Lee his interim radio license back.** In 1995 the commission revoked Lee's license and gave it to a consortium of competing applicants pending a decision on the contested license. The

action later prompted protest from Sen. Jesse Helms, who earlier this year had threatened to delay William Kennard's nomination as FCC chairman over the issue. Now the U.S. Court of Appeals says the FCC acted arbitrarily and capriciously in yanking the interim license and has ordered regulators to give it back to Lee's Orion Communications until the FCC decides who the permanent licenseholder should be.

**Retailing giant Home Depot has entered the syndication market with an FCC-friendly live-action children's series.** Based on the retailer's in-store children's clinics, the half-hour *Homer's Workshop* will debut in September. MG/Perin Inc. will distribute the weekly show on a two-year basis, with 26 episodes per season being produced by Big Kid Productions.

**Clarification:** A story in the Dec. 8 issue quoted National Cable Television Association President Decker Anstrom as saying that cable programming last year claimed 54% of household market share, with less than 40% going to commercial broadcasters. Anstrom was comparing cable share to broadcasting share in cable homes only. Anstrom took his figures from the Cabletelevision Advertising Bureau's 1998 Cable TV Facts publication.

**Errata:** In the Dec. 15 talk show special, *Jenny Jones* was incorrectly identified as a Universal show. It is from Warner Bros. The story also suggested that some syndicators had identified *Sally Jessy Raphael* as a show that had slipped against its celebrity-driven competition. In fact, the show was up in a year-to-year comparison of its fall 1996 and 1997 performances (as a chart in the story correctly stated).

Tables accompanying a Dec. 1 special report on media investment banking contained errors. The July 1996 sale of Gannett Corp.'s billboard unit to Outdoor Systems was \$713 million, higher than reported. The charts also omitted International Family Entertainment Inc.'s \$1.9 billion sale to Fox Kids Worldwide, handled by Bear, Stearns & Co., and Fox/Liberty Sports' \$900 million bond sale, handled by Bear, Stearns and Merrill Lynch & Co.

The Dec. 15 editorial on Jerry Springer and talk show violence said one guest on *Jenny Jones* killed another after a "surprise confrontation" on a show that never aired. Warner Bros., Jones distributors, disputes that the meeting of two men in question was a surprise and backs its claim with sworn testimony. Also the editorial erroneously suggested that tempers flared on the show.



Drawn for BROADCASTING & CABLE by Jack Schmidt  
"If you're one of the King brothers, we've already renewed Wheel and Jeopardy!"

Printed in the U.S.A. Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate. *Broadcasting-Television* introduced in 1945. *Television* acquired in 1961. *Cablecasting* introduced in 1972. *Broadcasting/Cable* introduced in 1989. *Broadcasting & Cable* introduced in 1993. *Broadcasting & Cable* is a registered trademark of Reed Elsevier Inc. *Telemedia Week* is a registered trademark of Reed Elsevier Inc. \*Reg. U.S. Patent Office

### Cahners

*Broadcasting & Cable* (ISSN 0007-2028) (GST #123397457) is published weekly, except at year's end when two issues are combined, by Cahners Publishing Co., 245 West 17th St., New York, NY 10011. Cahners Publishing Co. is a division of Reed Elsevier Inc., 275 Washington St., Newton, MA 02158-1630. Bruce A. Barnett, President and Chief Executive Officer; Jackie A. Daya, Vice President and Chief Financial Officer; Mark Lieberman, Executive Vice President. *Broadcasting & Cable* copyright 1997 by Reed Elsevier Inc. All rights reserved. *Broadcasting & Cable* is a registered trademark of Reed Elsevier Properties Inc., used under license. Periodicals postage paid at New York, NY, and additional mailing offices. Canada Post International Publications Mail Product (Canada Distribution) Sales Agreement No. 0607533. Postmaster, please send address changes to *Broadcasting & Cable*, PO Box 6399, Torrance, CA 90504-0399. Rates for non-qualified subscriptions, including all issues: USA, \$129; Canada, \$169 (includes GST); Foreign Air, \$350. Foreign Surface, \$199. A reasonable fee shall be assessed to cover handling costs in cancellation of a subscription. Back issues, except for special issues where price changes are indicated, single copies are \$7.95 US, \$10 foreign. Please address all subscription mail to *Broadcasting & Cable*, PO Box 6399, Torrance, CA 90504-0399. Microfilm of *Broadcasting & Cable* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, MI 48106 (1-800-521-0600). Cahners Publishing Co. does not assume and hereby disclaims any liability to any person for any loss or damage caused by errors or omissions in the material contained herein, regardless of whether such errors result from negligence, accident or any other cause whatsoever.

## Sweets and switches

Since this will be our last editorial page of 1997, we thought we'd take the opportunity to provide some picks and pans of the past media year (as well as a few stocking stuffers).

- A big thumbs-up (in this case planted squarely in the dike) to NBC and BET for attempting to stem the tide of content control represented by the new ratings system.

- Lumps of coal to those who went along to get along.

- Nickelodeon's The Big Help campaign encouraging kids to volunteer in their communities gets a big hand. Millions of calls demonstrated the power of television and the commitment of young people to making a difference. The combination is a force to be reckoned with.

- A nervous, twitchy smile for MTV's *Oddville* (we claim total bias here, since it is helmed by our own alumnus, Rich Brown/Frank Hope). If cable is banking on original programming, you can't get much more original. Come on, guys: let Hope spring eternal.

- A swift kick in the conscience to the radio station jock whose disgusting joke on-air about having sex with a minor drew the FCC's ire and a \$2,000 fine. No, we haven't changed our opinion of First Amendment protections, but we'll let Larry Flynt and his publication handle any defense of this guy.

- A stuffed Underdog for the stocking of Bud Paxson, who has warmed the hearts of distributors of off-network hours and movie packages by bidding up prices in his play to become the newest network. He has also earned some admirers for putting his programming where his heart is, and without apology.

- A Big Brother award to former FCC Chairman Reed Hundt for, well, take your pick. Mandated free airtime is our choice for his worst idea, but we'll accept calls for a nightly PSA quota or his suggestion that government and industry examine broadcast news ethics.

- A Lou Gehrig (or maybe Cal Ripken) award to 23-year

FCC veteran James Quello. He ended on a high-note, checking much of Hundt's effort to write public interest rules for new technologies. Broadcasters will miss The Boss.

- A Howard Cosell "tell it like it is" award to then-FCC Commissioner Rachele Chong for telling a group of broadcasters last August that "unelected government officials must not be allowed to mandate what free Americans can and cannot see on TV."

- A gold Christmas star to Senator Arlen Specter for suggesting that free time for candidates is an illegal taking of property in violation of the Fifth Amendment. For Specter's colleagues, servants of the people all, copies of an Opinion Research Corp. study that showed that of 1,000-plus of those people, the majority did not support giving free time to candidates.

And to all, a happy and prosperous New Year.

## The powers of persuasion

It's an axiom of Washington lobbying that the better you are, the quieter you should be about it. So we were not surprised that the usually talkative NAB proved less so for our cover story on its run of successes, particularly in securing a second channel for every TV station and giving broadcasters an opportunity to thrive in the digital future. The feat is especially remarkable coming at the same time that the budget-conscious federal government discovered spectrum was worth billions at auction.

We appreciate NAB's excellence in the art of getting Washington to see things your way. And although we applaud its performance on digital TV, we do so without much enthusiasm. To seal the deals, the NAB had to trade off some of broadcasters' freedom to program as they choose. If it keeps that up, broadcasters may find that in addition to extra channels, they have new programming partners—Al Gore and the FCC.

Washington 1705 DeSales Street, N.W. Washington, DC 20036  
Phone: 202-659-2340 Editorial Fax: 202-429-0651

**Harry A. Jessell**, editor  
**Mark K. Miller**, managing editor  
**Kira Greene**, assistant managing editor (special projects)  
**John S. Eggerton**, assistant managing editor  
**Dan Trigoboff**, senior editor  
**David R. Borucki**, art director  
**Kim McAvoy**, contributing editor  
**Elizabeth A. Rathbun**, **Chris McConnell**, assistant editors  
**Paige Albinak**, staff writer  
**Sara Brown**, editorial assistant  
**Denise P. Smith**, **Kenneth R. Ray**, graphic artists  
**Winslow Tuttle**, proofreader

New York 245 West 17th Street, 10011; 212-645-0067; Fax 212-337-7028  
**Stephen McClellan**, bureau chief  
**John M. Higgins**, assistant managing editor (cable)  
**Richard Tedesco**, associate editor (Telemedia)  
**Donna Petrozzello** (radio),  
**Glen Dickson** (technology), staff writers

Los Angeles 5700 Wilshire Blvd., Suite 120, 90036,  
213-549-4100; Fax 213-937-4240  
**Lynette Rice**, bureau chief  
**Joe Schlosser**, staff writer

Denver 28310 Pine Dr., Evergreen, CO 80439,  
303-670-4124; Fax 303-670-1082  
**Price Colman**, bureau chief

## Broadcasting & Cable

**Peggy Conlon**, vice president/group publisher  
**Donald V. West**, editor at large

### Cahners Publishing Co.

**Bruce Barnett**, president and chief executive officer  
**Mark Lieberman**, executive vice president  
**Richard Vitale**, vice president, operations and planning  
**Dan Hart**, group controller  
**Robert W. DeAngelis**, circulation director  
**Sharon Goodman**, director of manufacturing and distribution  
**Louis Bradfield**, distribution director  
**Rick Higgs**, production manager, systems manager  
202-463-3718; Fax 202-728-0695

### Circulation Inquiries

Broadcasting & Cable: 800-554-5729  
Broadcasting & Cable Yearbook: 800-521-8110

**Sol Talshoff**, Founder and Editor (1904-1982)  
**Lawrence B. Talshoff**, Chairman Emeritus

Los Angeles 213-549-4113; Fax 213-937-5272

**Gary Rubin**, national advertising director  
**Craig Hitchcock**, account executive  
**Chuck Bolcom**, account executive, (technology/cable),  
San Francisco, CA 317-815-0882; Fax 317-815-0883  
**Kathleen Shuken**, administrative assistant  
**Stacie Mindich**, Trade Show Manager

New York 212-337-6940; Fax 212-337-6947

**Millie Chiavelli**, director of cable advertising  
**Robert Foody**, director of technical advertising  
**Yvonne Pettus**, **Julie DesRoberts** account executives  
**Joan Miller**, executive secretary  
**Estrella Diaz**, executive assistant

**Classified** 212-337-7073; Fax 212-206-8327  
**Antoinette Peilegrino**, manager, classified/marketing  
**Doris Kelly**, **Sandra Frey**, **Francesca Mazzucca**,  
advertising sales representatives  
**Sari Weiner**, sales assistant

### International Group

Broadcasting & Cable International □  
Television Asia □ Television Europe  
**Randi T. Schatz**, associate publisher  
212-337-6944; Fax 212-337-6948

**Lisa M. Murphy**, international advertising coordinator

### London, Broadcasting & Cable (Editorial)

Paramount House, 162-170 Wardour St., W1V3AT  
44-171-437-0493; Fax 44-171-437-0495  
**Meredith Amdur**, **Michael Katz**, international editors

# Happy Holidays

Wishing You  
Health, Happiness and Prosperity  
Throughout the New Year

from the staff of

**BROADCASTING & CABLE**

**Paige Albinak, Meredith Amdur, Chuck Bolkcom,  
David R. Borucki, Sara Brown, Millie Chiavelli, Peggy Conlon,  
Price Colman, Julie DesRoberts, Estrella Diaz, Glen Dickson,  
John S. Eggerton, Robert Foody, Sandra Frey, Kira Greene,  
John M. Higgins, Rick Higgs, Craig Hitchcock, Alisa Holmes,  
Harry A. Jessell, Chris Jones, Michael Katz, Doris Kelly,  
Francesca Mazzucca, Kim McAvoy, Stephen McClellan,  
Chris McConnell, Joan Miller, Mark K. Miller, Lisa M. Murphy,  
Antoinette Pellegrino, Donna Petrozzello, Yvonne Pettus,  
Elizabeth A. Rathbun, Kenneth R. Ray, Lynette Rice,  
Gary Rubin, Randi T. Schatz, Joe Schlosser,  
Kathleen Shuken, Denise P. Smith, Richard Tedesco,  
Dan Trigoboff, Sari Weiner, Winslow Tuttle, Donald V. West**



## Another Residential Customer Ignored by the Big Long Distance Companies

**He's Santa. Not "Santa Inc."** He's not a big corporation. He has eight tiny reindeer, not a fleet of corporate jets. He lives at the North Pole. He isn't headquartered on Wall Street. Working one night a year, employing a small group of elves, Santa doesn't provide the big profits the long distance giants demand.

So, like millions of other residential customers, Santa can't get local phone service from the big long distance giants. While they routinely offer local service to big businesses, they ignore residential customers.

BellSouth is ready to offer service to everyone. Yet we are forbidden to offer customers like Santa and everyone on his list long distance service.

This Christmas, the Federal Communications Commission has a chance to deliver a real gift to millions of residential consumers: Approval of BellSouth's entry into long distance in South Carolina and Louisiana. FCC approval can provide savings and jobs for South Carolina and Louisiana over the next several years – \$300 for each South Carolina household and over 7,500 jobs for Louisiana. That's a gift even Santa can't deliver.

**Savings. Convenience. Competition.** It's what we want to give everybody on our shopping list.

*Even the big guy in the red suit.*

**BELLSOUTH**

[www.bellsouth.com](http://www.bellsouth.com)



# WORLD



• KIDS • MEDIA SALES • MOVIES & MINI SERIES

# KING



PRODUCTIONS • VENTURES • DIRECT • INTERNATIONAL

© 1998 King World. All Rights Reserved

[www.americanradiohistory.com](http://www.americanradiohistory.com)

**NEW**

**ATTITUDE**

**NEW**

**PROGRAMS**

**NEW**

**VISION**

# Fast Track

Must Reading from

**Broadcasting  
& Cable**

January 5, 1998

For daily updates, check our Website at <http://www.broadcastingcable.com>

## TOP OF THE WEEK / 6

**NBC loses 'master of domain'** Filling the Thursday night hole left by the departure of Jerry Seinfeld is just one of NBC's problems. The network faces negotiations for sports rights and for *ER* that threaten to suck up 80% of operating profit. / 6

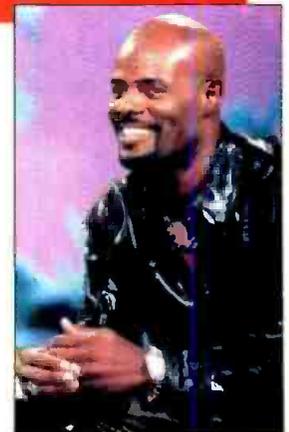
**Magness combatants talk settlement** The parties wrestling over the estate of late Tele-Communications Inc. chairman Bob Magness appeared ready to settle their feud last week. / 10

**Sinclair pulling more UPN affiliations** Sinclair head Barry Baker has taken nine of his stations out of UPN affiliation deals and could break off ties with three more by the middle of next year. / 11

**NAB expected to support 'local into local'** The National Association of Broadcasters is likely to adopt a position that would support satellite retransmission of local TV signals into their markets as long as satellite broadcasters carry all the signals in those markets. / 14

**Government to buy anti-drug time** The Clinton administration wants to boost anti-drug advertising campaigns to the tune of \$195 million a year for the next five years. / 15

**Kennard won't grant Tribune a Miami reprieve** FCC Chairman William Kennard won't let Tribune Broadcasting out of a requirement that it spin off one of its Miami media holdings by March 22. / 20



The future of 'The Keenen Ivory Wayans Show' will be under discussion this week / 10

## BROADCASTING / 34

**Heat turns it up** Silver King's WYHS-TV has acquired the rights to the NBA's Miami Heat for the next five years. To the station's management, it's a huge promotional platform from which to gain a toehold in the market. / 34



Actress Hunter Tylo was awarded \$5 million by a Los Angeles jury after she argued that she was wrongfully fired from 'Melrose Place' for getting pregnant. / 35

**APR listening trend continues downward** Another small annual decline in the Average Persons Rating in the spring '97 Arbitron sweep continued a four-year

trend, with the latest rating slipping below 16% for the first time since 1981. / 40

## CABLE / 41

**BNN expands news franchise** Steve Rosenbaum started with a local news show in upstate New York. Now Rosenbaum's Broadcast News Networks is expanding and will produce shows for several other networks. / 41

**MTV, Cronin have day in court** Litigation continues at the New York State Supreme Court over former TV Land network president Richard Cronin's departure from MTV Networks to Fox Kids Worldwide. / 43

## TECHNOLOGY / 48

**CNN invests in digital SNG** CNN has purchased a large order of digital satellite compression gear from Wegener Corp. of Duluth, Ga., in order to make better use of its domestic satellite capacity. / 48

## Telemedia / 50

**'Slate' tries the online pay route** Slate, Microsoft's blend of online pop and politics, plans to move to a subscription model that could require PC users to pay \$30 per year. / 50

**BROADCASTING & CABLE launches a new online look. / 51**



## COVER STORY

### Dan's back: now it's a three-way race

Dan Rather, a star at CBS for more than 30 years, talks with BROADCASTING & CABLE about news, ratings and his recent decision to stay with CBS despite CNN's overtures. / 26

Cover photo by Larry Busacca/CBS News



Broadcast Ratings	36	Closed Circuit	18	Fifth Estater	68
Cable Ratings	46	Datebook	67	For the Record	63
Changing Hands	37	Editorials	74	In Brief	72
Classified	52	Fates & Fortunes	69	Open Mike	38

# JUSTICE YOU CAN TRUST

# JUDGE MILLS LANE

WHAT SETS HIM APART...

## THE JUDGE

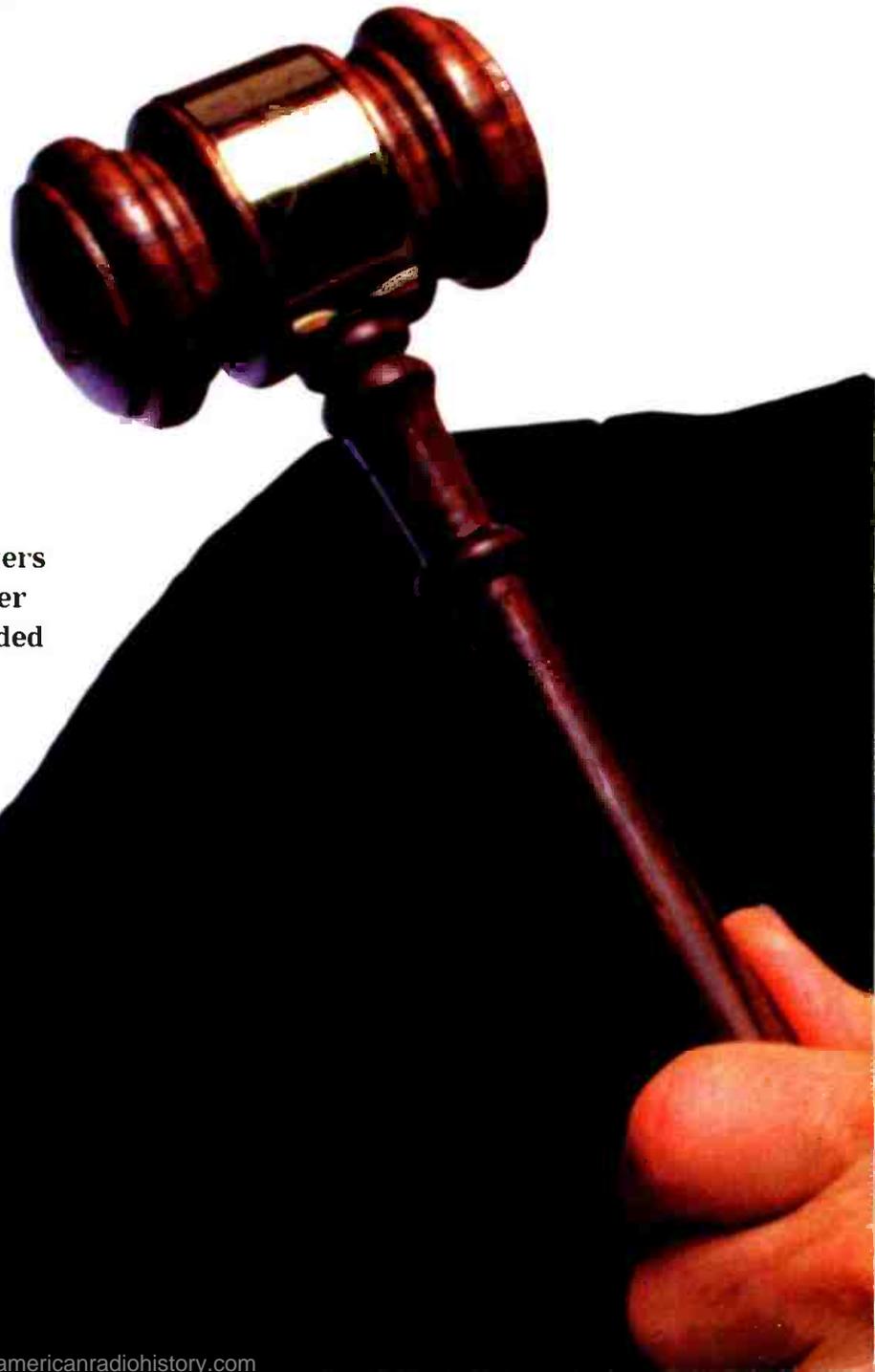
Mills Lane – a District Court Judge and the world’s most famous boxing referee – will captivate his audience with his charm, down-home expressions and direct manner.

## COURT CAM

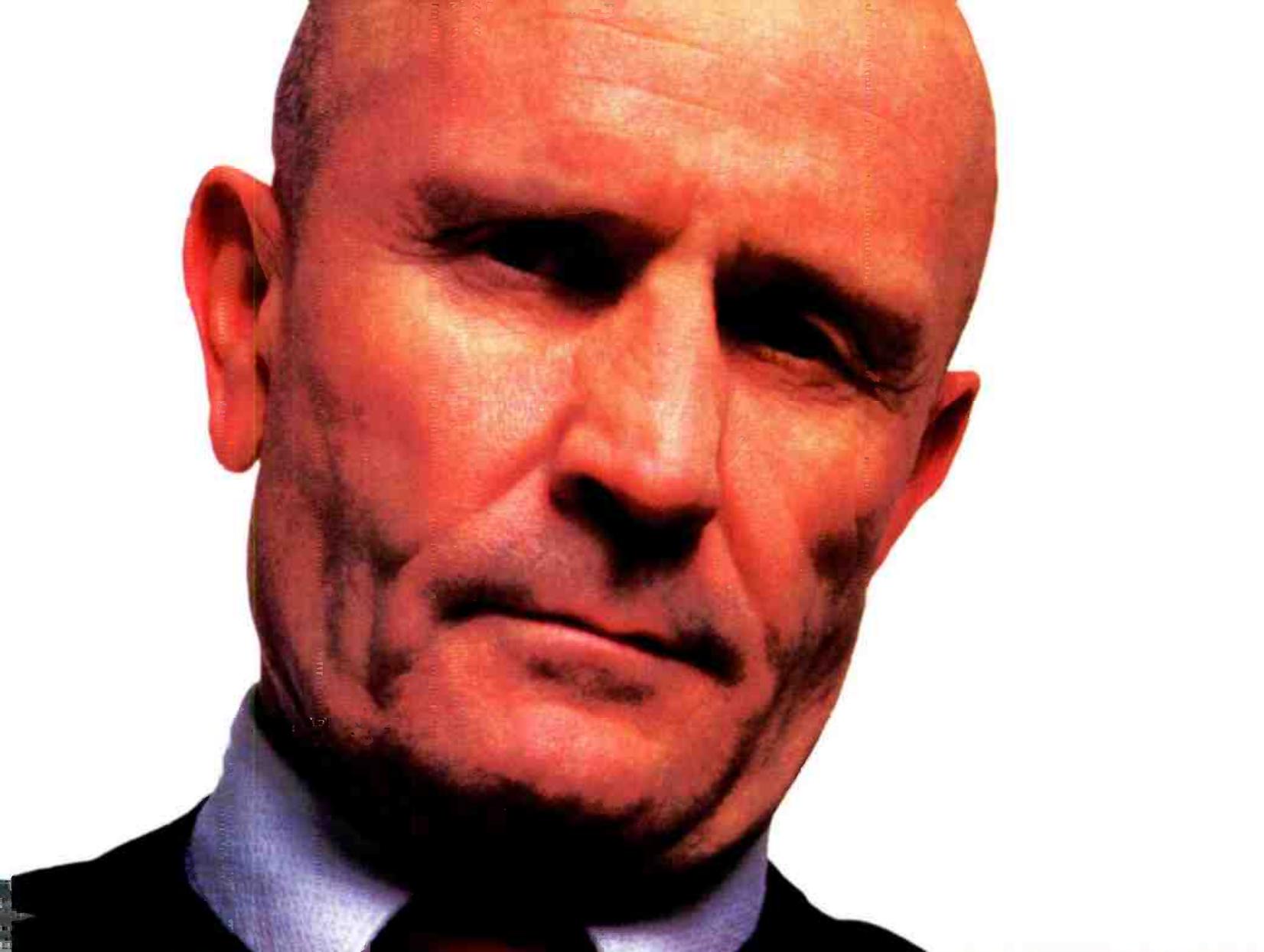
To build the drama of the show, a camera crew will go to the scene of each conflict and bring back footage relevant to each case.

## IN CHAMBERS

After the verdict is announced, viewers will visit Judge Lane to hear his inner thoughts and the reasoning that guided him to his decision.



Executive Producers  
Bob Young and John Tomlin



**Over 48%**  
**OF THE COUNTRY SOLD!**

**Including 9 of the top 10 markets!**

*With special thanks to the following groups:*

**TRIBUNE COX WEIGEL MALRITE**



©1998 Rysher Entertainment, Inc. All rights reserved.

# Top of the Week

## NBC: Must-see or must-pay?

Filling 'Seinfeld' slot is just one of the network's problems as it faces sports rights and 'ER' negotiations that could suck up 80% of its operating profit

By Steve McClellan

**J**erry Seinfeld's decision to end his show after this season has left NBC with a big hole in its biggest night, and potentially an even bigger hole in its wallet.

Even without *Seinfeld*, ad executives say, NBC will still be in relatively good shape demographically—assuming it can renew *ER*. But the prospects for its bottom line are less optimistic.

The network reportedly has until March 1 to renew *ER* before Warner Bros. can put it up for auction. Analysts estimate that NBC's current license fee for the show is \$2.5 million per episode. Word is Warner wants to up that to \$9 million and secure additional commitments to future programs and pilots. If NBC accepts a deal close to that number, it will reduce the network's Thursday night profits by half, to about \$100 million, analysts say.

But the alternative—no *Seinfeld* and no *ER*—would be worse. Without those ratings drivers, neither *Veronica's Closet* nor *Union Square* appears strong enough to deliver big ratings or revenue.

On top of its prime time woes, NBC has the NFL negotiation coming up. If it is able to keep football, that will take a substantial bite out of the network's profits going forward. Wall Street analysts estimate the NBC Television Network's operating profit at about \$500 million in 1997. And they say that the new NBA deal and upcoming *ER* and NFL negotiations, if successful, could hack \$400 million off the network's annual bottom line.

"It's a big blow" to NBC to lose *Seinfeld*, says Steve Sternberg, senior partner, BJK&E Media, New York. "NBC was going to have problems staying in first place on a household basis next season, even with *Seinfeld*," he says.

But *Seinfeld* is just one of several problems NBC has to deal with in its



Losing 'Seinfeld' is just one of NBC's next-season problems.

schedule next season, according to Jon Mandel, senior vice president, director of national broadcast, Grey Advertising. "NBC's problem is sort of like 'bring in the clones,'" a reference to the many younger-skewing ensemble comedies in the network's prime time lineup. "Tell me the difference between any of those shows," he says. "*Cheers* and *Seinfeld* were both very different shows. They need to find the next very different show. If they just bring in the clones, they'll continue to have problems."

### NBC loses 'nothing'

Christmas arrived right on schedule for CBS, ABC and Fox, with word that *Seinfeld* had decided to call it quits.

That lump of coal had barely hit NBC's stocking before industry chatter began on what would replace *Seinfeld* next season. Among current shows, three candidates stand out: Tuesday's *Frasier* or *Just Shoot Me* and Wednesday's *Third Rock from the Sun*. But the question is whether the network will risk weakening Tuesday or Wednesday in trying to bolster Thursday.

Although NBC wasn't talking, just

about everyone agreed last week that *Seinfeld*'s decision to bow out is a major blow to the network.

Over the course of its nine-season life, the show about "nothing" has been one of NBC's two most profitable shows (*ER* is the other). Media buyers estimate that *Seinfeld* sells for nearly \$550,000 per 30-second unit. *Seinfeld* has probably earned NBC \$350 million–\$400 million and another \$700 million or so for producers/distributors in domestic syndication and international sales, putting the show's lifetime profits at more than \$1 billion, analysts say.

*Seinfeld* is not as profitable as it once was for NBC. The license fee jumped to almost \$6 million per episode last year, making the show a break-even proposition in the 1997-98 season. Before that, per-season profits for NBC on the program ranged from \$65 million to \$100 million.

Season to date, NBC's Thursday night lineup includes the top four-ranked shows among adults 18-49: *ER*, *Seinfeld*, *Veronica's Closet* and *Friends*, respectively. *Union Square*, NBC's other Thursday comedy, is sixth-ranked in the demo for the season. The top four 18-49 shows are also the top four shows in terms of total viewership, while *Union Square* falls to ninth place in that category.

With *Seinfeld*'s huge audience pull, the network has been able to sustain Thursday nights as a gold mine that delivers about \$200 million in profits each season on sales of about \$700 million. Newcomers *Veronica's Closet* and *Union Square* have relatively small per-episode license fees. And with the ratings halo provided by *Seinfeld* and *ER*, the shows are said to earn \$50 million–\$60 million each.

NBC was even prepared to lose money on *Seinfeld* next season to keep the show in production and help sustain

P O W E R

It's always a  
new discovery.

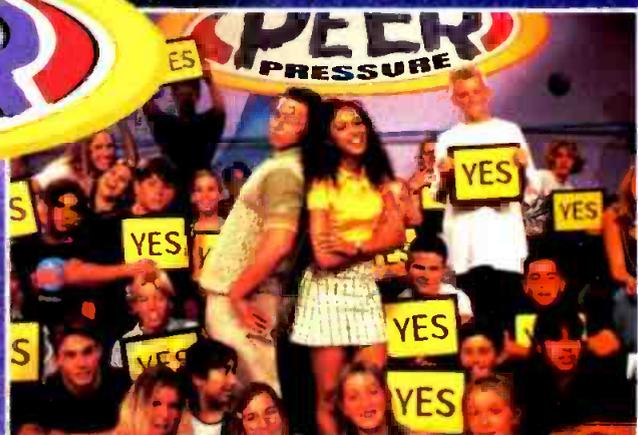
EXPLORE YOUR WORLD™

**Discovery**  
CHANNEL

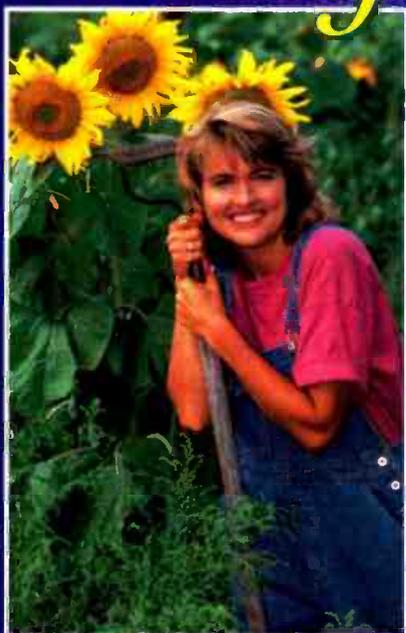
[www.discovery.com](http://www.discovery.com)



Produced By:  
Wheeler/Sussman Productions



# Rebecca's Garden



Produced By:  
Hearst Argyle Television Productions



Produced By:  
Merv Griffin Productions

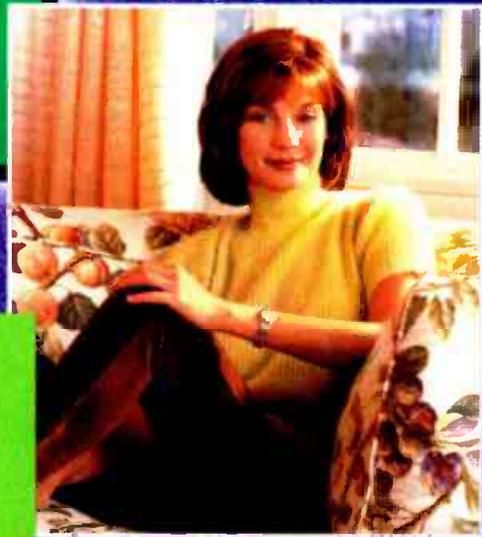


Produced By:  
Weller/Grossman Productions

# SAVE OUR STREET'S



# KELLY



better  
**LIVING**  
with CARRIE WIATT

Produced By:  
Hearst Argyle Television Productions

**KELLY**  
NEWS & ENTERTAINMENT

## BVT, 20th ironing out late-night wrinkles

By early this week, the late-night picture should be a little clearer, but not entirely so.

Buena Vista and Twentieth Television executives are scheduled to meet with Fox station head Mitch Stern to sort out where *The Magic Hour* and *The Keenen Ivory Wayans Show* will wind up on the all-important Fox O&Os.

One thing seems certain: *The Magic Hour*, which is produced by Fox syndication wing Twentieth Television, will be on the Fox stations starting June 8. When Twentieth announced the launch of Magic Johnson's late-night talk/variety show two weeks ago, the press release said that Johnson will likely wind up at 11 or 11:30 p.m. on many of the Fox stations.

Sources say that Johnson has not been assured of occupying any particular time periods and that his show may run after one or two off-net sitcoms in a number of markets. Sources also say that no official deal between Twentieth and the Fox stations has been finalized and that the two sides are working on a "handshake." Neither Twentieth nor the Fox stations would comment.

As for Buena Vista, Wayans' show occupies the time slots that *The Magic Hour* is said to be filling this summer on the Fox stations. Buena Vista has a contract with the Fox O&Os that takes *Wayans* into September and is preparing to sign an incentive-filled contract for another season.

Buena Vista's new contract will likely require *Wayans* to hit certain February sweeps ratings goals to stay in its current time slots. If *Wayans* doesn't meet or surpass such goals, sources say, the show probably will be moved behind Johnson this summer with the final summer tallies deciding what happens in the fall.

*Wayans* could also continue to air in the lucrative 11-11:30 p.m. spots on Fox stations, where the show lately has enjoyed a ratings climb. When all is said and done, sources say the Fox stations may return to reruns of *Frasier* and *The Simpsons* in late night. —Joe Schlosser

Thursday night as its cash cow. The network reportedly offered Jerry Seinfeld \$5 million an episode to keep the program going. But Seinfeld told the *New York Times*, which broke the story Christmas Day, that it wasn't about money but about going out on top. "I wasn't even looking for a raise," he told the *Times*. The comedian makes more than \$1 million per episode, while his co-stars earn \$600,000.

NBC's only comment last week was a statement respecting Seinfeld's decision to move on. But executives clearly are focused on ways to minimize the financial impact of the upcoming negotiations. Part of the solution may be a joint venture with affiliates, in which the network and stations would bear the costs of huge program investments—and, of course, share whatever returns are realized. ■

# Magness combatants talking settlement

*Deal would have Malone returning some shares to heirs*

By John M. Higgins

The parties wrestling over the estate of late Tele-Communications Inc. chairman Bob Magness were getting ready to settle their feud last week, with TCI Chairman John Malone offering to restore half of the supervoting TCI shares he snared from the Magness heirs.

Sources familiar with the discussions say that attorneys for sons Kim and Gary Magness, wife

Sharon Magness, Malone and TCI spent much of the Christmas vacation hammering out a plan to settle the two main disputes surrounding the estate.

First, they would partly unwind Malone's clever maneuver to essentially extinguish the Magness estate's 30.5 million-share block of supervoting Class B shares that controlled just a sliver of TCI's equity but 20.8% of the company's shareholder votes.

Second, the talks would increase the estate's payout to Sharon Magness, who had gone to court protesting that her \$35 million share was too small. Sources would not specify her share under the settlement talks, but they say it is less than the \$100 million she has demanded.

TCI and an attorney for the sons would not comment, while lawyers for Sharon Magness and the executors of the estate did not return calls.

The fight broke out last summer,



The main disputes over the estate of Bob Magness, the TCI chairman who died in November 1996, may soon be resolved.

about eight months after Magness died of cancer. Although in life he was addicted to financial engineering and structured TCI to avoid paying taxes, any cleverness was absent from his will, and he left his estate facing \$273 million in estate taxes.

Last June, executors and Malone associates Donne Fisher, former TCI CFO, and Dan Ritchie, University of Denver president, agreed to pay the bill by exchanging Magness's 10-votes-per-share Class

B stock to TCI for low-power Class A stock and then selling the shares for \$530 million to investment bankers Merrill Lynch & Co. and Lehman Bros., which were eager to help Malone.

Malone didn't put out any cash, yet he managed to end up extinguishing the chunk of votes larger than his own then-16% block.

The Magness heirs didn't protest at the time (Kim sits on the TCI board that approved that deal). But the sons began complaining once TCI's stock started to zoom. Stock that was sold in June for \$16.52 per share is now trading about 70% higher.

Just as Malone used TCI to park the stock for him, TCI could be the big loser if the deal is unwound. TCI has a two-year option to repurchase the stock from the investment bankers, so Merrill, Lehman and Toronto Dominion Bank (which bought some shares from Lehman afterward) could never have

sold at a fat profit to begin with. But depending on how the stock deal is reversed, TCI's public shareholders could be out \$183 million in paper gains from the option.

A settlement isn't likely to dampen another bit of friction over the stock sale, an attempt by Comcast and partner Microsoft Corp. to buy the Magness shares. Last June, Comcast's main investment banker, Lazard Freres & Co., contacted the executors with a sketchy offer to buy the stock. Lazard kept its clients' identities secret, and

the offer went nowhere.

"It was on the table for like 10 minutes," says one source familiar with the offer.

Even Malone didn't know. But he found out six weeks ago, when the Magness sons' attorneys offered the Lazard fax to bolster their argument that Fisher and Ritchie had ignored outsider bids that would favor Malone. At a November meeting of CableLabs' executive committee in New York, Comcast Corp. President Brian Roberts approached Malone to inform him of

Comcast's brief move before he heard it elsewhere. "Malone wasn't happy," said one cable industry executive.

Two weeks ago, a *New York Post* article depicted the two companies in a fierce fight, partly over the stock move. At Comcast's urging, TCI and Comcast issued a joint statement denouncing the story as overblown.

However, Wall Street executives noted that TCI President Leo Hindery—not Malone—was quoted in the statement about TCI's "cherished" relationship with Comcast. ■

## Sinclair pulling more UPN affiliations

UPN's Valentine cancels affiliate meeting at NATPE

...ing out on top in a Maryland ... Broad-

that gives Sinclair another three UPN affiliates: WNYS-TV Syracuse, N.Y.; WDCA (TV) Paducah, Ky.—Cape Girardeau, Mo.—and WMMP-TV Charleston, S.C. It is ... ter will strip those ... N ties if and when ... the deal. Sources ... on likely will come ... alf of 1998.

ready tough times at ... head Dean Valen- ... tation general man- ... m directors before ... was canceling his ... ing.

ing with Tom Nunan, ... nment president, was ... affiliates at a break- ... uring the NATPE con- ... Orleans. Valentine said ... memo that the last- ... tion was due to "the ... ssociated with our pro-

process is exactly what ... were expecting to hear ... (fast.

ing to announce, it is bet- ... nce nothing; and having ... battles, it's probably bet- ... e," says Bill Carroll, direc- ...

ter to regroup ... tor of programming at Katz Media. "Is it convenient? Sure. But is there more to it than that? I don't think so."

A UPN spokesperson said last week that the network will have a strong presence at NATPE and that network executives will meet with station heads on a smaller scale during the conference. Valentine still is scheduled to attend NATPE meetings on Sunday, Jan. 18, and to sit on a network panel the following day. One UPN affiliate head said, "I'd much rather have Dean in Los Angeles working on the schedule and trying to get shows on the air than meeting with affiliates at some dumb breakfast."

—Joe Schlosser

CREDIT PRE-APPROVED

BUY SMART

SEND NO MONEY!

Yes! I want to buy smart. Enter my one-year subscription to *Broadcasting & Cable* — America's #1 radio/television industry news source. I'll pay just \$129 and SAVE \$123 off the cover price.

Name \_\_\_\_\_ (Please print)

Title/Position \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_ Apt./Floor \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Payment enclosed.  Bill me.

Charge to:  VISA  Mastercard  AMEX

Account No. \_\_\_\_\_

Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

B801WS

SAVE \$123!

Canada \$169 (includes GST). Foreign Air = \$350. Foreign Surface = \$199. U.S. funds only. Florida residents please add applicable sales tax.

Sinclair executives ... spokesperson for UPN said the network is ... its options" for the lost markets.

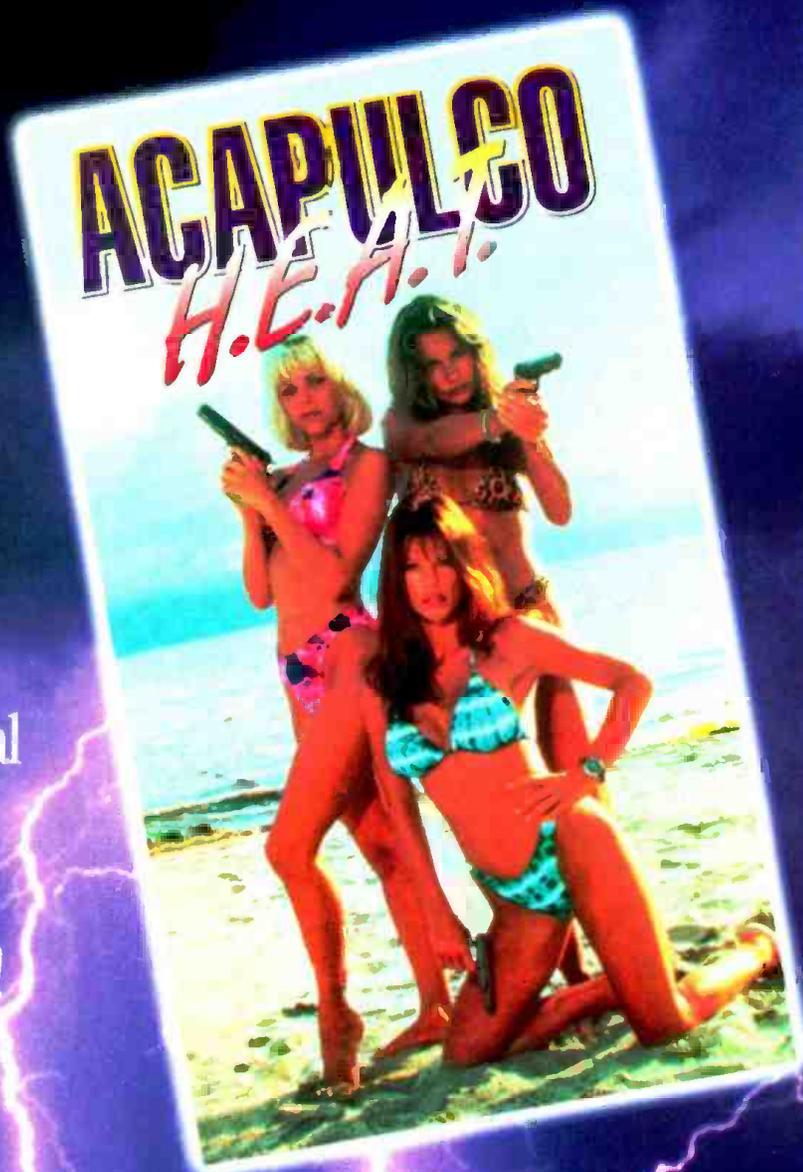
The move in Indianapolis came as no surprise, because the Paramount Stations Group—part owner of UPN—purchased the current WB affiliate there in October. In an effort to recoup some of its losses, the Paramount Stations Group just purchased Silver King's former outlet in Baltimore, WBSW-TV.

The loss of Milwaukee, Kansas City and Birmingham will cost UPN 2.1 million homes, added to the 4 million it lost with the earlier defections to The WB. Overall, UPN will lose more than 6% of its national reach.

Sinclair is awaiting FCC approval of its acquisition of Max Media Properties, a deal struck earlier this month

# Legends & Her

From Showtime at the Apollo, where dreams are born and legends are made, to Acapulco H.E.A.T. and the legendary world of Conan, Western International Syndication has the hours to fill your programming needs!



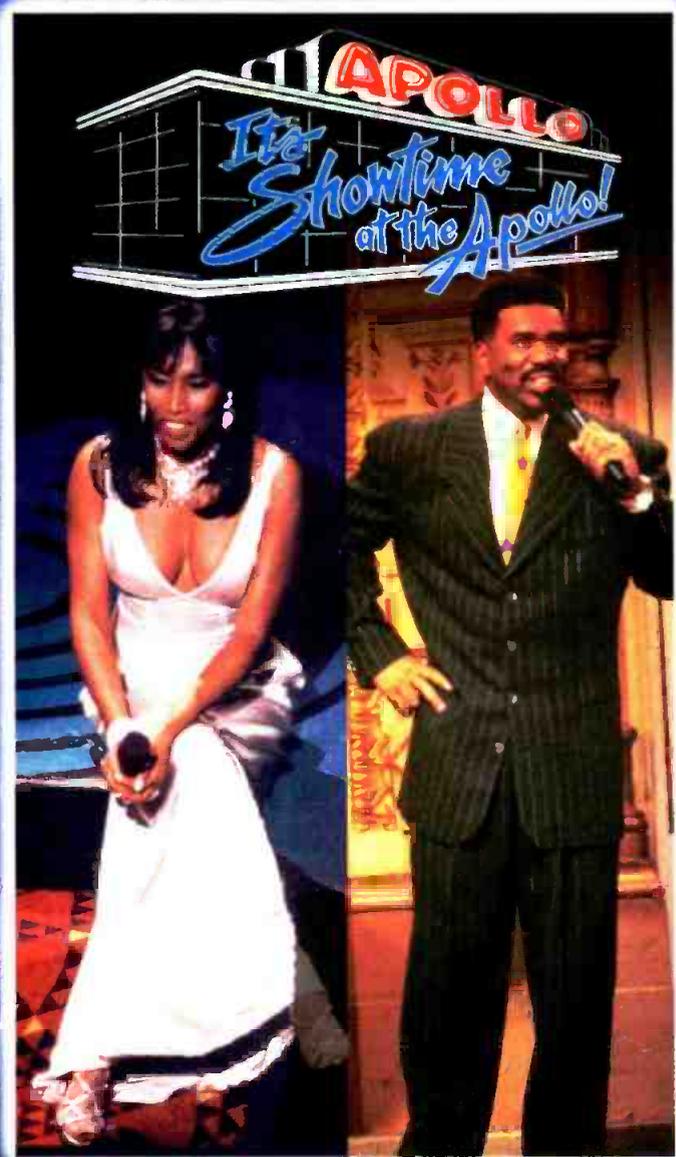
See us at NATPE Booth #2331



KELLER  
ENTERTAINMENT  
GROUP, INC.

KELLER ENTERTAINMENT GROUP  
MEMBERSHIP AND  
BROADCAST PRODUCTION

# oes...and More!



Western International Syndication  
8544 Sunset Boulevard, Los Angeles, CA 90069 • 310-854-3261

# NAB to support 'local into local'

Board expected to OK satellite delivery of local TV signals in their markets

By Paige Albiniak

The National Association of Broadcasters plans to adopt a position that would support satellite retransmission of local TV signals into their markets as long as satellite broadcasters carry all the signals in those markets, sources say.

The proposal will be presented to the board at the NAB's January meeting in Laguna Niguel, Calif.

"I think we want to support some form of local into local as long as the local stations have the protections they need," says Bill Sullivan, vice president of Cordillera Communications.

If NAB has its way, satellite carriers that choose to rebroadcast local signals will be subject to must-carry requirements in those markets as well as to other regulations that now apply to cable operators, sources say.

The NAB, although previously reluctant to state an official position,

long has quietly supported satellite carriers' so-called local-into-local plans. This support grew after fellow broadcaster Jim Goodmon of Capitol Broadcasting articulated plans for a national satellite service that would make all local stations available for all satellite carriers in all markets.

"We're delighted that broadcasters see the importance of allowing satellite broadcasters to compete with cable," says EchoStar Washington representative Karen Watson. EchoStar is the only direct broadcast satellite company that has publicly said it plans to offer local broadcast signals in local markets.

But EchoStar does not favor a must-carry requirement, Watson says. "We don't have the capacity to do must carry. But we are going to carry as many stations [in each market] as our capacity allows."

EchoStar plans to retransmit local signals into "white areas"—places where viewers do not clearly receive

off-air broadcast signals—starting this month. EchoStar does not plan to make all local signals available in white areas, because it will not have the satellite capacity to do so at first.

"When we have the penetration that cable has, then it will be economically feasible to do all the stations," Watson says.

Congress will begin considering a rewrite of the Satellite Home Viewer Act (SHVA)—including local-into-local and other satellite issues—when it returns to session at the end of next month.

Members of Congress want to allow satellite carriers to retransmit broadcast signals in their markets because they believe it will encourage competition to cable. The SHVA, which governs the satellite television industry and expires in December 1999, does not allow satellite transmission of local signals into their markets.

The House and Senate Judiciary and Commerce committees will be rewriting the SHVA in 1998, although

## NAB predicts 8% revenue gain

Revenue jumps for the National Association of Broadcasters won't be as drastic this year as they were last year, but the association's income continues to climb.

Total revenue is expected to rise 8%, to \$46,916,628, from a projected \$43,440,251 in fiscal 1997-98.

NAB's annual convention remains the big money-maker. The association predicts that NAB '98 will rake in \$29,972,228 in fiscal 1998-99, up more than \$3 million from the previous year's \$26,922,608. Expenses for the show, however, will increase 12.7%, or \$1,039,000, to \$9,235,000. NAB attributes the increased expense to greater attendance and higher rental costs for space on the convention floor. The show is expected to bring in \$20,736,277 in net income, 10.7% higher than last year's \$18,725,952.

Revenue for the 1998 Radio Show, scheduled for Seattle, is expected to remain flat at around \$2,732,754. The Radio Show brought in almost \$400,000 more than budgeted last year, however. The show earned \$2,730,353, compared with the expected \$2,330,567. In fiscal 1996-97, the Radio Show earned \$3,587,035.

—Paige Albiniak

### NAB's 1998-99 PROPOSED BUDGET

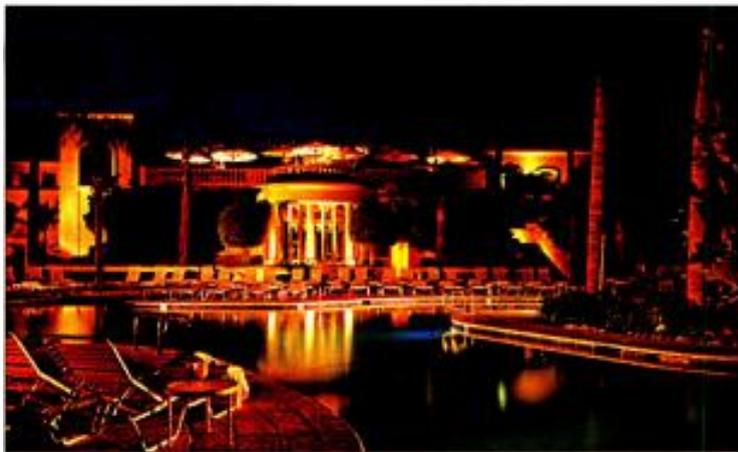
(April 1, 1998–March 31, 1999)

	Projected '97-'98	Proposed '98-'99	% ch.
<b>REVENUE</b>			
Dues, radio	\$3,655,055	\$3,598,063	(1.6)%
Dues, TV	5,366,153	5,572,408	3.8
Dues, assn. members	1,250,000	1,280,000	2.4
NAB convention	26,922,608	29,972,228	11.3
Radio convention	2,730,353	2,732,754	0.1
NAB services	1,215,397	1,265,000	4.1
Adv. & event marketing	302,925	349,500	15.4
Interest	1,400,000	1,600,000	14.3
Other	597,761	546,675	(8.5)
<b>Total Revenue</b>	<b>\$43,440,252</b>	<b>\$46,916,628</b>	<b>8.0%</b>
<b>EXPENSES</b>			
Government relations	\$3,276,030	\$3,243,610	(1.0)%
Legal	1,343,118	1,433,406	6.7
Human resource development	233,376	239,487	2.6
Corporate communications	1,034,222	1,105,144	6.9
NAB services	1,291,135	1,308,170	1.3
Adv. & event marketing	237,146	302,504	27.6
Science & technology	952,014	1,017,160	6.8
Research & information	1,411,704	1,564,404	10.8
Radio	1,097,959	1,154,881	5.2
Television	1,112,243	1,138,678	2.4
Meetings & conference services	715,136	784,557	9.7
Conventions & exhibitions	55,296	58,287	5.4
International	565,617	615,207	8.8
General & administrative	9,151,306	9,815,608	7.3
NAB convention	8,196,656	9,235,951	12.7
Radio convention	2,021,633	2,005,034	(0.8)
Board contingency	1,013,500	992,500	(2.1)
<b>Total Expenses</b>	<b>\$33,708,091</b>	<b>\$36,014,588</b>	<b>6.8%</b>
<b>NET INCOME</b>	<b>\$9,732,160</b>	<b>\$10,902,040</b>	<b>12.0%</b>

staffers do not expect the bill to be finished this year because of the legislation's complexity.

The board also will discuss other satellite issues at its meeting, including ongoing negotiations over "white areas"—places where consumers cannot receive a clear broadcast signal over the air. The broadcast and satellite industries have long disagreed about what constitutes a clear signal and who gets to decide whether a signal is clear.

Two satellite carriers owned by cable companies, PrimeStar and Netlink, are working out a white-area agreement with the NAB. Senate Judiciary Committee Chairman Orrin Hatch (R-Utah) and that committee's ranking Democratic member, Patrick Leahy (Vt.), this fall encouraged the industries to complete those negotiations by Christmas or face legislation. The negotiations were not completed.



The NAB Board has a full agenda set for its January meeting in Laguna Niguel, Calif. Among the topics: satellite delivery of local TV stations, 'white area' negotiations and digital TV assignments.

Another satellite carrier, PrimeTime 24, is being sued by broadcasters in Texas and Florida over the issue.

The NAB board also plans to discuss the Association for Maximum Service Television's proposal to redo the digital television allotment table. Paxson Communications Chairman Lowell "Bud" Paxson complained in a public letter that this proposal, signed by the NAB, would cheat some of his stations out of lower channel assignments.

Fritts invited Paxson to attend the board meeting to make his position clear. A Paxson spokesperson did not return calls to confirm whether Paxson would accept the invitation.

Others, including Senate Commerce Committee Chairman John McCain (R-Ariz.), say that implementing the reallocation proposal would delay the transition to digital.

"A lot of people fear that with this kind of noise, the allocation process could be slowed down and that could

open the window for spectrum fees, which would be plug-ugly," says Phil Jones, immediate past chair of the NAB's joint board.

The board likely will discuss a similar proposal by the Association of Local Television Stations that would grant low-power UHF stations more power once the digital transition was made. The three major networks—ABC, CBS and NBC—are opposed to that idea. ■

## Government to buy anti-drug time

White House launching \$195 million PSA campaign

By Paige Albiniak

The Clinton administration has come up with a new way to get public service announcements on the air—pay for them.

The White House last month announced a program to boost anti-drug advertising campaigns to the tune of \$195 million a year. It expects Congress to appropriate that amount each year for five years. The administration plans to place ads—already created by the Partnership for a Drug-Free America and The Ad Council—on all media, including television and radio, print, billboards, buses and the Internet.

The first phase of the national youth anti-drug media campaign will launch this month in Atlanta; Baltimore; Boise, Idaho; Denver; Hartford, Conn.; Houston; Milwaukee; Portland, Ore.; San Diego; Sioux City, Iowa; Tucson, Ariz., and Washington.

The White House's Office of National Drug Control Policy (ONDCP), which is running the pro-

gram, plans to place one set of high-profile spots during the Super Bowl in markets that still have space available.

"For the demographics we want and for the reach, the Super Bowl was recommended by the experts [we're using]," says Alan Levitt, senior adviser and chief of the ONDCP education branch.

ONDCP is specifically targeting 11-13-year-olds, but it also will aim its anti-drug message at 9-17-year-olds and their parents. ONDCP has hired strategic communications firm Porter Novelli to help it determine how best to reach those demographics, including which time periods and which television and radio shows will be most effective.

The administration plans to spend \$20 million in the five months of the campaign's first phase, with \$14.45 million of that going to broadcast advertising. The rest will be used for other media and to research the results.

Broadcasters in Atlanta and Tucson say that so far they have only filled out

the paperwork required to do business with the government; they haven't talked with anyone about booking advertising.

Once the campaign gets rolling, ONDCP plans to negotiate with broadcasters for some free—as well as paid—time during which to run the ads.

"When we negotiate for time and space, we will expect a commensurate public service contribution on the part of broadcast and cable companies," Levitt says, adding that he has met with NAB President Eddie Fritts and that Fritts agrees that local broadcasters should donate time to run the ads.

For its part, the NAB supports the program. But in response to ONDCP comments that broadcast time contributions for anti-drug public service announcements have dropped by some \$100 million since 1991, NAB said that issues addressed by PSAs tend to be cyclical and may include AIDS, breast cancer awareness and campaigns against drunk driving. ■

## 1997's Biggest Movers

TV and radio stock changes for the 12 months ended 12/29/97

### Winners

CD Radio	313%
Cablevision Class A	200%
Adelphia Class A	200%
Heftel Class A	179%
Chancellor Media	178%
SFX Broadcasting Class A	169%
Avid Technology	160%
Cox Radio Class A	131%
Clear Channel	115%
TCI Group Class A	113%
HSN	112%
Westwood One	108%
TCI Group Class B	96%
American Radio Systems Class A	94%
Jacor Communications	92%

### Losers

Heartland Wireless	-90%
Lancit Media	-79%
NTN	-74%
Digital Generation Systems	-70%
Wireless One	-64%
General Cable	-60%
Emcee Broadcast Productions	-57%
Chyron	-49%
Telewest	-43%
Ascent Entertainment	-42%
TCI Satellite Series B	-40%
Pico Products	-39%
TCI Satellite Series A	-39%
Cabletel	-39%
Valuevision	-35%
Rogers Communications	-33%
Comcast UK Class A	-30%

### Other players from 214 stocks tracked

Liberty Media	88%
Univision Class A	83%
Comcast Class A Special	76%
Sinclair Broadcast	76%
Cox Communications Class A	70%
Time Warner Inc.	62%
Gannett	59%
Jones Intercable Class A	52%
Tribune Co.	52%
TCA Cable TV	51%
US West Media	51%
Washington Post	43%
Telemundo Group	42%
EW Scripps	37%
Pulitzer Publishing	34%
Young Broadcasting	32%
Viacom Class B	15%
Kushner Locke	10%
News Corp. ADR	5%
Spelling	-3%
Paxson Comm Class A	-5%
Granite Broadcasting	-15%
USSB	-21%
Telewest	-43%

Source: Telescan

# TV, radio stocks take wild ride

Issues finish year well ahead of market performance

By John M. Higgins

Two men stand largely behind last year's best-performing TV and radio stocks: Bill Gates and Tom Hicks.

That's because cable and radio dominated the top ranks of media stocks during 1997. And it was the high prices that Hicks, Muse, Tate & Furst was willing to pay for radio stations and Microsoft Corp.'s sudden willingness to buy cable at all that helped fuel the doubling and tripling of some players in the two segments.

Trends aren't as clear in the list of big losers, although ailing wireless cable and U.S.-controlled cable operations in Britain are well-represented.

TV and radio stocks performed remarkably during the year, well outpacing the market. The overall TV and radio index of financial data service Bloomberg and BROADCASTING & CABLE jumped 56% over the year. The biggest rise came in radio stations, where the Bloomberg/B&C index jumped 107% in 12 months. Bloomberg/B&C's cable system index rose 59%.

Television stations were relative laggards, but even they were up a strong 41%. By comparison, the Dow Jones industrial average rose 23%, and Standard & Poor's 500 increased 31%.

PaineWebber media analyst Chris Dixon notes that media stocks ended the year on a particularly high note. After trouble in the Asian currency and stock markets triggered a near panic in the larger market in October, the broad indices were basically flat during the fourth quarter. But media stocks continued up another 9%, with radio jumping by 15% and cable by 12%.

"That tells you a lot of people who found themselves overinvested in technology when that got hit moved over to cable and broadcast," Dixon says.

Still, a strong 1997 can't erase TV's weak longer-term track record. The overall Bloomberg/B&C TV-radio

index has underperformed the S&P 500 since 1994: up 27% annually versus 31% for the S&P.

Radio stations turned in strong performances, up 56% annually—but largely because radio companies were rebounding from a near-death experience in the early 1990s.

TV stations averaged an annual increase of 24%, seven points short of the S&P, while cable systems came in at 23% annually, eight points short.

The trigger point for cable last year was clear. In June, Microsoft Chairman Gates tried to drive cable's roll-out of high-speed Internet services by putting \$1 billion into MSO Comcast Corp., suddenly rallying a segment that had largely lost favor on Wall Street.

At that time, Tele-Communications Inc. was trading at just \$15 per share and Cablevision Systems Corp. was around \$30. Both closed the year after breaking all-time highs, with TCI at \$28 or so and Cablevision in the vicinity of \$90.

### Consolidation drives radio

Radio had already been rising when 1997 began. The industry has been riding a consolidation wave since Congress substantially relaxed limits on the number of stations a single owner can control in one market. That created significant economies of scale and prompted station owners to start gobbling up one another.

Hicks Muse demonstrated that the trend was far from out of steam. Last year, Hicks Muse-controlled units agreed to merge with Evergreen Broadcasting, bought Viacom Inc.'s 10 radio stations and a few smaller station groups, and capped it with a stunning \$2.1 billion deal to buy SFX Broadcasting at a huge 16 times cash flow. That valuation reinvigorated investors, some of whom had begun to get nervous about radio valuations.

### Satellite radio firm flies high

Last year's biggest winner was CD



The men behind the bulls: Hicks and Gates

Radio Inc., a small start-up that is trying to deliver 50 channels of pay radio via tiny satellite dishes attached to homes and cars. Washington-based CD Radio's stock gained 310% for the year, jumping from \$4 to as high as \$25.25 before settling back to \$17.13 as the year closed.

The stock jumped from \$3 to \$14 in a single day last April after the FCC granted the company a license to launch the service. The rest of the gain came as the company began securing financing for launching satellites and commencing operations.

"This is literally a different company, post-license," says CD Radio Chairman David Margolese. Before CD Radio got a license at auction—not for free as it had hoped—the \$4 stock was appropriately priced "on a risk-adjusted basis," he says.

With the biggest risk gone, Margolese says that it's a different game as the service moves toward a 1999 rollout. But the company has zero revenue, has run up \$71 million in losses, expects to lose another \$169 million on operations through 1999 and plans to spend \$491 million building and launching satellites.

### Big gainers

Runners-up in the stock market derby were Cablevision Systems Corp. and Adelphia Communications Corp. Both benefited from Microsoft fever. Thinly traded Adelphia also got a boost from speculation that the company would be taken over.

But Cablevision led the charge by agreeing to acquire a valuable addition to its metro New York City system cluster from TCI in exchange for stock. That \$2 billion deal valued Cablevision's shares at \$109 each at a time when the company's stock traded at just \$34.

That sent Cablevision's stock price rocketing through the remainder of the year, approaching the \$109 price.

Next comes a slug of radio companies: Heftel Broadcasting, up 179%; Hicks Muse-controlled Chancellor Media, up 178%; takeover target SFX, up 169%; Cox Radio, up 131%, and Clear Channel, up 115%.

TV equipment manufacturer Avid Technology jumped 160%. Two classes of TCI stock also hit the winners' list, with the most widely traded Class A shares up 113%.

The biggest loser was Heartland Wireless, off 90%, as its plan to launch wireless cable systems in rural markets fizzled. ■

## Click on B&C's new look

Today, I invite you to check out our new Website at [www.broadcastingcable.com](http://www.broadcastingcable.com). You'll find it has much more to offer than the first-generation site that had occupied that address. And some of the best features are free. When you visit BROADCASTING & CABLE ONLINE, your eye will be drawn to the Breaking News ticker box. We will continually update the box during business hours (Monday-Friday, 9 a.m.-9 p.m. EST) so that whenever you visit you'll be assured of getting the latest news affecting your business. The day's top stories get longer treatment in the center of the home page. For these reasons alone, you'll find (as I have during the beta testing) that the home page is a good place for your desktop to reside when it isn't laboring over some spreadsheet or surfing elsewhere on the 'Net. (Just make sure you click on "refresh" or "reload" occasionally to make sure you have the latest information.) As far as we know, this is the only site on the Web providing up-to-the-minute news aimed specifically at TV and radio executives.

There is a lot more to the site, but it will cost you. (We like cable's idea of a dual revenue stream—advertising and subscription). For \$39 a year, subscribers to the weekly BROADCASTING & CABLE magazine can read its content on the site two to three days before it hits the streets on Monday. They can also scroll through daily job classifieds and personnel announcements, daily reports on TV and radio sales and continually updated stock market data. Or they can search the past four issues of the magazine. Those of you who receive either of our daily fax newsletters, *TV Fax* and *Cableday*, may want to consider a subscription to the Online Daily section (\$279 a year), which contains all the content of both faxes and is available online the evening before (8 p.m. ET; 5 p.m. PT) the faxes are delivered to your desk. Such subscribers will also be able to search archives of the weekly magazine that now go back a year, but will eventually stretch to January 1994. (For more detailed information on our new site, see the story on page 51.)

Despite its extensive offerings, the site is a work in progress. Over time, we will add and modify features—all with the goal of making the site an indispensable part of your day. We are now looking at including some of the directories from the BROADCASTING & CABLE YEARBOOK. Instead of static listings, the online directories would be dynamic. When a TV station hired a new general manager, the searchable online TV station directory would immediately reflect that fact.

We expect to beat the Internet odds and make money with our site. But, more important, we want to establish ourselves as not only the best source of TV and radio news but also the quickest. And I hope the site brings us closer together. At the bottom of most of the site's pages is an e-mail address, [editor@broadcastingcable.com](mailto:editor@broadcastingcable.com). If you click on it, a window will pop up. Use it to send along your comments, complaints, suggestions and news tips. One of the great attributes of the Internet is its interactivity, its ability to create a virtual community of people with a common interest. Let's not waste that opportunity.

Harry A. Jessell



Harry A. Jessell

# Kids crave cable

By Donna Petrozzello

**C**hildren are watching more kids shows on basic cable and fewer on the broadcast networks.

A survey by BJK&E Media of New York reports that children 2-11 watched an average of 211 hours of basic cable programming in the 1996-97 season, compared with 162 hours in the 1994-95 season—a 30% increase. Hours were based on total-day viewing.

Meanwhile, children watched an average of 48 hours of broadcast TV from fourth quarter '96 through third quarter '97, compared with 63 hours from fourth quarter '94 through third quarter '95, a 40% decrease.

BJK&E researchers attribute some of the audience shift to the amount of kids programming that cable offers. BJK&E estimates that there are 10 times as many hours on basic cable devoted to kids as there are on broadcast TV.

Once a haven for children's programming, Saturday morning on the networks is losing kids. Viewing levels have dropped an average of 12% since 1993, according to BJK&E. Over a four-month period in 1993-94, children watched an average of 23.5 hours of broadcast TV on Saturdays, compared with 20.7 hours in 1996-97.

ABC is the exception, with a 3.5 Nielsen rating among kids 2-11 from September through November 1997, compared with a 2.8 rating during the same time in 1995. Saturdays were especially poor for CBS, whose ratings with kids dropped from 2.8 in 1995 to 0.6 in 1997, says BJK&E. And ratings for Fox's kids fare on Saturdays dropped to 3.8 in 1997 from 5.1 in 1996 and 4.9 in 1995. (BJK&E did not include NBC in the Saturday morning comparisons.)

BJK&E reported that two of basic cable's veteran children's channels—Nickelodeon and Cartoon Network—have figured greatly in bringing young viewers to cable.

Saturday morning ratings for September-November for Nickelodeon rose from 3.2 to 4.2 from 1995 to 1997. Likewise, Cartoon's ratings in the same time slot improved from 0.5 to 1.1. ■

# Closed Circuit

WASHINGTON

## Redistributing channels 60-69

**F**CC commissioners last week wrapped up their effort to reallocate UHF spectrum in the channel 60-69 band. As the commission had proposed in July, channels 62, 63, 68 and 69 were allocated to public safety applications such as police and ambulance communications. The rest of the spectrum will be auctioned for commercial services. The band currently is home to 97 analog TV stations, which will be allowed to continue operating in the band until the industry completes its shift to digital TV. Commission officials also plan to place some digital TV channels in the band during the broadcast industry's transition to digital TV. In last week's action, commissioners kept a provision that could allow future bidders on the "commercial" spectrum to use the frequencies for broadcasting. A future rulemaking, however, will determine the power levels at which any auction winners in the band would be able to operate stations.

## EchoStar wants affiliate signals

**D**irect broadcast satellite company EchoStar wants the U.S. Copyright Office to issue a rule that would allow satellite companies to retransmit local network affiliate signals into local markets. If the Copyright

Office adopts such a rule, it would override a provision in the Copyright Act that makes satellite transmission of local signals illegal. The Copyright Office supported "local into local," as the proposal is called, in a report delivered to the Senate Judiciary Committee last August. An arbitration panel determined last year that the Copyright Office has the authority to make such a ruling. Satellite broadcasters now can retransmit local signals in local markets if they do so only in "white areas"—places where viewers cannot receive a clear off-air signal. EchoStar plans to offer customers local signals in white areas starting this month.

NEW YORK

## NFL dealing poised for kickoff

**S**ources say CBS is expected to tell the NFL this week or next what it is willing to pay for various TV packages, most likely the AFC package (now held by NBC) and the Monday night package (held by ABC). Once CBS reveals its offer, the league will return to the incumbents, and deals will get done "within a day or two," says one source. Adds another: "The league wants this done by mid-January, and it will likely get done by then." Some team owners have said that they expect the next rights cycle to generate at least 50% more than the current four-year \$4.38 billion cycle, now in its last season.

## That's Professor Quello to you

Michigan State University is looking to raise an initial \$5 million for the new center the school is establishing in the name of former FCC commissioner James Quello.

"The Quello Center for Telecommunication Management and Law will become the focal point for world-class teaching, research and outreach in global telecommunication," a brochure on the new center states. The university's College of Communication Arts and Sciences says it hopes to raise the \$5 million "within a short time of Jim's retirement" and then continue fund-raising "until the center is fully endowed." Quello left the FCC two months ago, ending 23 years of service.

Plans call for Quello to become a distinguished lecturer in telecommunications at the university this year. Quello also will help shape and staff the new center, the university says.

—Chris McConnell



**America's  
#1 NEWSMAGAZINE  
Celebrates  
Its  
10th  
Anniversary!**

**10TH ANNIVERSARY**

**INSIDE**

**edition**



Source: Nov. '97 Nielsen/SNAP.

**KINGWORLD**



AND KING WORLD MEDIA SALES INC.

Deborah Norville  
Anchor

©1998 King World. All Rights Reserved.

[www.americanradiohistory.com](http://www.americanradiohistory.com)

# Kennard won't grant Tribune a reprieve

FCC chairman not swayed by 'biennial review' argument

By Chris McConnell

**F**CC Chairman William Kennard is not letting Tribune Broadcasting out of a requirement that it spin off one of its Miami media holdings by March 22.

"If the commission were to waive its ownership rules merely because a biennial review was ongoing or upcoming ... our ownership rules would never be enforced," Kennard wrote Senate Commerce Committee Chairman John McCain (R-Ariz.) last month. McCain had asked Kennard to explain the FCC's plan for dealing with its requirement that Tribune sell either WDZL(TV) Miami or the Fort Lauderdale *Sun-Sentinel* by March 22.

Tribune, which is challenging the FCC requirement in court, has been

pushing for a repeal of the crossownership restriction. The company also has said the restrictions soon will come under review at the FCC as part of a new requirement that the commission examine all its broadcast ownership restrictions every two years. FCC officials launched that review in November.

In his Dec. 16, 1997, letter to Kennard, McCain referred to the biennial review and voiced concern that commissioners would not have a chance to consider the rule before Tribune's divestiture date.

But Kennard responded that the crossownership ban "was in place at all times relevant to the transaction at issue, including when Tribune proposed to acquire WDZL(TV) Miami." Kennard also said that future reviews of the rule will always be on the hori-

zon because the 1996 Telecommunications Act requires the FCC to review its ownership rules every two years.

"The commission must ensure that the statutory requirement that it undertake a broad-ranging review of its ownership rules every two years not lead to a lack of enforcement through the temporary or conditional waiver process," Kennard said.

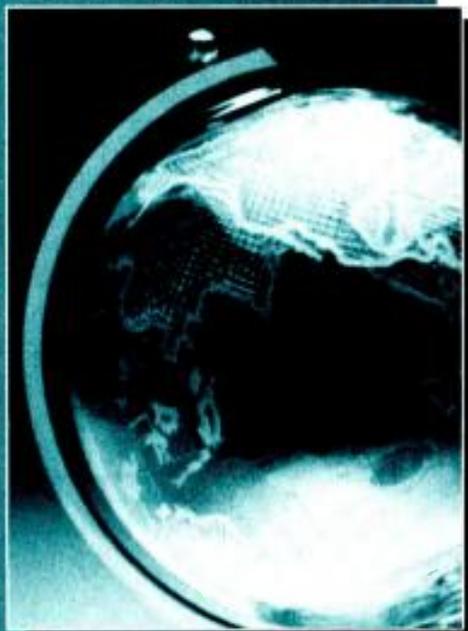
Kennard added that he expects the U.S. Court of Appeals in Washington to rule on Tribune's challenge before March 22. "To the extent the court takes a different view of the law or the public interest than the commission did, we will certainly move promptly to comply with any such court order," he said.

Tribune so far has no plans to ask the FCC for an extension of the March 22 deadline, according to R. Clark Wadlow, a lawyer representing the company. But he adds that the company might need to make such a request if the court does not issue a ruling on the case within the next few weeks.

"We don't have any definite plans," Wadlow says, voicing hope that the court will rule in favor of Tribune's challenge. ■

Announcing the Gerald Loeb Awards for

## BROADCAST MEDIA



### THE GERALD LOEB AWARDS FOR DISTINGUISHED BUSINESS AND FINANCIAL JOURNALISM

rank among journalism's highest honors. Now in its 41st year, the Loeb Awards recognize journalists nationwide who have made significant contributions to the understanding of business, finance, and economic issues. Please call the Loeb Awards office at (310) 206-1877 for an entry brochure.

**BROADCAST MEDIA AWARD CATEGORIES**  
NETWORK AND LARGE MARKET TELEVISION (DMA 1-10)  
OTHER TELEVISION MARKETS (DMA 11 AND HIGHER)  
RADIO

**DEADLINE**  
FEBRUARY 6, 1998 (POSTMARK)

**PRIZE MONEY**  
WINNERS IN EACH CATEGORY RECEIVE \$2,000

For more information, please contact Susan Osa in the Loeb Awards office at (310) 206-1877 or e-mail: [loeb@anderson.ucla.edu](mailto:loeb@anderson.ucla.edu).  
Web: <http://www.anderson.ucla.edu/media/loeb>

# MAKING GOLD, THE OLD-FASHIONED WAY.



*Whatever he touched, King Midas turned to gold.*



*Through Merlin's wizardry, he changed lead into gold.*



*Rumpelstiltskin spun straw into gold.*

# Making gold, THE UNIVERSE

## Jerry Springer's Ratings Are Phenomenal, Up an Incredible 73% vs. Last Year.

Beating *Rosie* and finishing second only to *Oprah*, Jerry was certainly this November's golden boy. Achieving unparalleled year-to-year increases, the *Jerry Springer Show* is the #1 growing talk show in syndication. Proving, when it comes to talk, Universal has the golden touch.

**JERRY**  
*Springer*  
show

Source: NSS; 9/15 - 12/14/97 vs. 9/9 - 12/15/96 (HH GAA%).  
NSS: Ratings Weeks of 10/27 - 11/30/97 (HH GAA%).

# ERSAL WAY.

## Sally Shows Impressive Growth, Increasing 13% Over Last Year.

After 15 years of solid growth, *Sally* continues to demonstrate substantial year-to-year increases. In fact, *Sally* was last year's fastest growing, issue-oriented talk show. And, with even bigger numbers this season, she continues to prove she's worth her weight in gold.

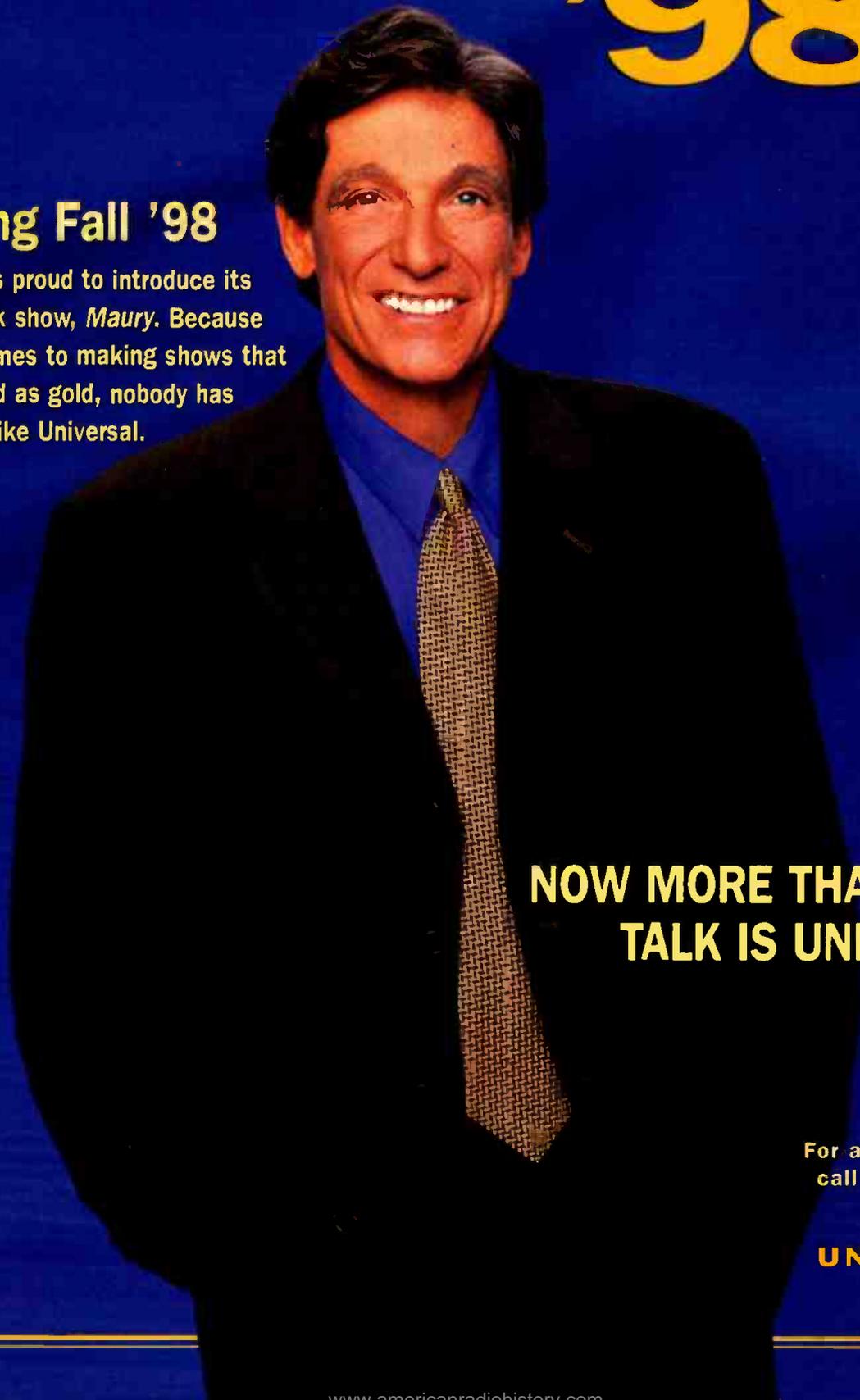
*Sally*

Source: NSS; 9/15 - 12/7/97 vs. 9/9 - 12/8/96 (HH GAA%)

And the  
**golden touch**  
WILL CONTINUE IN  
**'98.**

**Coming Fall '98**

Universal is proud to introduce its newest talk show, *Maury*. Because when it comes to making shows that are as good as gold, nobody has the touch like Universal.



**NOW MORE THAN EVER,  
TALK IS UNIVERSAL**

For advertiser sales  
call 212.373.7770



## New Jersey gets waiver of FCC gaming ad ban; government gambles on appeal

The FCC isn't giving up on its restriction against broadcast gambling ads. In the wake of a New Jersey court ruling against the restriction, the commission last month said it will not enforce the rule there but did not extend the policy to the rest of the country. The decision disappointed broadcasters, who insisted that the case sought relief from the rule for stations outside New Jersey. "[New Jersey] was hardly the focus of the case," said National Association of Broadcasters Vice President Jack Goodman.

The FCC decision not to enforce the ban in New Jersey was similar to the policy that officials put in place earlier last year after a California court ruled against the gambling advertising restriction. That court decision applied to nine Western states. In both cases, FCC officials have cautioned broadcasters to ensure that state restrictions against the ads are not in place.

While staying enforcement of the rule in New Jersey, officials last month also asked the Supreme Court to throw out the California court's ruling and send the case back to the appeals court for further review. "The court of appeals invalidated an act of Congress based on a record that was not adequate to resolve the constitutional issues decided by the court," the FCC said in its petition.

## Media group wants to expand public interest commission

The Media Institute wants to add a few more members to Vice President Gore's advisory committee on digital TV public interest obligations. In a letter last week to President Clinton, Media Institute President Patrick Maines said the current crew is lacking in four departments: First Amendment scholarship, economics, journalism and technology. The group asked that the White House add an expert in each of the four categories. "The committee stands a better chance of offering sound and well-reasoned recommendations ... if it has the benefit of a full range of viewpoints and expertise," Maines wrote.

The request follows a decision last month by the group to form its own Public Interest Council to study the public interest issue independently. In his letter, Maines said his group is not proposing that members of that group be added to the Gore commission.

## Consumer groups seek revisions in inside wiring rules

The FCC's long-running effort to rewrite the rules on apartment-building cable lines continues. At least four groups have asked the commission to reconsider parts of the new "inside wiring" rules they adopted in October. Those rules, aimed at helping new video distributors gain access to the wires inside apartment buildings, require building owners to give incumbent video providers 90 days' notice of any plans to terminate access to the building. The incumbent operator then has 30 days to decide whether to remove or abandon the inside wires or sell them to the building owner

or the new video provider. The Media Access Project and the Consumer Federation of America say the new rules fail to provide competition or greater consumer choice. The groups have asked regulators to reconsider several aspects of the rules and also said the FCC should be willing to preempt state laws on inside wires. Conversely, Time Warner Cable and the NCTA said the commission should not apply its rules in states that have laws on access to buildings. NCTA and Time Warner asked the FCC to reconsider other aspects of the new rules as well.

## 'Net growth could threaten broadcaster share

National Telecommunications and Information Administration head Larry Irving predicted that television's viewing share will move steadily to the Internet. During a Washington luncheon last month, he said that when he was young, he watched channels 2, 4, 5, 7 and 9. His nieces and nephews turned to MTV and BET when they were growing up; now they turn on the computer when they come home, and Irving keeps his computer tuned to a 24-hour classical music station in Seattle. Irving

said the Clinton administration is promoting a regulatory-free environment to encourage Internet growth. On the heels of the FCC's en banc hearing on rising cable rates, Irving said that the administration "has no point of view right now," but is keeping an eye on rising rates. He also managed to sneak in a pitch for the Gore commission on the public interest obligations of digital broadcasters, which NTIA manages. "We need to ensure that one of the most important public properties in the country [continues to] serve the public interest." He also said policymakers should stop nitpicking about "picayune" aspects of the Telecommunications Act. "The rest of the world is watching us," he said. "If we don't do it right, then they won't do it right."

## A man and his music

Senate Judiciary Committee Chairman Orrin Hatch (R-Utah) may be setting himself up for life after Capitol Hill. The Mormon senator is presenting two CDs on the Home Shopping Network full of songs with lyrics he wrote, sometimes during especially long committee meetings. "It's amazing to a lot of people that I have this softer side," Hatch says. "But this is really me. It's a lot more me than some of these [legislative] battles." Fellow Judiciary Committee member Patrick Leahy (D-Vt.) says that "if a liberal Democratic Grateful Dead fan" such as he enjoys the music, "then so will everyone else." Hatch collaborated with Mormon Tabernacle Choir member Janice Kapp Perry on the songs. A choir and a 22-member orchestra perform the selections.

## FCC at NAB

FCC Chairman Bill Kennard will address the NAB Convention at the Chairman's Breakfast April 7 in Las Vegas. The breakfast is part of the seventh annual NAB Broadcasters' Law and Regulation conference, which will cover station ownership consolidation, the transition to digital television and program content regulation. FCC Commissioners Susan Ness, Harold Furchtgott-Roth, Gloria Tristani and Michael Powell also will appear at the convention on a separate panel.



Edited by Chris McConnell

DAN RATHER

# CBS's Eye on the World

Dan Rather has been a star at CBS News for more than three decades and has anchored the *CBS Evening News* since Walter Cronkite's retirement in 1981. Rather recently signed a new contract that will keep him in the anchor chair at CBS through at least 2000, possibly longer. He's covered some of the greatest stories of our time, including the assassination of John F. Kennedy, Watergate and the fall of communism. During his reign, the *Evening News* has been on a ratings roller coaster. The program dominated during Rather's first five years as anchor before falling to NBC, as that network and its newscast rose to first place in the late 1980s. For most of the 1990s the *CBS Evening News* has struggled to hold on to second place or get out of third. But lately the show has been on the rise, climbing 7½ seasons to date, making the network newscasts a three-way race for the first time this decade. In the following interview with Steve McClellan, *BROADCASTING & CABLE's* New York bureau chief, Rather talks about ratings, his recent decision to stay with CBS and the state of his craft.

**Y**our evening newscast was mired in third place in the ratings a year ago. Now you're challenging NBC for first. How do you account for the turnaround?

I don't have an explanation. The ratings, to me and for my entire career, are the great mystery. I believe in quality. I think our broadcast is a high-quality newscast. And insofar as the ratings say anything about the audience, I believe that what they say is there is an audience for hard news and an audience for a broadcast that does not take itself seriously, but takes the news seriously—a newscast that tries to present important, substantive reporting interestingly and at the same time at least touches on those things that are perhaps not important, but interesting in and of themselves.

**Are you doing anything dramatically different from a year or two ago?**

I think we're a harder news broadcast than we were two years ago. We've been trying. We set ourselves on a course about two years ago [about the time Jeff Fager came on board as executive producer]. We stopped, thought, assessed and asked what it was that we wanted to do better. And what we said to ourselves was: "You know, we think we're the best hard-news broadcast of the network Big Three, but we'd like to be a bit harder. And we would like to increase the broadcast's reputation of being the broadcast of record and a broadcast of quality." So we rededicated ourselves to that. But when you say did we do anything differently: we dug deeper, tried to work harder. For a long while, it seemed everybody was afraid of trying to be a "news broadcast of record." It became unfashionable to use the phrase—even to think it, much less try to be it.

**Recent surveys [including the New York-based Tyndall Report] say the CBS Evening News now covers more international news than either NBC or ABC. Is your broadcast doing that intentionally?**

Yes, it's by design. And I want to be accurate here. What the Tyndall Report and other observers who measure certain things have said is that when it comes to pieces—stories—filed from correspondents overseas, CBS does more. In one recent 12-month period, here's what happened: The CBS Evening News ran 400 pieces filed by our foreign bureaus and foreign correspondents. One of our main competitors had just over 300, and the other had 200. Now, those are rough figures, but they are accurate. The competitor who had 200 was, and still is, doing well in the ratings and well in the running, and they bragged about it. They said: Look, we've gone a different way; we have a different vision of an evening news broadcast, and that vision is that the American people are not all that interested in international reporting; and so, yes, we're proud of the fact that we do half as much as the others. They also cut their Washington reporting down quite a bit.

**The direction they've taken does seem to appeal to a large segment of the audience.**

It is a legitimate point of view. It is a reasonable strategy for the ratings. And, indeed, they've done pretty well with it. It was not our way, and it isn't going to be. You know, if you eliminate the national news, for example, or downgrade international news coverage, you may win the ratings. You may do better in the marketplace. But I don't think you're then a quality, responsible news broadcast anymore. That's my view. It's a view shared by Jeff Fager and [CBS News President] Andrew Heyward and others here. We recognize that's not everybody's view.

**Is your broadcast-of-record approach essentially a counter-programming strategy that might be attracting viewers who can't seem to find it anywhere else?**

I would certainly like to believe that our staying the course—being steady, consistent and constant—in such things as international reporting, Washington reporting, has had something to do with whatever good news we've had in the ratings. And I do believe it. I fully understand that there is little, if any, empirical evidence of that. But my experience and my intuition tell me that these have been factors.

**What about outside factors, like prime time?**

What [CBS Entertainment President] Les Moonves has done with our nighttime schedule is certainly a factor. What [CBS Stations Chairman] Mel Karmazin has done, and is doing, with our owned-and-operated stations to improve our delivery system is a factor. Michael Jordan, who, as you know, is chairman of the board, has been a great supporter of news. Jordan has worked closely with Karmazin, trying to

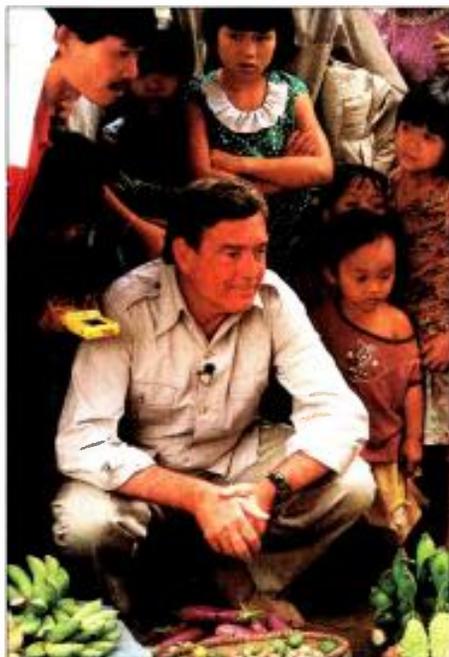
improve our delivery system. CBS, as a whole, has the weakest delivery system of the three over-the-air networks. It was damaged badly in the wake of losing football, and in some very large major markets we simply don't have the delivery system others have.

**It sounds as if you're pretty comfortable with the direction Jordan, Moonves and Karmazin are taking the company.**

No, I'm not pretty comfortable—I'm very comfortable. I like this combination of vision—sometimes an overworked word in television—strategy and energy. There are a new vitality and vigor that have been instilled across the company as a whole.

**Including the news division?**

Look, it makes a difference when Michael Jordan says: "I'm interested in news. I want us to be the best in news." It makes a difference when Les Moonves says, "Listen, I watch the Evening News." He's a bit of a news junkie, as you know. It makes a difference when Mel Karmazin is able to talk about news. He watches the program; he knows the program. He knows what our weaknesses are in our delivery system, knows what our strengths

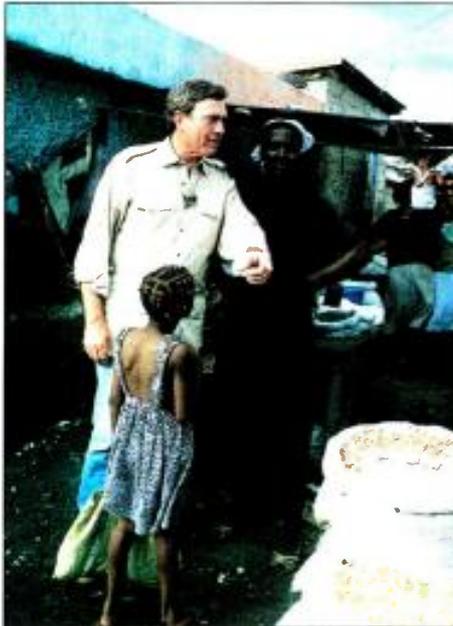


are as a program. He talks presciently about improving the performance of our owned-and-operated stations.

**NBC News President Andrew Lack has taken some ribbing lately for his quote in the papers about being "America's news leader." Nevertheless, NBC does seem to be the most aggressive in exploiting new distribution technologies. Do you take issue with that perception? Should CBS be doing more in that area or not?**

Well, first of all, Andy Lack is not only someone who's a friend of mine, he's also someone whom, professionally, I respect tremendously. Keep in mind that Andy Lack and I, when we were younger, walked into and out of Afghanistan at a time when it was a dangerous neighborhood. You don't do that together and forget it. That's number one. Number two, I don't have any argument with what he said. Among other things, he's the promotional leader at NBC, so he's entitled to say whatever he wants to say. That has to do with the quote that you mentioned.

About taking the lead in the new distribution technologies, I think you're probably right in that. Partly because General Electric is, what, a \$72 billion-a-year company? Tied to Microsoft, which is another huge entity. So those parent entities that have NBC as a part of their operations are deeply into these technologies, and that does give them an edge with new



distribution technologies. However—and please note that I say this with a smile—I'm a reporter, I'm a lifetime journalist. A lot of this I don't understand. My job is to report, write and broadcast stories. So when I talk to you about these things, it's important to me that everybody understand I'm not an expert on 'em. [Laughs]

After saying that, we've tried to keep our focus on our core business. The core business of CBS News is reporting, writing and broadcasting news. While I would certainly hope that we would get better experimenting with new distribution technologies, and there's some real effort being made to do that on the corporate side, it's easy to lose your way. It's easy to get wrapped up in the packaging of news and lose your focus on the gathering of news. There are times when

I look at several of our competitors and say: I think they've gotten themselves a little too far into the promotion and packaging and not quite far enough into the reporting and writing and broadcasting of news. And I find myself saying: Well, if that's true, let them keep on doing it because we're not going to lose that focus here. We want to be the best newsgathering operation in the world. We'd also like to be the best packagers. But first you want to be the best gatherers.

**You recently re-signed with CBS after considering an aggressive bid from CNN. Why were you tempted? And why**

# CBS up most in rising news tide

*Evening newscasts are in closest race of the decade*

By Steve McClellan

**V**iewership levels for the Big Three network evening newscasts are bucking a 20-year downward trend, showing a slight uptick on a combined basis. This season the newscasts also are in the tightest three-way race of the 1990s so far, network executives say. Just seven-tenths of a rating point separates first-place NBC from third-place CBS; just two-tenths of a point separates CBS from second-place ABC.

And during a recent four-week period (through Dec. 12, 1997), the race narrowed to a mere three-tenths of a rating point, with NBC still in the lead with an 8.8 Nielsen rating/17 share, followed by CBS's 8.5/16 and ABC's 8.4/17.

Season to date, the programs' combined household rating is up about 2%, with the *CBS Evening News with Dan Rather* averaging a 7.8/16 and showing the largest gain, up 7%. *ABC World News Tonight with Peter Jennings*, clinging to second with an 8.0/17, is the only one of the three network evening newscasts to show a drop this season. It is down 7% so far.

Leader *NBC Nightly News with Tom Brokaw* is up 2%, with an 8.5/17. Share of audience is flat for NBC and ABC and up one share point for CBS. In the key sales demographic for news, adults 25-54, the numbers reflect the same sea-

son-to-date pattern as households, with NBC averaging a 4.0/16, up 5%; ABC with a 3.7/15, down 3%, and CBS up 10%, with an average 3.3/13.

While it's too soon to declare the recent ratings a trend reversal, the numbers are heartening for network news executives. They have faced a 20-year downward trend that has seen the combined share of the available audience for the evening newscasts drop from 71% to 50% through last season, according to data supplied to the networks by Nielsen Media Research.

No one knows precisely why the evening newscasts' audience erosion has halted, at least temporarily, but there are plenty of theories. Some believe a number of news stories grabbed viewers this year, first and foremost the death of Princess Diana. Also, aging baby boomers are beginning to expand the tail end of the demo (25-54) that watches news the most.

Asked why the ratings are up, CBS News anchor Dan Rather replies: "I don't have an explanation. The ratings, to me, for my entire career are the great mystery." But Rather knows that his newscast, by design, focuses more on hard news than it did two years ago and that perhaps viewers are responding.

Bill Wheatley, vice president, NBC News, says the evening news programs are "more competitive than ever,

**did you decide to stay at CBS?**

CNN is a very good hard-news outfit. I'm impressed with them—I have been for a very long time. Anyone who has the passion for news that I do naturally would respect CNN. Number two, I know a lot of people there. Tom Johnson, Ted Turner, Ed Turner, Bernie Shaw, Judy Woodruff, among others, are all people that I know well. And they have created and continue to create an environment that's a very good environment for people who care about serious journalism to work in. So when they say, "We'd like to have you," one listens very, very carefully. I did listen carefully. It's always nice to be wanted, and they made it clear that they did want me, and I made it clear to them that I was serious about the possibility of joining them. I did think about it very carefully and did consider it very strongly.

**But you stayed put.**

There were other factors. I won't take you through a long list of things, but there were other factors that came into deep consideration. But, in the end, Michael Jordan, Les Moonves, Mel Karmazin and Andrew Heyward convinced me—or they reminded me—that for most of my career, my best destiny has been at CBS News. And they convinced me that my best destiny for the future would be at CBS News. That's what happened. But it's important to me that the following be understood. One, this was not any game being played with anybody. There was some serious consideration of where I wanted to spend, if not the rest of my career, my career for the next four or five years. And that I came away with renewed respect for CNN. I said to them, and say to you, that I would be proud to work for CNN anytime, anywhere, doing anything. But I made my decision, and I'm very happy about it and very comfortable here.

**You seem to thrive on being on assignment. Have you talked with Andrew Heyward about focusing more on assignments and less on the anchor chair and maybe getting out of that chair at some point?**

We have talked a great deal about that. We have in the past, and we did during this most recent time of serious reflection, and we do now. The dilemma, of course, is that if you are the main anchor of a broadcast, there is a limit to how much and how often you can be away from the anchor chair. Nobody quite knows what that is. I've reminded Andrew Heyward—always with a smile—that I've stretched those limits far more than anybody else in the business. Which is to say that I've spent, in terms of anchor chair, more time traveling to more places on more occasions than anybody else. It's always a difficult call to measure. But we do talk about it, and it is true.

**There doesn't seem to be an heir apparent if you did leave the anchor chair.**

Well, I don't agree with that. In fact, here's one area in which I think we've not done as good a job as we could have and should have done—and that is to talk about our depth of talent. If I stepped off a curb today and a bus hit me—God forbid—Bob Schieffer, one of the most experienced journalists in the world, could step into this anchor chair in a second. And, frankly, I do not think the broadcast or the audience size would miss a beat.

**Anybody else?**

Ed Bradley—tremendous journalist, world-class, world-experienced. Let's not forget that Ed Bradley was among the last American journalists out of Saigon, one of the last American journalists after the fall of Cambodia. I mean, here's another been-there-done-that world-class journal-



**The 'CBS Evening News With Dan Rather' has increased its ratings by 7% during the current TV season.**

and their staffs have been working harder and harder to make their programs relevant to their audiences."

For many years, says Wheatley, the evening news shows were "entirely event-driven" by such major stories as Vietnam, the Cold War and the fall of communism. But now that fewer events have such an ongoing and far-reaching impact, a greater effort is being made to report important trends, he says.

At ABC, sources acknowledge that those responsible for the evening newscast have experimented aggressively with its story mix, trying to come up with the right combination of hard news and relevancy. Over recent months, *World News* editors and producers have concluded that the newscast had

gone too far in the direction of feature reporting at the expense of hard news. "The [ABC] broadcast is doing more news and less feature reporting because both Peter Jennings and [executive producer] Paul Friedman and others felt they had gone astray a bit," says the network source.

"I wouldn't disagree with that," says ABC News President David Westin. "I would add two points. The first is that we had more of a turnover in executive producers over a period time than one would like in a broadcast, so it took three or four different directions in just two or three years."

Westin also takes issue with the hard news-soft news distinction raised so often by critics. "It's a little oversimplified and much abused. What we at ABC News can bring to the audience is a depth of coverage. That can be depth to what some people think of as very hard stories, such as Iraq or stories out of Washington." But, says Westin, depth can apply to "human stories." The truth is with the end of the cold war and other global events, there is a greater interest on people's part in health and medicine and issues like that which I would resist calling soft stories."

Other factors may be contributing to the tightness of the ratings competition. CBS's household ratings gains may be helping its evening news performance, researchers say. The upcoming Olympics could help further. It was the Atlanta Olympics in 1996 that gave *NBC Nightly News* the audience boost it needed to capture first place from ABC. With the *Evening News* closing the gap of late, CBS executives hope the Nagano games in February will give Rather's broadcast the boost it needs to get the gold. ■



ist—and tremendous on-camera presence, as is the case with Schieffer. This is not an all-inclusive list, by the way, but it's worth reminding ourselves what we have here. Lesley Stahl, a first-class White House correspondent, *60 Minutes* correspondent, a very good broadcaster. And behind them John Roberts, Paula Zahn, Harry Smith. What have I named, six people? I'm afraid I may have left out somebody.

**How serious a flaw was the network's slow reaction to the death of Diana?**

Some, not many, of our affiliates were critical. We deserved it. We were not at our best, and we always want to be at our best. And, you know, their criticisms and questions were legitimate. We took them seriously and responded quickly. Now, anytime we don't meet our own standards—which are the highest in the business—we're disappointed, and we were disappointed that we were slow, slower than we should have been, out of the box on that story. Having said that, let he or she who has not been slow out of the box on some major story at some time cast the first stone. Two, we rallied, and in less than 24 hours we led on the story. By the time we got to 7 o'clock Sunday—the story broke about 8:30, 9 o'clock Eastern time Saturday night—by virtual acclamation of critics and writers in the business we were leading on the story.

**Are you satisfied that the proper steps have been taken so that won't happen again?**

Not only have steps been taken, major steps have been taken to reduce the chances that this will happen again. This is news. News is not a pure science—it's a crude art on its best days. No one can guarantee that we won't be a little slow jumping on some other story. But big major steps, including infusion of money and resources—including people—have been poured in to give us the best chance that this won't happen again.

**The network schedulers have been treating *48 Hours* like a pingpong ball lately. Are you concerned?**

I've made my peace with that. *48 Hours* has been on the air for 10 years. It is the third-longest-running continuously-on-the-air program in all of network television [prime time]—

exclamation point. And we've been up against the toughest. No one in television has been up against as tough competition on a regular basis as we have. We were born going into the time slot opposite *Cosby*, when *Cosby* owned prime time. We've been against *ER*—which is, you know, a juggernaut prime time program of the 1990s. And that's just to name two. But our role for the network has evolved over the years. We didn't plan it to be this way, but we've become Les Moonves' Marine Corps. If there's a tough, bad beach to hit, send *48 Hours*. And, yes, we'll go ashore, we'll do our best. And if he decides to hit some other beach, we march back, wade back onto the landing craft and take his orders to land on the next bad beach. We take some pride in that.

**CBS and serious news were once synonymous. Is it realistic in today's fragmented media environment with many more competitors to expect to be able to reclaim that mantle?**

It's certainly something we strive to do. And I happen to think it's not only possible, it may be imperative for the network. We're in what I call the "volcanic era" of television, which started in the early 1980s and has continued up through this day. In the volcanic era of television, the competitive pit has become much larger; it has become fiercer, even more than it was before. In that environment, and in this era, it's more important than ever that you have a strong brand name. And behind that brand name you keep thumping home to people what the brand name means, what it stands for.

**Hence your rededication to hard news?**

Yes. We think that gives us the best chance to do what I've just described to you. If you begin to blur the line—as so many do and have—between entertainment and news, I think there are some dangers corporately for that in terms of sending a signal to people about what it is you stand for.

**So news you can use, consumer news—whatever you want to call it—there's no place for it on your newscast.**

We're hard news. Now, others have used that against us. In fact, one of our competitors mocked us for a while for it. I don't find them mocking us anymore, by the way. But that helps us stand out in the marketplace. We're not perfect: I've made my mistakes. When I criticize the blurring of the line between entertainment and news, as I did several years ago at the Radio-Television News Directors Association, I included myself, specifically, and CBS News.

**Any parting thoughts?**

If you take away anything from this interview, take away this: At CBS, quality will always be more important than ratings. We care about ratings, about being competitive; we want to win. We're pleased when the ratings are up and moving our way, as they seem to be now. We're disappointed when they aren't. But, you know, we have a flag flying that says: Quality journalism lasts—the ratings don't. ■

**When a deal gets mired.**

**When a station gets acquired.**

**When the big guy gets fired.**

**When you want to get hired.**

Enter



# www.broadcas

## Broadcasting & Cable Online

---

In a business in which anything can happen at any time – and does – the last place you want to be is at the end of the information food chain. After all, what happens in the broadcasting and cable businesses today can affect where you and your company might be tomorrow. With **Broadcasting & Cable Online**, your need-to-know news gets delivered when you need it: Now.

**Broadcasting & Cable Online** is jam-packed with just about every bit of up-to-the-minute industry news you need to stay competitive and ahead of the game. Rich in content and interactive in every respect, here are just some of the features you'll have instant access to when you subscribe to **Broadcasting & Cable Online**:

**ONLINE DAILY:** Breaking news, updated throughout each day.

**TODAY'S JOB BANK:** New positions open every day. New listings every day.

**STATION SALES:** Up-to-the-minute details on all domestic broadcast transactions.

**PEOPLE:** The comings and goings of industry personnel.

**POLICY BRIEFING:** The definitive status report on major television and radio issues.

**INDUSTRY CALENDAR:** Your complete guide to upcoming conferences, conventions and events.

**BROADCASTING & CABLE WEEKLY:** The full text of our print magazine posted online three days before publication.

**NIELSEN RATINGS:** Top weekly program and network rankings.

**FCC ACTIONS:** Ownership changes, new stations, facilities changes, call-sign actions, plus a fully searchable FCC Actions database, available January 15, 1998.

**KEYWORD SEARCHES OF BACK ISSUES:** Missed something? You'll find it here.

**EXECUTIVE PROFILES:** Interviews with and profiles of industry newsmakers.

**EDITORIALS:** Thoughts, comments and opinions from the editors of **Broadcasting & Cable**.

# tingcable.com

**Broadcasting & Cable Online**

Address: <http://www.broadcastingcable.com>

## Broadcasting ONLINE & Cable

Tuesday December 23, 1997

**SEARCH**  
Subscribers  
log in here

**TODAY'S UPDATE**

- Online Daily
- Today's Job Bank
- Station Sales
- People
- Policy Briefing
- Industry Calendar

**SUBSCRIBE**

**THIS WEEK'S MAGAZINE**

**COVER STORY**  
**NAB**

**Contents**

- Top of the Week
- Internet
- Technology
- Broadcasting
- Cable

### TODAY'S TOP STORIES

#### Tylo wins \$5 million in 'Melrose' case

A Los Angeles jury awarded actress Hunter Tylo--who asked for \$2.5 million--nearly \$5 million Monday after her attorneys argued she was wrongly fired from Aaron Spelling's *Melrose Place* for getting pregnant. Tylo--who was recruited from a daytime drama to play the character of Taylor McBride--claimed her pregnancy could have been masked by specific wardrobe or camera angles. "We have a right to work," Tylo said after the verdict, as reported by UPI. Spelling Entertainment general counsel Sally Suchland said she would appeal. The jury awarded Tylo \$4 million for emotional distress and nearly \$900,000 for lost pay.

#### Holyfield, Lewis agree to fight

Boxing promoter Don King is reportedly taking a potential blockbuster to cable and other pay TV networks, after heavyweight champions Evander Holyfield and Lennox Lewis agreed yesterday on a title unification bout. Holyfield holds the WBA and IBF titles; Lewis has the WBC's. The winner of that bout could be part of an even bigger promotion, if Mike Tyson returns to boxing after being suspended for biting off a piece of Holyfield's ear in their June bout.

### BREAKING NEWS

billion in TCI stock

#### CLINTON MOVES

The Clinton camp will spend \$20 million (of its \$195 million anti-drug campaign) on TV, radio, and print ads in 12 cities as soon as January.

#### IDEI MAKES FORTUNE

'Fortune' magazine names Sony head Nobuyuki Idei its first "Asian Businessman of the Year"

[Click Here for all headlines](#)

### TODAY'S JOB BANK

Select a Job

### Stock Watch

Get the latest stock information

**SUBSCRIBE**

There's much more! Get the rest of the story.  
Subscribe to our print and online editions.

Subscribe to Broadcasting & Cable Online. Access for a full year. Just \$39.00. Log on now for a free preview.

## The Heat turns up the price

Team potentially could double its take from new deal with Silver King

By Steve McClellan

Looking to make a splash in the Miami market when it launches next spring, Silver King Broadcasting's WYHS-TV has acquired the rights to the National Basketball Association's Miami Heat, a 10-year-old franchise now considered one of the league's top contenders.

Financial terms of the new five-year deal weren't disclosed, but sources say that Silver King executives borrowed a page from the Fox deal to acquire the NFL. That is to say, the station will probably lose millions over the five-year deal, but station executives believe that the franchise will give them a huge promotional platform that will help the station gain a toehold in the market and will lead to success in the long term.

Sources say the station agreed to pay \$1.3 million a year (\$6.5 million over the five-year agreement) for rights to the preseason and regular season. The station will pay additional fees for



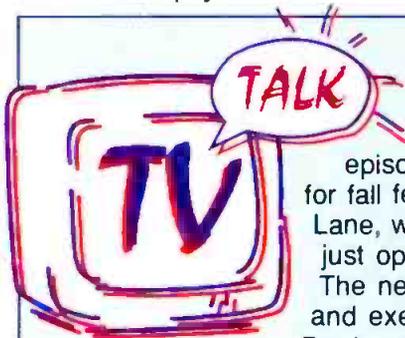
playoff games. In addition, the team will get 75% of the ad inventory to sell, with the station retaining the rest of the inventory.

The station will produce all the games it airs, at an additional estimated

cost of \$800,000 per season. "Look around the league; you will not see a rights deal with more favorable terms for an NBA franchise," says one TV executive.

Sources say The Heat believes it can double its revenue under the new deal compared with the current contract (expiring at the end of this season) with UPN affiliate WBFS-TV. But some caution that results will depend on the team's ability to generate ad revenue. That, in turn, will depend on the ratings the games generate on WYHS-TV. The Heat usually gets a 5 or 6 rating on WBFS-TV, with lead-ins that range from a 5 to an 8.

Silver King executives say they'd be happy to get a 5% share of the market's viewership on average. Competitors in the market say they'll be surprised if The Heat does as well on WYHS-TV, given the higher visibility of WBFS-TV as a UPN affiliate. WYHS-TV will relaunch next spring, shucking the Home Shopping Network for a locally produced news and entertain-



### NBC nabs good old reliable Nathan

NBC has ordered 13 episodes of a comedy series for fall featuring film star Nathan Lane, who's movie "Mousehunt" just opened Friday in theaters. The new series will be created and executive produced by the *Frasier* production team of David

Angell, Peter Casey, David Lee, Chuck Ranberg and Anne Flett-Giordano and will likely land on Tuesday or Thursday. The series, from Paramount TV, will feature Lane as a former opera star who moves to California's Napa Valley to help run the family vineyard.

### UPN Exposes Vampires

Is UPN following Fox's lead in going the way of specials to boost ratings? The emerging network—which recent-

ly aired the first U.S. broadcast featuring the Spice Girls—will run a one-hour special dubbed "Real Vampires. Exposed!" at 8-9 p.m. Tuesday, Jan. 20. The special goes behind the doors of several underground "vampire clubs," including one in Beverly Hills, to get a peak at rituals and role playing games. "Real Vampires. Exposed!" is produced by Bob Bain Productions.



### From 'Badly' to 'Caroline'

Jenica Bergere of NBC's *Men Behaving Badly*—the sophomore sitcom that won't last out the season—will guest star on NBC's *Caroline in the City* on Monday, Jan. 12. She'll play a hip college radio disc jockey who meets her favorite cartoonist, Caroline Duffy (Lea Thompson) for the first time. Bergere plays Katie on *Men Behaving Badly*, the Carsey-Werner comedy that's struggled on Sunday evenings.

ment format.

The Heat also announced that the Sunshine Network has renewed its local cable rights package for another five years. Each rightsholder will air 30-40 regular-season telecasts, plus some pre- and postseason play (to the extent the postseason becomes available).

WYHS-TV says it will produce a show before and after each game it airs, including full coverage of Heat Coach Pat Riley's postgame analysis. Each day the station airs a game will be promoted as a "Heat Day," says Adam Ware, executive vice president, Silver King Broadcasting. Ware also says that the station will provide periodic live updates for all Heat games airing on the Sunshine Network, which is managed by Fox/Liberty Sports.

## Tylo wins \$5 million

A Los Angeles jury awarded actress Hunter Tylo—who asked for \$2.5 million—nearly \$5 million Monday after her attorneys argued she was wrongly fired from Aaron Spelling's *Melrose Place* for getting pregnant. Tylo, who was recruited from a daytime drama to play the character of Taylor McBride, claimed her pregnancy could have been masked by clothing or camera angles. A host of actresses in prime time have had babies during a show's run, including Julia Louis-Dreyfus on *Seinfeld* and Jane Seymour on *Dr. Quinn, Medicine Woman*.

"We have a right to work," Tylo said after the verdict, as reported by UPI. Spelling Entertainment general counsel Sally Suchil issued this statement in response: "We completely disagree with the jury's verdict, which we believe is inconsistent with both the law and the evidence in this case. The award is not based on the evidence presented and is even more than the plaintiff asked. We will appeal the verdict and are confident that we will be vindicated at the Appellate Court level." Spelling had argued that Tylo's character on *Melrose Place* called for a specific body type, not that of a pregnant woman. The jury awarded the actress \$4 million for emotional distress and nearly \$900,000 for lost pay.

## SYNDICATION MARKETPLACE

### NBC at NATPE

NBC Enterprises has unveiled several new projects it will offer at NATPE next month, including a new miniseries. *The Mob*, based on former WNBC-TV crime reporter John Miller's coverage of New York crime families. The company is also producing, with Peter Engel Productions, a new comedy called, *Malibu, Ca.*, which is being sold to stations by Tribune Entertainment for fall 1998.

### What, no rock and roll?

A new study by the Center for Media and Public Affairs revealed that stories about sex, drugs, crime and alcohol predominated the leading syndicated tabloid TV news programs. The center analyzed 333 reports that appeared during two weeks (Oct. 13-17 and Nov. 3-7) on *Inside Edition*, *Hard Copy*, *Extra*, *Entertainment Tonight*, *American Journal* and *Access Hollywood*. Of those, 24% of the stories deal with crime, 21% with sex, 17% with accidents and 10% with self-destructive behavior. Only 7% dealt with "uplifting" themes such as heroic acts.

### Meshach out for now

There will be one less talk show at NATPE this season. MGM Domestic TV has pulled its proposed talk show with Meshach Taylor for the 1988-89 season. In a talk show field crowded

### NSS POCKETPIECE

Top ranked syndicated shows for the week ending Dec. 14, as reported by Nielsen Media Research. Numbers represent average audience/stations/% coverage.

1. Wheel of Fortune	12.4/232/99
2. Jeopardy!	10.2/223/99
3. Home Improvement	9.2/232/99
4. Seinfeld	7.7/223/97
5. Buena Vista I	7.6/183/98
6. Oprah Winfrey Show	7.5/237/99
7. The X-Files	7.1/237/98
8. Buena Vista III	7.0/190/95
9. Entertainment Tonight	6.3/176/96
10. Simpsons	6.0/166/87
11. ESPN NFL Football	5.8/376
11. Jerry Springer	5.8/160/91
13. Xena: Warrior Princess	5.6/228/98
14. Frasier	5.4/182/92
15. Action Pack Feature	5.1/193/97
15. Hercules, Journeys of	5.1/231/99

with celebrities like Roseanne and Howie Mandel. MGM was unable to secure enough time slots for the show. Taylor has co-starred on a number of sitcoms including *Designing Women* and *Dave's World*. MGM Domestic TV President Sid Cohen says the station environment "just isn't right for this show right now."

### Saban putting product into Fox kids, family

Haim Saban is going to keep everything for the Kids and in the Family. Saban Entertainment announced that it will put its library of children's programming and original productions into the Fox Kids Network and the Fox Family Channel. Its eight-year-

old syndication unit, Saban Domestic Distribution, will now develop movies and long-term projects for distribution outside the Fox and Saban stations.

"With the creation of the Fox Kids Worldwide and the acquisition of The Family Channel, we have restructured our energies to support the company's broadcast and cable business," says Mel Woods, president of Saban Entertainment. Peter Schmid, executive VP of Saban Domestic Distribution, will continue with the company and is adding cable sales to his responsibilities. Saban currently distributes four syndicated series, including *The All New Captain Kangaroo*, which will become a part of the Fox Family Channel lineup when it debuts this summer. A decision is pending on whether the other three—*X-Men*, *Marvel Superheroes* and *DragonballZ*—will move to the Fox stations or remain in national syndication.

### 'MATHmatazz'

Children's Television Workshop is launching *MATHmatazz*, a television series designed to help children enjoy mathematics, for the international TV marketplace at NATPE. The series has long been part of the United States public school system's core curriculum for grades K-2. The series features four puppets who educate with shapes, counting and riddles.—Joe Schlosser

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

Week 13	abc	CBS	NBC	FOX	UPN	WB
	14.3/25	7.4/12	8.9/14	6.6/10	2.5/4	2.9/4
MONDAY	8:00 61. Polar Bears Arctic Terr 6.9/12	25. Cosby 9.7/16	54. Suddenly Susan 7.4/12	68. Melrose Place 6.6/10	108. In the House 2.3/4	94. 7th Heaven 3.2/5
	8:30 3. NFL Monday Night Football—Denver Broncos vs. San Francisco 49ers 18.0/31	45. Gregory Hines 7.8/12	61. Jenny 6.9/11	68. Ally McBeal 6.6/10	100. Mal & Eddie 2.6/4	100. Buffy/Vampire Slayer 2.6/4
	9:00 41. Ev Loves Raymd 8.1/12	41. George & Leo 8.1/12	36. Caroline in/City 8.6/13		104. Good News 2.5/4	
	9:30 41. George & Leo 8.1/12	78. Brooklyn South 5.3/9	58. Naked Truth 7.2/11		106. Sparks 2.4/4	
	10:00 15. Dateline NBC 11.5/19					
10:30						
TUESDAY	8:00 55. Grace Undr Fire 7.3/12	70. JAG 6.3/11	13. Mad About You 12.3/21	61. Fox Tuesday Night Movie—The Beverly Hillbillies 6.9/11	100. In the House 2.6/4	
	8:30 32. Soul Man 9.2/15	71. Michael Hayes 6.2/10	28. Newsradio 9.3/15		106. Good News 2.4/4	
	9:00 10. Home Imprvmt 12.6/20	77. Dellaventura 5.6/10	8. Frasier 13.0/21		110. Clueless 2.1/3	
	9:30 48. Hiller and Diller 7.6/12	14. Dateline NBC 11.8/21	15. Just Shoot Me 11.5/19		113. Sparks 1.8/3	
	10:00 18. NYPD Blue 11.1/20					
10:30						
WEDNESDAY	8:00 36. Spin City 8.6/15	61. Nanny 6.9/12	46. 3rd Rock fr/Sun 7.7/13	55. Beverly Hills, 90210 7.3/12	89. Star Trek: Voyager 3.9/6	98. Sister, Sistr 2.9/5
	8:30 19. Dharma & Greg 10.6/17	58. Murphy Brown 7.2/12	75. Men Behvg Badly 5.7/9		91. Smart Guy 3.4/6	
	9:00 11. Drew Carey 12.5/20	61. Public Eye with Bryant Gumbel 6.9/11	48. 3rd Rock fr/Sun 7.6/12	67. Greatest Christmas Moments 6.7/11	94. The Sentinel 3.2/5	94. Wayans Bros 3.2/5
	9:30 28. Ellen 9.3/15	33. Chicago Hope 9.1/16	39. Working 8.2/13		94. Steve Harvey 3.2/5	
	10:00 21. PrimeTime Live 10.2/18		22. Law & Order 10.0/18			
10:30						
THURSDAY	8:00 85. Nothing Sacred 4.6/8	66. Promised Land 6.8/12	5. Friends 15.2/26	83. Living Single 4.8/8		
	8:30 93. Cracker 3.5/5	28. Diagnosis Murder 9.3/15	9. Union Square 12.8/22	86. Between Brothers 4.5/8		
	9:00 48. 20/20 7.6/13	39. 48 Hours 8.2/14	2. Seinfeld 20.2/33	87. 413 Hope Street 4.2/7		
	9:30 48. 20/20 7.6/13		4. Veronica's Clst 16.8/28			
	10:00 1. ER 22.0/37					
10:30						
FRIDAY	8:00 60. Sabrina/Witch 7.1/14	74. Mickey's Christmas Carol 5.8/11	23. Movie of the Week—Home Alone 9.8/18	83. The Visitor 4.8/9		
	8:30 48. Boy Meets Wrld 7.6/14	82. Family Matters 5.1/9		78. Millennium 5.3/10		
	9:00 46. Sabrina/Witch 7.7/14	80. Step by Step 5.2/10	55. Christmas in Washington 7.3/14			
	9:30 71. Teen Angel 6.2/11	48. Nash Bridges 7.6/14				
	10:00 25. 20/20 9.7/18					
10:30						
SATURDAY	8:00 91. Disney's Beauty and the Beast: On Ice 3.9/7	41. Dr. Quinn, Medicine Woman 8.1/16	38. Movie of the Week—It's a Wonderful Life 8.5/16	88. Skate International Finals 4.1/8		
	8:30 89. Disney's Christmas Fantasy 3.9/7	48. Early Edition 7.6/14				
	9:00 80. The Practice 5.2/10	27. Walker, Texas Ranger 9.4/17				
	9:30					
	10:00					
10:30						
SUNDAY	7:00 73. Wonderful World of Disney—Flash 5.9/10	12. 60 Minutes 12.4/22	(nr) NFL Game 2 19.2/35	75. World's Funniest 5.7/10		110. Nick Freno 2.1/4
	7:30 6. Touched by an Angel 13.1/21		33. Dateline NBC 9.1/16	23. The Simpsons 9.8/16		108. Parent 'Hood 2.3/4
	8:00 28. ABC Sunday Night Movie—Junior 9.3/16	17. CBS Sunday Movie—A Christmas Memory 11.2/18	44. NBC Sunday Night Movie—Little Women 7.9/13	20. King of the Hill 10.3/16		99. Parent 'Hood 2.7/4
	8:30			35. The X-Files 8.9/14		104. Jamie Foxx 2.5/4
	9:00					100. Unhap Ev Af 2.6/4
	9:30					12. Alright Aldry 2.0/3
	10:00					
10:30						
WEEK AVG	8.4/14	8.1/14	10.5/18	6.2/10	2.7/4	2.8/4
STD AVG	8.9/15	9.6/16	10.6/18	7.3/12	3.1/5	3.0/5

## Changing Hands

The week's tabulation  
of station sales

### Proposed station trades

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

THIS WEEK:

TVs  \$0  0

Combos  \$101,075,000  7

FMs  \$21,440,000  5

AMs  \$150,000  1

Total  \$122,665,000  13

SO FAR IN 1997:

TVs  \$7,246,180,330  110

Combos  \$8,083,059,551  325

FMs  \$1,965,811,233  399

AMs  \$361,716,358  236

Total  \$17,631,757,472  1,070

SAME PERIOD IN 1996:

TVs  \$10,487,824,645  99

Combos  \$12,033,784,236  345

FMs  \$2,628,006,860  417

AMs  \$212,820,906  254

Total  \$25,362,436,647  1,115

Source: BROADCASTING & CABLE

### COMBOS

#### KASE(FM)/KVET-AM-FM Austin, Tex.

Price: \$90 million

Buyer: Capstar Broadcasting Partners (Steve Hicks, CEO); owns/is buying 316 radio stations

Seller: KVET Broadcasting Co. (Roy Butler, chairman); no other broadcast interests

Facilities: KASE: 100.7 mhz, 100 kw, ant. 1,100 ft.; KVET(AM): 1300 khz, 5 kw day, 1 kw night; KVET-FM: 98.1 mhz, 100 kw, ant. 686 ft.

Formats: KASE, KVET-FM: country; KVET(AM): news/talk/sports

#### KKIM(AM) Albuquerque, KYLZ(FM) (formerly KDNR) Los Lunas and KARS(AM)-KLVO(FM) Belen, all N.M.

Price: \$5.5 million

Buyer: American General Media Corp., Towson, Md. (Anthony S. Brandon, 67% owner); in various forms, Brandon owns/is buying 15 FMs and 11 AMs.

Seller: Guardian Communications Inc., Albuquerque (Mark McNeil, principal); no other broadcast interest

Facilities: KKIM: 1000 khz, 10 kw; KYLZ: 106.3 mhz, 100 kw, ant. 656 ft.; KARS: 860 khz, 1.3 kw day, 186 w night; KLVO: 97.7 mhz, 100 kw, ant. 859 ft.

Formats: KKIM: religion, country; KYLZ: religion, dance; KARS: C&W, Spanish, news; KLVO: C&W, Spanish, news

#### WKLI(AM)-WCOW-FM Sparta, Wis.

Price: \$3.5 million

Buyer: Family Radio Inc., La Crosse, Wis. (Dick Record, principal); owns WIZM-AM-FM and WKTY(AM)-WTRV-FM La Crosse

Seller: Sparta Tomah Broadcasting Co., Sparta (Zel S. Rice II, president); no other broadcast interests

Facilities: AM: 1290 khz, 5 kw; FM: 97.1 mhz, 100 kw, ant. 587 ft.

Formats: AM: news; FM: contemporary country

Broker: Broadcasting Asset Management Corp.

#### WCHN(AM)-WKXZ(FM) and WBKT(FM) Norwich, N.Y.

Price: \$1.26 million

Buyer: BanJo Communications Groups Inc., Oneonta, N.Y. (James V. Johnson and James Baldo, principals); no other broadcast interests

Seller: Cooney Communications Corp., Norwich (Matthew T. Cooney Jr., president); no other broadcast interests

Facilities: WCHN: 970 khz, 1 kw day, 34 w night; WKXZ: 93.9 mhz, 26 kw, ant. 680 ft.; WBKT: 95.3 mhz, 3 kw, ant. 300 ft.

Formats: WCHN: adult standards;

WKXZ: AC; WBKT: modern country

Broker: Kozacko Media Services

#### KPCR-AM-FM Bowling Green, Mo.

Price: \$490,000

Buyer: Indacom Inc., Louisiana, Mo. (Cloyd E. Cox, president); no other broadcast interests

Seller: Pike County Broadcasting Co., Bowling Green (J. Paul Salois, president); no other broadcast interests

Facilities: AM: 1530 khz, 1 kw day, 250 w night; FM: 94.1 mhz, 25 kw, ant. 270 ft.

Formats: Both country

#### WRBE-AM-FM Lucedale, Miss.

Price: \$220,000

Buyer: JDL Corp., Quitman, Miss. (James Larry and Jackie Shirley, owners); no other broadcast interests

Seller: Allen Broadcasting Co. Inc., Lucedale (Herman Kelly, vice president); no other broadcast interests

Facilities: AM: 1440 khz, 5 kw; FM: 107.1 mhz, 12.5 kw, ant. 466 ft.

Formats: AM: country, gospel; FM: country

#### WOBT(AM)-WRHN(FM) Rhinelander and WHTD(FM) Three Lakes, Wis.

Price: \$105,000

Buyer: Marathon Media III LP, Chica-

## Alex R. Seith, Chairman of LH&S Communications

has agreed to transfer the assets

of

## Illinois Radio Network

(Closed November, 1997)

to

## Edward K. Christian

President/CEO

of

## Saga Communications, Inc.

## Frank Boyle Co., L.L.C.

Stamford, CT

203-969-2020

Fax 203-316-0800

# Television's Morning Paper

There's one sure way to stay on top of all the late-breaking news in television:

**BROADCASTING & CABLE'S TV FAX**



A one-page capsule of the top daily news in the industry. All reported by the editors of BROADCASTING & CABLE and on your desk every morning.

So get the Fax...before your competition does. Subscribe to TV FAX today.

**Call 800-554-5729**

\$129 annually to BROADCASTING & CABLE subscribers, \$149 to nonsubscribers.



Five times weekly.

©1998 Cahners Publishing Co.

go (Bruce Buzil, manager/96% owner); owns/is buying eight FMs and three AMs

**Seller:** Northwoods Broadcasting Inc., Rice Lake, Wis. (Thomas A. Koser, president/70% owner); principals also own in common WJMC-AM-FM Rice Lake and WRLS(FM) Hayward, Wis., and WCHT(AM)-WGLO(FM) Escanaba, Mich.

**Facilities:** WOBT: 1240 khz, 1 kw; WRHN: 100.3 mhz, 25 kw, ant. 385 ft.; WHTD: 93.7 mhz, 50 kw, ant. 305 ft.

**Formats:** WOBT: AC; WRHN: AC; WHTD: country

## RADIO: FM

### KZSF(FM) Alameda, Calif.

**Price:** \$16 million

**Buyer:** Radio One of San Francisco Inc., Lanham, Md. (Alfred C. Liggins III, president/owner); owns WOL(AM)-WKYS(FM) Washington/WMMJ(FM) Bethesda, Md.; WOLB(AM)-WERQ-FM and WWIN-AM-FM Baltimore, and WPHI-FM Jenkintown, Pa./Philadelphia

**Seller:** Z-Spanish Radio Network Inc., Sacramento, Calif. (Amador S. Bustos, president/72% owner); owns KHOT(AM)-KZFO(FM) Madera, KZWC-FM Walnut Creek, KJAZ(AM)-KZCO(FM) Oroville, Calif.; is buying KUET(AM) Black Canyon, Ariz.

**Facilities:** 92.7 mhz, 1.8 kw, ant. 370 ft.

**Format:** Spanish

### KQMB(FM) Midvale, Utah

**Price:** \$3.425 million

**Buyer:** Simmons Family Inc., Salt Lake City (Roy W. and Elizabeth E. Simmons Charitable Unitrust, 63.8% owner; H.H. Simons, trustee); owns 10 FMs and five AMs

**Facilities:** 102.7 mhz, 44 kw, ant. 2,765 ft.

**Format:** Hot AC

### WPKM-FM Scarborough, Me.

**Price:** \$1.025 million

**Buyer:** Mariner Broadcasting LP, Kennebunk, Me. (Louis Vitali, president/69% owner); owns WBQQ (FM) Kennebunk and WQEZ(FM) Kennebunkport, Me.

**Seller:** WPKM-FM Inc., Scarborough (Charles C. McCreery, president/79% owner); owns 76% of WMIZ(AM)-WVLT(FM) Vineland, N.J.

**Facilities:** 106.3 mhz, 3 kw, ant. 299 ft.

**Format:** Classical

### KPQZ(FM) Amarillo, Tex.

**Price:** \$790,000

**Buyer:** Mandujano Y Asociados Inc., Amarillo (Socorro Mandujano de Medina, president); no other broadcast interests

**Seller:** Robert R. Sanders, Amarillo; no other broadcast interests

### WDMT(FM) Eufaula, Ala.

**Price:** \$200,000

**Buyer:** Renegade Broadcasting LLC, Eufaula (Clyde H. Earnest, 70%

## OpenMike

<http://www.broadcastingcable.com>

### In praise of tax certificates

**EDITOR:** I want to take this opportunity to congratulate both you and Erwin Krasnow for taking a brave and unselfish stand in favor of reinstatement of the minority tax certificate program (B&C, Dec. 15, 1997). As you have pointed out, the unprecedented media consolidation that has taken place (particularly in radio) since passage of the Telecommunications Act combined with the disappearance of the tax certificate program has dealt a death blow to the few minority broadcasters still in existence.

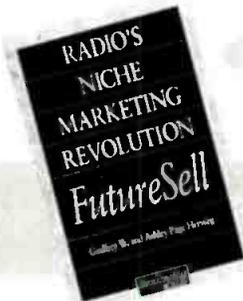
As president of Spanish Broad-

casting System, the largest Hispanic-owned broadcaster in the U.S. today, I can unequivocally vouch for the enormous benefit provided to the public as a result of the tax certificate policy. Over 3 million SBS listeners would not presently be enjoying a Spanish-language radio alternative had it not been for this policy.

Hopefully, Congress and the FCC will revisit the minority tax certificate program in time to reverse the alarmingly rapid pace of decreasing minority ownership of the media since the program was abolished in 1996.—*Raul Alarcon Jr., president, Spanish Broadcasting System, Coral Gables, Fla.*



# The Focal Press Broadcasting and Cable Series

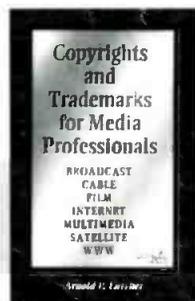


## Radio's Niche Marketing Revolution *Futuresell*

by Godfrey W. Herweg  
& Ashley Page Herweg

Provides planning and marketing strategies to help ensure long-term profitability. Also gives concrete examples of how niche marketing works.

Coming in July  
288pp • Paperback  
0-240-80202-0 • \$29.95

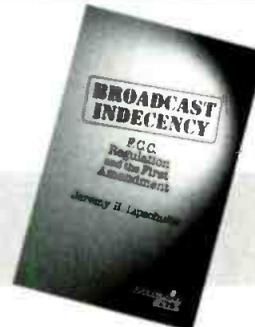


## Copyrights and Trademarks for Media Professionals

by Arnold P. Lutzker

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

194pp • Paperback  
0-240-80276-4 • \$22.95

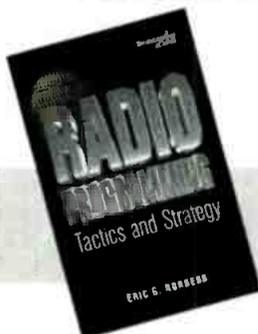


## Broadcast Indecency F.C.C. Regulation and the First Amendment

by Jeremy Lipschultz

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

261pp • Paperback  
0-240-80208-X • \$29.95



## Radio Programming Tactics and Strategies

by Eric G. Norberg

*Radio Programming* is a handbook for programming directors that focuses on how to program a radio station in today's competitive environment.

191pp • Paperback  
0-240-80234-9 • \$26.95



## The Remaking of Radio

by Vincent M. Ditingo

Provides a comprehensive overview of the dramatic regulatory changes and important programming shifts that have occurred in commercial radio in the 1980s and 1990s.

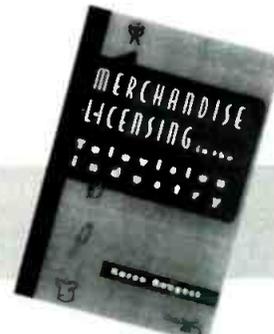
160p • Paperback  
0-240-80174-1 • \$29.95



## Winning the Global TV News Game

by Carla Brooks Johnston  
Offers the first full global perspective of the dramatic changes in television news coverage and the resulting dynamic between industry professionals and consumers.

331pp • Hardback  
0-240-80211-X • \$47.95



## Merchandise Licensing in the TV Industry

by Karen Raugust

This book provides members of the television industry with concrete, how-to information on launching a merchandise licensing program.

127pp • Paperback  
0-240-80210-1 • \$32.95

To place an order call 1-800-366-2665

### FOCAL PRESS WEB SITE

<http://www.bh.com/focalpress>

Visit the Focal Press Web Site for up-to-date information on all our latest titles. To subscribe to the Focal Press E-mail mailing list, send an E-mail message to [majordomo@world.std.com](mailto:majordomo@world.std.com) Include in message body (not in subject line) subscribe focal-press

### Available at Bookstores or

Direct from Focal Press

#### North America

• Mail: Focal Press, 225 Wildwood Ave., Woburn, MA 01801  
• Fax: 1-800-446-6520

Europe: call 1-617-928-2500/ Fax 1-617-933-6333

30 Day Satisfaction Guarantee

FS203

owner); no other broadcast interests  
**Seller:** WDMT FM Inc., Eufaula  
 (DeVaughn Toole, principal)  
**Facilities:** 97.9 mhz, 3 kw, ant. 328 ft.  
**Format:** AC, oldies

**RADIO: AM**

**KJOX(AM) (formerly KGER) Yakima, Wash.**

**Price:** \$150,000

**Buyer:** Yakima Christian Broadcasting, Spokane, Wash. (Thomas W. Read, owner); Read owns KGDN(FM) Pasco, KSPO(FM) Dishman and KTRQ(FM) Quincy, all Wash.

**Seller:** Spanish Language Broadcasters of Washington LP, Yakima (Robert Powers, managing general partner); owns KHHK(FM) Yakima and KYXE(AM) Selah, Wash.

**Facilities:** 930 khz, 1 kw day, 127 w night

**Format:** Spanish

—Compiled by Sara Brown

**Amplifications**

■ Metropolitan Radio Group's \$262,250 purchase of WCKO(AM) from J4 Broadcasting Co. Inc. (B&C, Dec. 22, 1997) was brokered by Ted Hepburn Co.; the station is dark.

■ Norman Fischer & Associates represented Cumulus Media LLC in its \$675,000 purchase of KARX-FM from West Jewell Management Inc. (B&C, Dec. 22, 1997). Satterfield & Perry Inc. represented the seller.

■ The sale of KTUC(AM) Tucson and KSJM(FM) Oro Valley, Ariz., by Maloney Broadcasting to Rex Broadcasting (B&C, Dec. 22, 1997) was brokered by Kalil & Co.

# APR listening trend continues downward

*Decrease in local programming cited as a possible cause*

**Radio**

By John Merli

**A**nother small annual decline in the Average Persons Rating (APR) in the spring '97 Arbitron sweep continued a four-year trend, with the latest rating slipping below 16% for the first time since 1981. According to *Duncan's American Radio*, APR peaked in 1989 at 17.53% of the 12-plus population nationally and has experienced a slight loss each year since then, except for a temporary upturn in 1993. One of the possible reasons cited is a "disturbing trend" away from local programming.

The APR numbers (the percentage of the population listening to radio in any average quarter-hour, 6 a.m.—midnight) represent about a 9% loss of listeners overall in the past nine years, *Duncan's* says. Virtually half of 168 metro markets surveyed posted their lowest APRs in three years. While many of the affected markets are smaller (Asheville, N.C.; Wheeling, W.Va.; South Bend, Ind.), slightly declining APRs also are cited in Chicago, Houston, New Orleans, Philadelphia, Kansas City, Mo., and Buffalo, N.Y.

While *Duncan's* says the reasons for the APR scenario are no doubt numerous and complex and affect most other traditional media as a result of new-media competition, it suggests a few specific reasons for the APR downtrend: Less money is being spent on marketing and promotion; some formats, such as classi-

cal and easy listening, are being dropped; the trend is away from local programming because of national distribution; program segmentation has gone a little too far; commercial loads have increased.

*Duncan's* says, "We're concerned that if delivery slides too much, it could offset the remarkable sales gains radio has experienced over the past five years." And if radio use ratings continue to decline, the medium's overall cost per point will go up, the publication says. ■

**Listening while driving most popular**

Despite the increased attention given to at-work listening in recent years, a new survey finds that the most popular site for today's radio listening is on the road. According to Research Director Inc. of Baltimore, 68% of all persons 12-plus listen to a vehicular radio in a typical week. For full-time commuting workers, on-the-road listening jumps to 71%. The study was compiled by electronic analysis of nearly 350,000 Arbitron diaries.

The typical diary demonstrates that over a week the diary keeper listens to 2.9 stations in a vehicle, 2.4 stations at home and 1.9 stations at work. The study's analysis of 15 selected markets representing about 35% of all Arbitron Metros shows that nearly 72% of workers drive themselves to the office.

Tapscan Inc., the Alabama-based company that leases software to radio stations for online enterprises, suggested the survey. While it's long been assumed that in-car listening is a major component of overall listening habits, the company says, it was important to reassert that vehicular radio "is a great strength in radio's ability to deliver audiences to advertisers." Julie Heath of Research Director adds that the new study indicates that GMs "need to focus attention on in-car listening, especially for cume building." —John Merli



**Unda USA** *The national Catholic association for communicators*

*The 1998 Gabriel Awards*

Honoring radio and television programs that enrich their audiences through a values-centered vision of humanity.

**Program Categories:**

Entertainment • The Arts • News and Information • Religion • Community Awareness Campaigns • Children's Programming • Features • PSAs • Station of the Year Awards • Personal Achievement Award

**Deadline: March 4, 1998**

For Information and/or Entry Forms call:  
 National Office (937) 229-2303, ext. 1

To Enter...Send Tapes, Forms & Fees to:  
 Gabriel Awards, Unda-USA, 901 Irving Avenue,  
 Dayton, Ohio 45409-2316

## BNN expands news verité franchise

*Company has succeeded by putting viewers in the story*

By Donna Petrozzello

It all began with the idea that a television news show should take viewers' comments seriously. Steve Rosenbaum, founder and executive producer at Broadcast News Networks, took that idea a major step forward.

Beginning with a local news show, *Our Town Television*, in upstate New York 14 years ago, Rosenbaum's BNN next year will produce shows for CNN, A&E Network, CBS Eye on People, CBS TV and MTV, among others.

The subjects of BNN programs range from circus performers to a member of a civilian militia. Rosenbaum says BNN tries to brand each story as "participatory" newsgathering by letting the story's subject double as its narrator and by sometimes allowing audience members to become videographers.

Rosenbaum founded BNN with a staff of two and a plan to make news reporting a two-way street, encouraging viewer input and interaction.

For one of BNN's early productions, Rosenbaum allowed a woman who claimed to be ill because of ruptured silicone breast implants to tell her story herself. He agreed to air the woman's home video, in which she told her story in the first person.

Rosenbaum says the result was more poignant and disturbing than it would have been if the story had been shot by an outside camera crew. "We went on the premise that getting the storyteller involved makes for a better story," he says.

Rosenbaum aired the show on BNN's news magazine series *Broadcast New York*, which initially was carried by Albany, N.Y., NBC TV affiliate ch. 13. The program was well received and helped to reinforce his conviction that the audience would welcome the chance to set the agenda for TV news.



Broadcast News Networks' 'I Witness' crew members (l-r) Craig Santy, Matt Gould, Amanda Pike, Evan Eames, Lara Hughey and Ruth Golden.

"I always thought the audience had something it could give us that was valid and more meaningful than we could produce," says Rosenbaum. "We wanted to empower the audience.

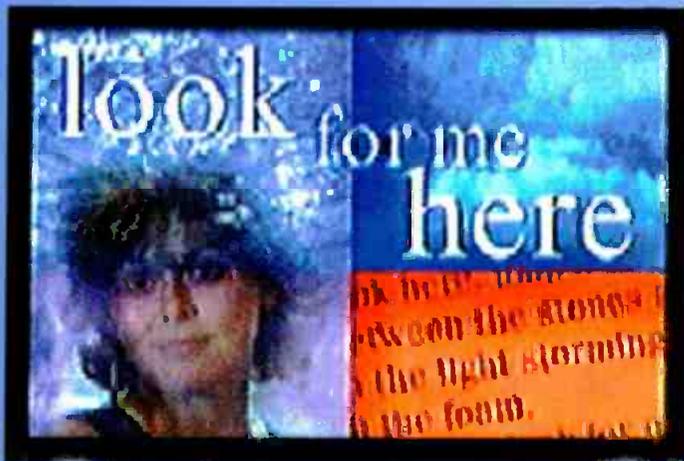
"We want viewers to come to a story and take away their own impressions of it," he says. "I think that kind of story-telling respects the viewers' intelligence."

The silicone implant story set the tone for *Broadcast New York*, which aired many programs from the viewers' point of view during its eight-year run from 1986 to 1994. During that time *Broadcast New York* was picked up by 13 additional New York State stations, most of which were NBC TV affiliates. In 1994, Time Warner Cable's New York One channel bought the series from BNN.

In 1995, Rosenbaum created an alternative news show for MTV dubbed *MTV Unfiltered*. The half-hour series features stories shot and narrated by teenage viewers. They tell of experiences ranging from being sexually harassed to serving in the Persian Gulf War.

For *MTV Unfiltered*, Rosenbaum has lent cameras to some viewers to make home videos of their stories. MTV typically asks viewers to submit their story ideas in writing, chooses the best candidates and sends them a camera. Rosenbaum serves as executive producer of the series.

Since 1995, BNN has expanded to shoot programs for various cable and network outlets, all from a "news verité" angle. By often letting viewers tell their own stories, BNN has developed



**1997 NATPE  
Iris Awards**

Winner, Public Affairs:

***Look For Me  
Here: 299 Days  
In The Life of  
Nora Lenihan***

**New England  
Cable News**

**First Cable Network  
Ever Honored With  
An Iris Award**

New England Cable News, the country's largest regional newschannel, presents quality local news and informational programming like our award-winning documentary, *Look For Me Here*, to more than 2.3 million cable subscribers in nearly 500 communities throughout New England. Visit our video news-on-demand website at [www.necnews.com](http://www.necnews.com).



an unpolished look that "feels like a public access show, but is meant for commercial TV," says Rosenbaum.

With a staff of 35 and editing headquarters in Manhattan, BNN is poised for expansion. The group has renewed its deal to produce hour-long documentaries for Arts & Entertainment and has produced programs for VH1, Travel Channel and Scholastic.

BNN will provide more programming for CBS TV's *Class of 2000* series and will produce more *MTV Unfiltered* shows in 1998. Rosenbaum also plans to produce two hours of

original programming for CNN later this year. BNN's first project for CNN.

Rosenbaum is particularly excited about an assignment to produce additional episodes of *I Witness* for CBS Eye on People in 1998. One of BNN's most challenging projects, *I Witness* is shot by a team of reporters who live with their subjects for six weeks.

Rosenbaum is hoping that additional exposure in 1998 will help spread the word about his method of news reporting. "News organizations have to come to terms with the fact that viewers are going to participate," he says. ■

## HEADLINES

### Minnesota agency opposes US West plan

The Minnesota Department of Public Service has advised the FCC not to permit US West to delay selling its Twin Cities cable operations until after it separates its phone and cable businesses—in which case it would not need to divest. Under federal law, as a major provider of local telephone service, US West cannot own a cable company in the Minneapolis-St. Paul area. US West had agreed to sell the cable operations—nearly 300,000 subscribers—to Charter Communications for about \$600 million earlier this year, but changed its mind in favor of a spin-off of a cable TV unit, MediaOne. Charter has opposed US West's efforts to keep the cable operations as well. The DPS says that the delay sought by US West is not in the best interests of the public and that the spin-off is not a certainty. Consumer groups say there would be no true competition between a cable and a phone company with the same corporate roots. US West says the DPS and consumer groups misunderstand US West's plans and that ownership and leadership of the cable and phone operations would be separate and distinct.

### Cats, swans and Longstockings

Disney Channel has acquired broadcast rights to a slate of children's and family feature films, including titles from Columbia TriStar TV, New Line TV, Warner Bros.

Domestic Pay-TV, Cable and Network Features and Nelvana Enterprises Inc. The agreement gives Disney the exclusive TV debut of "Cats Don't Dance" and "Swan Princess II," both from Warner Bros. Disney will also air the U.S. TV debut of "Pippi Longstocking" from Nelvana. Disney plans to begin airing films from these libraries in January.

### TCM closes in on 20 million

Turner Classic Movies has pushed its subscriber base to 18.7 million with the addition of a number of new West Coast system launches. New hookups include TCI in Greeley, Colo.; Cable One, Winslow, Ariz.; and in California: Time Warner Cable, Bakersfield and Tehachapi; Falcon Cablevision, Malibu/Topanga; Intermedia Partners, Colfax; Avenue TV Cable, Ventura; and Charter Communications, Long Beach and Los Angeles/Pasadena and Fort Carson, Colo.

### Viacom may drop blockbuster

Viacom may sell or spin off its Simon & Schuster publishing and Blockbuster video store units, according to reports last week. Blockbuster's financials are expected to offset stronger performances at Viacom's MTV and Nickelodeon cable operations, and investors are reportedly pressuring executives to reduce company debt. Simon & Schuster could be re-formed into separate educational and consumer units, the *New York Post* said last week.

## More days in court for MTV vs. Cronin

Hearings on MTV Networks vs. former TV Land network president Richard Cronin continue in New York State Supreme Court this week.

In mid-December, Supreme Court Justice Herman Cahn presided over three days of testimony in the case of *MTV Networks vs. News Corp., Fox Kids Worldwide and Cronin*.

In hearings in Manhattan, Cronin and MTV Networks President Mark Rosenthal testified. Hearings are scheduled to continue Jan. 8.

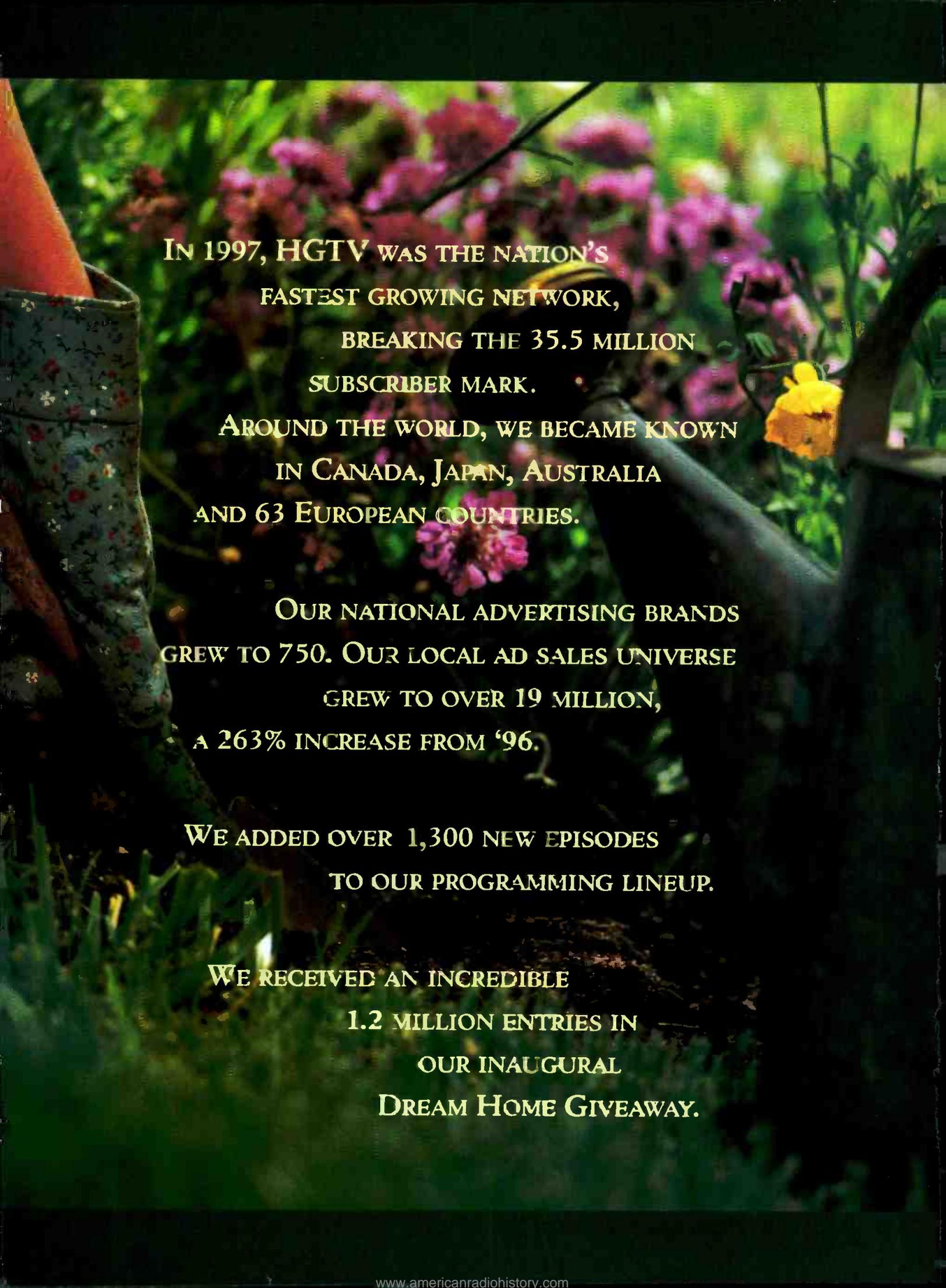
The case stems from a lawsuit MTV filed on Oct. 31, 1997, charging Cronin with breach of contract after the network discovered that he had agreed to take a job as president of Fox Kids and The Family Channel while under contract with MTV Networks. MTV fired Cronin Oct. 22.

MTV Networks is seeking monetary damages and an injunction that would prohibit Cronin from starting his new post until July 1, 1998, the day after his contract was to expire with MTV Networks.

Margaret Blair Soyster, of the New York law firm Rogers & Wells, says her client is defending his right to start working at Fox and The Family Channel sooner. Cronin says he agreed to join Fox in mid-October and had intended to start working there several weeks later.

Cronin maintains that he informed MTV Networks executives he was talking with Fox. "There was nothing in my employment contract with MTV that prevented me from planning what I would do when my term at TV Land ended," he says.

—Donna Petrozzello



IN 1997, HGTV WAS THE NATION'S  
FASTEST GROWING NETWORK,  
BREAKING THE 35.5 MILLION  
SUBSCRIBER MARK.

AROUND THE WORLD, WE BECAME KNOWN  
IN CANADA, JAPAN, AUSTRALIA  
AND 63 EUROPEAN COUNTRIES.

OUR NATIONAL ADVERTISING BRANDS  
GREW TO 750. OUR LOCAL AD SALES UNIVERSE  
GREW TO OVER 19 MILLION,  
A 263% INCREASE FROM '96.

WE ADDED OVER 1,300 NEW EPISODES  
TO OUR PROGRAMMING LINEUP.

WE RECEIVED AN INCREDIBLE  
1.2 MILLION ENTRIES IN  
OUR INAUGURAL  
DREAM HOME GIVEAWAY.

AND WE STILL MADE TIME FOR A LITTLE  
GARDENING AND REMODELING.



*Affiliate Sales Southeast 423/694-2700 • West 310/854-6600 • Midwest 249/827-4472  
Ecs 212/549-4488 • New Business/Alternative Technologies 423/476-3966*

## H E A D L I N E S

**MTV says no to video**

MTV says it will no longer show the video for Prodigy's "Smack My Bitch Up," to the cheers of women's rights groups. The music TV station told wire services it had always planned to limit showing the video, in which women are treated violently. The video reportedly ran for a week only between 1 a.m. and 5 a.m., accompanied by a warning about its content.

**WTBS re-ups with Cable One**

Cable One Inc., the cable division of the Washington Post Company, has completed an agreement with Turner Broadcasting System to continue carrying Turner's Superstation WTBS Atlanta after Dec. 31, 1997, when Turner converted WTBS to a basic cable network. Cable One represents some 635,000 subscribers in 16 states. Turner has sealed deals with

operators serving more than 40 million subscribers.

**Sale of Cox's Central Ohio system complete**

Cox Communications Inc. has announced completion of the sale of its Central Ohio cable television operation to FrontierVision Partners LP. Terms of the transaction were not disclosed. FrontierVision now serves more than 220,000 customers in this region, including systems in nearby Ashland, Ky., that were purchased from Cox in 1996. Cox acquired the Central Ohio system, which serves some 85,000 customers in and around Newark, New Philadelphia, Marion, Coshocton, Cambridge and Logan, during its 1995 acquisition of Times Mirror Cable Television. Cox intends to put the proceeds of the sale toward the purchase of another cable system.

**Holyfield, Lewis agree to fight**

Boxing promoter Don King is reportedly taking a potential blockbuster to cable and other pay-TV networks, after heavyweight champions Evander Holyfield and Lennox Lewis agreed last week on a title unification bout. Holyfield holds the WBA and IBF titles; Lewis has the WBC's. The winner of that bout could be part of an even bigger promotion, in the event Mike Tyson returns to boxing after his suspension for biting off a piece of Holyfield's ear in their June 1997 bout. Tyson, who had lost to Holyfield in 1996, was disqualified for twice biting Holyfield.

**Holiday bonding**

TBS Superstation's *13 Days of 007* annual James Bond movie marathon earned an average 2.2 rating during its Dec. 9-21 run, according to Nielsen Media Research data. TBS says the marathon marked a 10% rating increase over last year's seven-day *Seven Days of 007*. During the last week of *13 Days*, Dec. 15-21, the series earned an average 2.5 rating in prime time, TBS says.

**C-Cor: Just say node**

C-Cor has unveiled a new line of AM fiber optic nodes and optical lid upgrades for its RF amplifier platforms. The Navicor line's modular concept provides for a variety of configurations to ease the strains on time and pocketbooks of network upgrades and rebuilds. "Navicor has all the features our customers need to navigate the future of hybrid fiber/coax," says C-Cor President Scott C. Chandler. "its products are flexible, scalable and cost-effective." The Navicor FlexNet nodes include a trunk/bridgeter and a two-output bridgeter node. The Quadrant node will feature 3- and 4-output configurations. The nodes are controlled by C-Cor's new CNM (Cable Network Management) platform. The Navicor series will be available in summer 1998. C-Cor news is also showing off a new line of FlexNet amplifiers—FlexNet 900—which include improved performance levels and an increase in amplifier return-loss performance on all ports from 14 db to 17 db (except forward input, which is 16 db).

**25 PEOPLE'S CHOICE Top Cable Shows**

Following are the top 25 basic cable programs for the week of Dec. 22-28, 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. Source: Nielsen Media Research, Turner Research

Rnk	Program	Network	Day	Time	Dur	Rating		HHs	
						U.S.	Cable	(000)	Share
1	Independence Bowl—LSU vs. Notre Dame	ESPN	Sun	8:00p	202	4.5	7.3	3,275	3.3
2	Motor City Bowl—Marshall vs. Mississippi	ESPN	Fri	8:00p	237	4.1	7.8	3,015	3.1
3	World Championship Wrestling	TNT	Mon	8:00p	60	4.0	6.8	2,916	3.0
3	Rugrats	NICK	Tue	7:30p	30	4.0	7.2	2,860	2.9
5	Rugrats	NICK	Mon	7:30p	30	3.8	6.3	2,674	2.7
6	World Championship Wrestling	TNT	Mon	9:00p	60	3.6	5.7	2,587	2.6
7	Movie: "Kindergarten Cop"	USA	Thu	8:31p	149	3.4	6.8	2,470	2.5
8	South Park	COM	Wed	10:00p	30	3.3	7.4	1,496	1.5
9	WWF Wrestling	USA	Mon	10:00p	60	3.2	5.4	2,332	2.4
9	Doug	NICK	Tue	7:00p	30	3.2	5.8	2,281	2.3
9	Blues Clues	NICK	Tue	9:30a	30	3.2	11.0	2,265	2.3
9	Blues Clues	NICK	Wed	9:30a	30	3.2	10.0	2,256	2.3
9	Busy World of Richard Scarry	NICK	Mon	10:00a	30	3.2	10.9	2,245	2.3
14	Secret World of Alex Mack	NICK	Tue	8:00p	30	3.1	5.3	2,182	2.2
14	Doug	NICK	Mon	7:00p	30	3.1	5.4	2,169	2.2
16	Movie: "Return of the Jedi"	USA	Thu	5:36p	175	3.0	7.4	2,200	2.2
16	WWF Wrestling	USA	Mon	8:57p	63	3.0	4.7	2,199	2.2
16	Rugrats	NICK	Sun	10:00a	30	3.0	9.1	2,168	2.2
16	World Championship Wrestling	TNT	Mon	10:00p	61	3.0	4.8	2,162	2.2
16	Maurice Sendak's Little Bear	NICK	Mon	12:00p	30	3.0	9.3	2,153	2.2
16	Hey Arnold	NICK	Mon	8:00p	30	3.0	4.9	2,142	2.2
16	Blues Clues	NICK	Mon	9:30a	30	3.0	10.3	2,133	2.2
16	Busy World of Richard Scarry	NICK	Tue	10:00a	30	3.0	10.0	2,127	2.2
16	Rugrats	NICK	Sat	8:00p	30	3.0	5.5	2,125	2.2
16	Busy World of Richard Scarry	NICK	Wed	10:00a	30	3.0	9.2	2,123	2.2
16	Maurice Sendak's Little Bear	NICK	Wed	12:00p	30	3.0	8.4	2,102	2.1
16	Rugrats	NICK	Wed	8:30a	30	3.0	10.3	2,101	2.1

# THE KIDS OF SOUTH PARK GOT A 5.4\* FOR CHRISTMAS



**AND KENNY ACTUALLY LIVED TO SEE IT!**

For more information call Brad Samuels at 212-767-8860

\*Nielsen Media Research, Dec. 17, 12:07 10pm-10:30pm, HHRating subject to qualification upon request.



# Technology

January 5, 1998

## KNXV-TV gets bird's-eye view of Phoenix

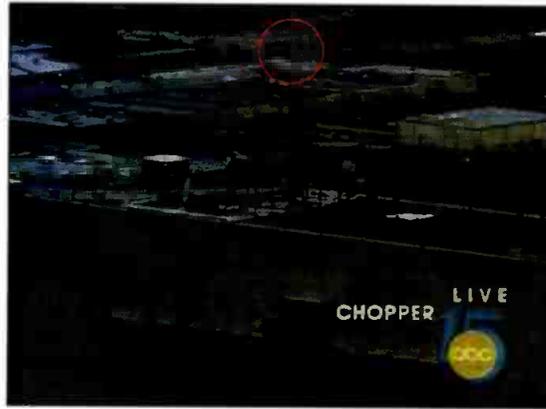
Station installs remote camera on the roof of city's Bank One building

By Glen Dickson

**K**NXV-TV, the ABC affiliate and E.W. Scripps station in Phoenix, has installed a new remote-controlled news camera on the top of the city's Bank One building, the tallest building in Arizona.

The station spent \$50,000-\$60,000 on its "News 15/Bank One UltraCam," a TrollCam LC unit from Troll Technology. The pan-and-tilt camera system offers a 360-degree view of the city and is controlled remotely from the station.

Although KNXV-TV already has an Astar news helicopter with a stabilized camera, the station wanted a fixed vantage point to give aerial views even in inclement weather. Brad Nilsen, the station's vice president/GM, says that "bird's-eye" cameras are common in the Phoenix market, which is why his station went



KNXV-TV's new remote camera sits 555 feet atop the Bank One building in downtown Phoenix.

after the city's highest point of view, the Bank One building.

After launching the Bank One UltraCam on Dec. 8, 1997, KNXV-TV has used the camera mainly for beauty shots during weather reports. "At certain times of the year, weather is a big issue around here with dust storms and monsoons, and we'll use it to cover that," Nilsen says. ■

## CNN invests in digital SNG

Network buys Wegener compression gear

By Glen Dickson

**I**n order to use its domestic satellite capacity more efficiently, CNN has purchased a bevy of digital satellite compression gear from Wegener Corp. of Duluth, Ga.

The order includes 14 Wegener DVT2001 MPEG-2 encoders and 22 DVR2000 receivers, which are being delivered and installed. CNN is installing an encoder in each of its eight SNG trucks and will use the rest of the encoders for five satellite flyaway units. One flyaway, a dual Ku-

band/C-band package targeted for international use, will get an extra Wegener encoder "because it's nice to have two when you're going to Bosnia," says Frank Barnett, director of CNN Newsbeam.

Each truck will also get a Wegener digital receiver, with the rest being installed at CNN headquarters in Atlanta. "It's not imperative to have a link back to the truck, but it's good to have one," Barnett says. "We may be able to start doing some compressed backhauls into the trucks now."

Barnett says that CNN is spending



## Canon lenses tackle Super Bowl

NBC will use more than 14 Canon DIGI-SUPER 70 digital long lenses in its coverage of Super Bowl XXXII in San Diego on Jan. 25. According to Canon, the digitally controlled 70X zoom lenses provide the longest telephoto and widest angle combination of any lens. They also include Canon's internal focusing and IFplus technologies for long-range telephoto applications. Super Bowl director John Gonzalez first used the DIGI-SUPER 70 lens at Super Bowl XXX and says "it allowed us to get inside the helmet of the players. We were able to show the full range of emotions of the players and coaches." —Glen Dickson

more than \$750,000 on digital compression gear for domestic use, a figure that represents both the Wegener gear and satellite upconverters from Miteq. The network decided to make the investment after having success with Wegener digital compression equipment for international feeds. Last summer CNN started using Wegener MPEG-2 encoders and receivers to generate compressed feeds out of London, Jerusalem and Moscow off the Intelsat 332 satellite.

"The efficiencies we realized inter-

nationally became really apparent with our [capacity] lease," says Barnett. "We had the stuff installed at the time of the Princess Diana tragedy, and we had four simultaneous carriers out of London on one transponder. A bombing came up in Jerusalem in the middle of that, so we just dropped one of the London carriers and brought up the feed from Jerusalem. ... With analog, we would had to have bought a whole other feed path."

Barnett is looking forward to realizing the same efficiencies with digital compression in the domestic SNG

market. The new Wegener MPEG-2 gear will be used as a complement to existing analog uplink equipment in CNN's trucks, seven of which are multipath. CNN plans to allocate one 54 mhz transponder on the GE Americom GStar IV satellite for digital transmission, and Barnett thinks the network can easily fit five, and maybe six, digital feeds at an encoding rate of 8.4 Mb/s, which he calls the "de facto standard" for MPEG-2 news feeds. CNN currently uses two 8.4 Mb/s paths out of London for live feeds and one 15 Mb/s path for taped material.

Barnett hopes to have all the Wegener gear installed by the beginning of February 1998; one of the flyaways will be used later this month for CNN's coverage from Cuba. As for the SNG trucks, CNN wants to use the compression gear to handle point-to-point transmissions from the field to CNN, while the existing analog gear will continue to pump out feeds to affiliates. "By maximizing the number of CNN signals we can put out of a truck in compressed mode, we'll be able to offer greater flexibility to affiliates," Barnett says. ■

# Cutting Edge

By Glen Dickson

**Zenith Electronics** has selected system software from embedded software supplier **Microware Systems** for the high-definition television sets it will begin selling in 1998, extending a previous licensing agreement with Microware for its DAVID (Digital Audio/Video Interactive Decoder) package. Zenith says it will use Microware's OS-9-based DAVIDLite software for its HDTV receivers; Zenith already uses DAVIDLite in digital set-top boxes, but this would be the first appearance of the Microware software in the TV set itself.

**GlobeCast North America** planned to provide live international and domestic transmission of the New Year's Eve celebration in Times Square in New York last week via its fiber and satellite network, continuing its relationship with Times Square Business Improvement District. At press time, GlobeCast planned to transmit live mixed footage with natural sound from Times Square from 11:30 p.m.

to 12:15 a.m. The feed was to be sent via fiber from One Times Square to Waterfront Communications' The Switch center, from which it could be picked up by domestic television stations and also uplinked for domestic transmission via the Galaxy VI and SBS-6 satellites. Internationally, GlobeCast was to transmit the broadcast via Intelsat K 7 to Europe, PanAmSat-3R to South America and Intelsat 174 to the Pacific Rim.



*CBS Sports is relying on Quantel graphics equipment for its Nagano coverage, including a Henry V8 effects editor.*

For its 1998 winter Olympics coverage, CBS

Sports is using **Quantel** equipment in its onsite graphics facility in Nagano, Japan. The Quantel gear includes one high-end Henry V8 effects editing system, four Picturebox still stores and three Paintbox Bravo graphics systems. "This will be our third winter Olympics using Quantel products in our graphics area," says Darcy Antonellis, CBS vice president of technical and Olympic operations. "We had great success in the previous two games, and it made sense to stick with proven systems."

HDTV pioneer **REBO Studio** is joining CBS and PBS in providing an HDTV programming feed to the Consumer Electronics Show (CES) in Las Vegas this week. The feed will draw from New York-based REBO's extensive HDTV library, including episodes of the natural history series *Wild!Life Adventures*, which Rebo co-produces with Turner Original Productions and Japanese broadcaster NHK, and "Fool's Fire," an *American Playhouse* presentation REBO co-produced with PBS. "While PBS and CBS will be broadcast to the convention

floor via terrestrial television stations in the Las Vegas market [KLTV and KLAS-TV], it's appropriate that our studio's feed will be delivered via cable, as our programming mix is representative of what's available today from many of the most successful thematic cable channels," says REBO co-founder Barry Rebo.



*Cinetel audio engineer Randall Inman works with the new AMS Neve Libra console.*

As part of the digital conversion of its production facility, **Cinetel Studios** of Knoxville, Tenn., has installed a Libra 24-fader fully automated digital music console from AMS Neve. The Cinetel facility is used for program production for cable networks including HGTV, The History Channel, A&E and TNN. The completion of the AMS Neve-equipped control room is the final stage of a facility-wide move to digital.

# Telemedia

THE CONVERGENCE OF TELEVISION, RADIO AND NEW MEDIA

## Online Content

# Microsoft's 'Slate' tries to push pay model

Advertising alone won't support Webzine

By Richard Tedesco

**S**late, Microsoft's esoteric pop online periodical, plans to adopt a subscription model soon that could require PC users to pay as much as \$30 annually.

That's the latest word from Rogers Weed, Slate's publisher, who says the long-delayed strategy is an issue of necessity for the cultural/political publication. "We don't believe that the advertising-only approach is sustainable for us," he says.

Slate joins a growing roster of publications or publication services charging for information on the information-rich Internet. The *Wall Street Journal's* online edition has been the sole screaming success in online subscriptions—largely on the strength of its powerful print identity and the content differentiation its online edition offers.

Time New Media has never indicated how its experiment with *Pathfinder Personal Edition* is going. But it is no longer pushing the \$4.95 monthly subscription to the premium version of its online publications. That suggests the concept didn't take off. "It gave us a lot of useful information about what people are



willing to pay for on the Web," says Graham Cannon, a Time New Media spokesman.

And Time New Media soon will apply that information. Its *Entertainment Weekly Online* will be available to print subscribers this month as a premium for their \$23 annual subscription. It will offer original weekly content and an archive for the past seven years' issues. *Money.com*, which has been a free supplement to the print magazine, goes into a pay

mode—\$29.95 a year if you're a *Money* subscriber, \$49.95 if you're not. "If you have something that isn't available somewhere else, that's how you assign value," Cannon says.

Weed concedes that *Slate* is a magazine in search of a focus. It debuted as what Weed calls a "pure opinion" publication. More recently it has positioned itself as a repository of news summaries, drawing from five top U.S. dailies and starting to do

the same with some international periodicals. "What we're trying for is a news analysis focus," says Weed. "Our focus is national news related to the U.S. and politics. Our goal is to be a place to go for what's going on with the news of the week."

The original game plan—now about a year overdue—was to charge a \$19.95 annual subscription fee for the online weekly, launched in June 1996. Weed figures that could stretch to as much as \$30 on the strength of the top-rank writers it hopes to land. And it anticipates offering potential payees other subscription options still under discussion. "There's a trade-off," he says. "You don't want to be confusing, with 18 different ways you can be a subscriber, but you want there to be some flexibility."

And from an online publisher's perspective, you probably want to be there before the space gets too crowded with print publications flexing well-established names on the Web. Both *Business Week* and the *Economist* are breaking onto the Web with some form of subscription this month (details yet to come). *Business Week* will continue to be accessible at no additional

charge to America Online subscribers.

Behind the migration to a pay model looms the *Wall Street Journal's* startling performance in the nascent field: 150,000 online subscribers and counting. And two-thirds of those takers are non-print subscribers paying \$49 for annual access.

The *New York Times* has been charging PC users abroad for access to its electronic edition; eventually, it intends to charge all of its online readers.

*Slate* will continue to offer "free samples" of its content after it goes to the pay mode, but it could be treading a thin line of satisfying—rather than whetting—the appetite for its eclectic mix. TM

### Ultimate TV coming attractions

A very brief distillation of broadcast and cable TV content starts streaming on Ultimate TV's Website next week in the form of network and program promotional spots.

The stuff that sets channel surfers zapping will now appear in an area dubbed the Ultimate TV Promo Lounge. Program listings on the site bearing the operative icon for the spots will provide links for PC users who want to see previews online ([www.ultimatetv.com](http://www.ultimatetv.com)). "Our goal is to give the end user a sample of the show," says

Jeff Rowe, president of Los Angeles-based Ultimate TV, who calls the content "a hybrid of episodic and evergreen."

ABC, CBS, NBC, UPN and WB have committed to providing content, with Fox reportedly on the fence. HBO is the sole cable network collaborating, with the Turner networks and MTV Networks considering the concept.

Ultimate TV, which will stream the content using RealNetworks technology, expects to continue adding promos to its archives as the project continues.—Richard Tedesco

# New look to B&C Online

BROADCASTING & CABLE officially launches its new Website today. BROADCASTING & CABLE ONLINE will provide late-breaking industry news about television, radio and the Internet.

BROADCASTING & CABLE ONLINE replaces the magazine's former Website, at [www.broadcastingcable.com](http://www.broadcastingcable.com). The new site emphasizes up-to-the-minute news while providing a user-friendly online format for each week's BROADCASTING & CABLE magazine.

"We designed BROADCASTING & CABLE ONLINE with breaking news in mind," says BROADCASTING & CABLE Editor Harry Jessell. "We want our readers to have access to news as it happens, along with our in-depth weekly coverage."

The site's main page features a scrolling headline ticker updated by BROADCASTING & CABLE's editorial staff each business day from 9 a.m. to 9 p.m. (EST). The ticker tips readers to the latest industry news, with more that evening in the site's Online Daily section (see below).

Other daily news features:

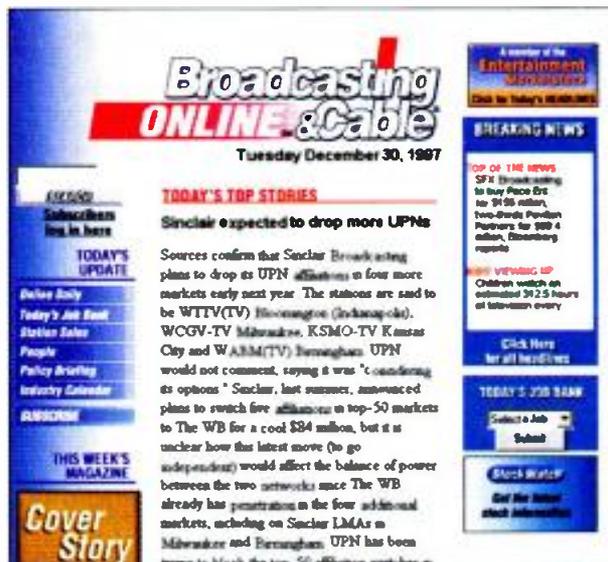
**FCC Actions:** The online version of the magazine's "For the Record" section features daily updates on FCC filings and actions.

**Industry Calendar:** The online version of the magazine's "Datebook" section features late-breaking information on industry awards, conferences, conventions, exhibits, expositions and other events.

**Job Bank:** Daily postings of employment opportunities are organized by industry and position.

**Online Daily:** The online version of BROADCASTING & CABLE's *Cableday Fax* and *TV Fax* features the full content of each of the daily faxes along with additional items exclusive to BROADCASTING & CABLE ONLINE. This section is posted Monday through Friday by 8 p.m. ET.

**People:** The online version of the magazine's "Fates and



Fortunes" section provides a daily record of personnel changes in the advertising, broadcast television, cable, Internet, programming, radio and satellite industries. The section also includes industry obituaries.

**Policy Briefing:** Exclusive to BROADCASTING & CABLE ONLINE, this insider news summary provides updates on industry topics ranging from digital TV to the status of must carry.

**Station Sales:** The online version of "Changing Hands" debuts Friday, Jan. 16, with daily updates of radio and television station transactions and a searchable database of past transactions.

For magazine subscribers, the new site means access to BROADCASTING & CABLE stories two to three days before the Monday issue date. Stories from the magazine begin appearing online by Thursday afternoon, and the entire magazine is posted by Friday evening. In addition, BROADCASTING & CABLE ONLINE features a searchable archive containing issues of the magazine dating back to January 1994.

The site also features items in addition to those in the magazine.

"The site expands on the coverage available in the magazine," says BROADCASTING & CABLE ONLINE Editor Christopher Jones. "A news item or station sale that might be held a week for the magazine will appear right away on the Website."

The site was designed by Kaufman Patricof Enterprises and is produced by Jones and Web Production Manager Alisa Holmes from BROADCASTING & CABLE's Washington office.

Before joining BROADCASTING & CABLE in November 1997, Jones worked as a reporter for the *Washington Blade* newspaper. As a syndicated TV columnist, his work has appeared in Washington, Philadelphia and New York newspapers.

Holmes joined the magazine in October 1997 after graduating from Washington's American University with a degree in visual media. TM

# Classifieds

See last page of classifieds for rates and other information

## RADIO

### HELP WANTED MANAGEMENT

Pacific Star Communications, Inc. a division of Capstar Broadcasting Partners seeks a proactive accountable **General Manager** with proven Sales and People skills. Western medium market, Top compensation, Stock Options, and Benefits for the right G.M. Qualified applicants should fax resume, salary requirements, and why you should have this job to:

**Human Resources Director,  
Pacific Star Communications, Inc.,  
619.233.6517 or mail to  
2550 5th Avenue, Suite 723,  
San Diego, CA 92103  
E.O.E.**

### HELP WANTED SALES

**National Sales Manager (Job #11-100):** WBNS Radio is looking for a National Sales Manager to oversee all national sales efforts of WBNS Radio by supervising national sales representative. Primary responsibility is to meet or exceed national revenue projections. Assist in the creation of an monitoring of national sales goal. Organize and provide product information to national sales reps. Meet with each national sales office periodically and with key accounts in each market to update them in market conditions and station developments. Assist on major national account presentations and negotiations. Interact with all department heads to ensure positive communications between departments and their effect on national business. College graduate preferred. Five or more years experience in industry sales. Good knowledge of computers and ratings. Good understanding of inventory control. Strong organizational skills, good business sense, and leadership qualities required. Equivalent combinations of education and experience will be considered. Qualified candidates should send resume to: RadioOhio, Human Resources Job #11-100, 770 Twin Rivers Drive, Columbus, Ohio 43215. Qualified minorities and women are encouraged to apply. EEO. We are a smoke and drug free workplace.

### HELP WANTED NEWS

**News Director, Radio.** Who owns your stations today? If this question is hard to answer, this opportunity may be for you. Our three station combo needs an experienced news director with strong leadership and news judgement, excellent writing and reporting skills, and strong anchoring ability. It's a fast track in a growing market, and neither our stations nor our news commitment are for sale. Resume, tape and writing samples to Box 01292 EOE.

**Radio News Anchor.** ICRT Radio Taipei seeks experienced english language broadcaster for news anchor position. Must have at least 3 years experience in either radio or TV. Must have a college degree. You will live and work in Taiwan. You do not need to speak Chinese. You do need to want to work at a dynamic radio station with more than 2 million listeners daily. Tape and resume to Kevin Kerrigan, ICRT, 8-1 Chung Yung, 2ED Road, Taipei, Taiwan, R.O.C. 111. Excellent pay and benefits. Learn more about us at [www.icrt.com.tw](http://www.icrt.com.tw).

### HELP WANTED PROGRAMMING

**PD for Clear Channel Communications subsidiary,** Radio Enterprises, Albany, NY (Market 57), programming formats include nation's highest rated Rock Alternative, Classic Rock and One-On-One sports AM. Candidate must have programming, production, management, planning, marketing and promotion experience. PD reports directly to GM. Position available immediately. Resumes and tapes to David Arcara, Radio Enterprises, 4 Central Avenue, Albany, NY 12210. Radio Enterprises is an Equal Opportunity Employer.

### SITUATIONS WANTED MANAGEMENT

**Experienced professional seeks GM/GSM position** in small to medium market. Top biller. Great motivator. Willing to relocate. Top references. Buyout if interested. Ted 212-737-2997 or 212-888-7347.

### SITUATIONS WANTED ANNOUNCER

**If you need a D.J. or newsman-salesman.** Call Ted for resume and tape. 212-737-2997.

Advertise your classified ad on B&C's Website.

Contact Antoinette Pellegrino

for info ...

ph: 212-337-7073 or

e-mail: [apellegrino@b&c.cahners.com](mailto:apellegrino@b&c.cahners.com)

## TELEVISION

### HELP WANTED MANAGEMENT

### Vice President, Business Development Great Challenge, Great Opportunity, Great Organization

Use your skills and contacts to bring the fastest growing, most aggressive business development candidate to help our organization continue our climb to the top. Background must include a deep and wide industry knowledge: Cable, Broadcast, Online and other media companies. You must comprehend the latest industry developments and have existing high-level contacts within all sectors of the industry. You will be called upon to lead our business expansion into all media sectors.

The skills necessary to be successful in this position include: negotiation, sales, presentation, analysis and drive to be the best. This position is not for the faint-hearted, only dedicated professionals are encouraged to apply. This is a unique opportunity to contribute significantly to the success of a growing media company.

This position will be located in Stamford, CT / New York City. Compensation and benefits are highly competitive. Regional News Network, Attn: President, 1 Stamford Landing, 62 Southfield Ave., Stamford, CT 06902. 203.967.9442 fax

*RNN is an equal opportunity employer.*

**General Manager.** WTWC-TV in Tallahassee is looking for a visionary leader to take over an up and coming NBC affiliate. Must be a proven team builder, a collaborative leader, a strategic thinker, and have strong interpersonal and financial management skills. The ideal candidate will have a broad range of television experience, part of it in a small to medium market. Minimum ten years broadcast experience with at least five years in management also required. Send resume to Michael Bock, VP/Television, Guy Gannett Communications, PO Box 15277, Portland, ME 04112. No phone calls please. Guy Gannett Communications is an Equal Opportunity Employer. Women and minorities are urged to reply.

**FAX CLASSIFIED ADS TO  
212-206-8327**

### HELP WANTED SALES

#### ACCOUNT EXECUTIVE

**UPN38 WSBK-TV, Boston, a Paramount Stations Group owned station, is seeking a highly motivated salesperson with agency experience and new business development skills. Three years broadcast sales and computer skills are essential, knowledge of TVSCAN/Scarborough is preferred.**

**Submit resumes to Scott McGavick LSM and Jeff Reed LSM, UPN38, 83 Leo Birmingham Parkway, Boston, MA 02135. EOE**

**WFLD, FOX O&O TV station** in Chicago is looking for a Log Editor. Individual will check, change and verify all program timings; ensure accuracy of daily FCC log; time daily log from sign on to sign off; call syndicators for show timings when needed and schedule revisions; competitive product separation; assign show numbers and titles; assign facilities for Paramount Pictures. Requirements include: demonstrated knowledge of Children's FCC log; strong attention to details; and excellent organizational skills. Prior experience with Enterprise software system and prior traffic experience is necessary. For immediate consideration, send resume and letter of interest to Human Resources, WFLD/FOX 32, 205 N. Michigan Avenue, Chicago, IL 60601. No phone calls, no faxes please. EOE/M/F/D/V.

**General Sales Manager - WDFX FOX34** in Dothan, AL needs a self-motivated, enthusiastic GSM. Applicant should have five years of management experience. Fax resume to Business Manager at 334-288-5414.

**Television Advertising Sales Executive.** WATE-TV6 is seeking an experienced Television Advertising Sales Executive. Candidate must have a minimum of three (3) years television sales experience. Along with your resume, send a letter detailing your success in developing new business. We're looking for applicants with a demonstrated customer-focused selling attitude. Interested parties send resume to: WATE-TV6, Attn: Personnel, P.O. Box 2349, Knoxville, TN 37901. No phone calls and no beginners, please. WATE-TV6/Young Broadcasting of Knoxville, Inc. is an Equal Opportunity Employer. Women and minorities are encouraged to apply.

**Sales Account Executive:** KFOR-TV, Oklahoma City's market leader and one of the top NBC affiliates in the country, has an immediate opening for an Account Executive to enhance our strong sales team. Successful sales experience required in television, radio, print or a related field with a proven track record in reaching billing goals and developing new business. Highly motivated self-starting, well organized with excellent oral and written presentation skills and an ability to develop and enhance strong client and agency relationships. Working knowledge of NSI, TV Scan and Research programs preferred. College degree to commensurate experience. Send resume to Personnel, KFOR-TV, 444 East Britton Road, Oklahoma City, OK 73114. EOE.

**Local Sales Manager (WHBQ-TV).** FOX O/O seeks a Local Sales Manager with great communication, motivational and organizational skills. Will be responsible for achieving local monthly sales budget. Will work directly with local Account Executives setting their individual budgets, developing new business, involvement in local community, i.e. sales calls, presentations, station events, etc. Applicant must have 4 plus years of television sales experience and management experience a plus. Knowledge of television sales, Scarborough research, BMP Avail System. Must be revenue driven. College degree required. EOE. Send your resume and cover letter to Human Resources, WHBQ-TV, 485 S. Highland, Memphis, TN 38111.

**Network Television Account Executive.** Public Broadcast Marketing, Inc., network television sales for the Public Television Network, requests resumes from experienced network television sales professionals for sales position. Send materials to Janet Kent, Executive VP, PBM, 919 Third Ave, 11th Floor, New York, NY 10022. 212-688-3530, and/or e-mail us @ kthompson@pbmny.com

**Local Sales Manager.** Opportunity for a take charge leader with proven sales success. Looking for a motivated, creative and aggressive individual to join our sales management team. This is a hands-on job. Candidate should possess strong team building and coaching skills through positive motivation. Must be promotionally oriented, computer literate with knowledge of TV Works and Star a plus. Great opportunity in a great community. Drug screen required. NBC 25 is a small market NBC affiliate. We offer a comprehensive benefit package, including 401(k) and section 125 plans. Send resume, cover letter and salary requirements to Personnel, NBC 25, Dept. W, 13 East Washington Street, Hagerstown, MD 21740. 800-842-1837. EOE.

**Local Sales Manager.** KVUE-TV, Austin, Texas is looking for a motivated and creative team player to lead our successful local sales team. Knowledge of inventory control, budgeting, and computer literacy is required. Strong communication and organizational skills needed. A minimum of three years broadcast sales experience. Qualified applicants need to send your resume to General Sales Manager, KVUE-TV, PO Box 9927, Austin, Texas 78766-0927. EOE.

**General Sales Manager.** Market leading (and still growing) midwest TV station in top 75 market. Seeking motivated professional to lead sales effort. Ability to lead strong news and sports sales necessary. Effective communication, creativity, and organizational skills required. Experience working with BMP/TvScan, CMR, Scarborough, computer presentation software a plus. Minimum three years successful management experience required. Must be revenue and success driven. Send resume, references and salary requirements to Box 01297 EOE.

**Account Executive:** WKCF-TV, Orlando, top rated WB affiliate is seeking a highly motivated AE that has agency experience as well as new business development skills. Candidates must have the ability to handle continuous changes in market conditions. A minimum of 3 years experience in television sales and knowledge of TVSCAN/Scarborough is preferred. Submit resumes to Human Resources, WKCF/AE, 602 Courtland St., Suite 200, Orlando, FL 32804. EOE. No Phone Calls or Walk Ins.

**Account Executive(Job #200J):** WBNS-10TV is looking for an Account Executive to develop new business and handle established accounts. Make presentations and negotiate sales with ad agencies and clients. Participate and contribute in sales meetings and available evenings and weekends for business-related functions. College graduate or sales experience preferred. Must be able to demonstrate sales ability to develop and close new business. Knowledge in interpreting and applying Nielsen ratings will be a plus. Computer skills will be a real advantage. Equivalent combinations of education and experience will be considered. Qualified candidates should send resume to: WBNS-1-TV, Human Resources Job #200J, 770 Twin Rivers Drive, Columbus, Ohio 43215. Qualified Minorities and Women are Encouraged To Apply, EEO. We Are A Smoke And Drug Free Workplace.

**HELP WANTED MARKETING**

**Sales Marketing Specialist - Paramount station** in Washington needs a dynamic personality to help create and execute advertiser supported marketing opportunities. Will assist in client presentations, serve as liaison to other departments and produce all sales related video and collateral. Send resume, cover letter and tape (if available) to UPN 20/WDC, P.O. Box 9662, Washington, DC 20016. EOE.

**HELP WANTED TECHNICAL**

**TECHNICAL DIRECTOR DTV EXPRESS: DESTINATION DIGITAL!**

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

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

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

**TRAVEL:** Based initially in Alexandria, VA, extensive travel will be required.

**DURATION:** This will be a 15 - 18 month position.

**URGENCY:** Review of resumes will begin immediately.

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

Internet: [hdunton@harris.com](mailto:hdunton@harris.com)  
 Fax: 703-739-8080  
 Mail: DTV Express - Suite 310  
 Harris Corporation  
 1201 E. Abingdon Drive  
 Alexandria, VA 22314  
 Attn: HDunton



**WVPT-TV**, an award winning public TV station located in the beautiful Shenandoah Valley, seeks a Director of Engineering. Manage all engineering, maintenance and technical operations. Requires excellent communications skills and prior management experience; working knowledge of transmitters, microwave, studio and master control equipment, Mac and PC computer systems; and FCC General Class license and/or SBE certification. Station plant in top condition, capital needs addressed annually. Send resume to Executive Secretary, WVPT, 298 Port Republic Road, Harrisonburg, VA 22801. EOE

**Television Operations Engineer.** New Manhattan facility seeks highly motivated individual to manage broadcast technical operation. Strong background in all facets of broadcast including studio/control room operation. Position also requires familiarity with edit systems and field camera equipment. Studio supervisor experience desirable with proven ability to train and lead production crews as required. Candidates must have a minimum of three years experience to be considered. Excellent salary and benefits in a stable environment. Please send your letter of interest and resume to Box 01294. Equal Opportunity Employer. M/F/D/V

**WTWS TV, Hartford CT** is seeking an experienced broadcast engineer. Excellent opportunity for a candidate with a minimum 3 years experience in transmitter, RF, microwave and master control repair & maintenance. Computer network (T1) experience a plus. Please send resume and salary requirements to Bruce Fox, WTWS TV26, Shaw's Cove 3, Ste. 226, New London CT 06320. EOE.

**News Photographers and Editors** needed for Anchorage's fastest growing news department. Will shoot and edit news stories with state of the art equipment. Must be able to handle a fast pace and meet deadline pressure. One year experience required. Live mobile and avid editing experience preferred. No phone calls please. EOE Send resumes to: Jordan Placie, KTVA TV-11, 1007 32nd Avenue, Anchorage, Alaska 99503.

**Chief Engineer: KCAU-TV, the ABC affiliate** in Sioux City, Iowa is looking for a Chief Engineer. This full-time position requires studio, transmitter, live/remote, and computer maintenance experience. Good communication and people skills also helpful. A two-year electronics degree is necessary. A great opportunity for an Assistant Chief or experienced bench technician to move up. Send resume and salary history to: Business Manager, KCAU-TV, 625 Douglas Street, Sioux City, Iowa 51101. Fax to 712-277-3733. EOE

**Nebraska Educational Telecommunications Chief Engineer.** Managers Network Engineering, Traffic Operations, broadcast and non-broadcast master control operations and Satellite Transmission Center staff. Responsible for operations of broadcast and non-broadcast technical systems and related planning and budgets. Bachelor's in related technical field, BSEE preferred. Five years television engineering experience three years of which must be in technical management in broadcast television industry. Equivalency considered. Experience with satellite transmission systems necessary. FCC General First Class Radio Telephone License preferred. Computer experience and knowledge of computer networks desired. Review of applications will begin January 15; position will remain open until filled. Must complete State application. Apply to: NE State Personnel, 301 Centennial Mall South, Lincoln, NE 68509 402-471-2075. AA/EOE.

**Network Administrator / PC Specialist:** WLWT seeks self-directed individual with minimum 2-4 yrs experience with Windows NT4.0 Server/Windows 95 networking. Must be knowledgeable in Office 95/97, Unix, AS400, hardware knowledge a Big plus. Please send resume and salary history to Chief Engineer WLWT, 140 West Ninth Street, Cincinnati, OH. 45202.

**Nebraska Educational Telecommunications Engineering/Technical Services Director.** Senior management position oversees all engineering functions for statewide public broadcasting/educational teleplex. Bachelor's in related technical field. BSEE Preferred. Ten years television broadcast experience required five years of which must be in technical management and supervision. Equivalency considered. Radio broadcast experience and familiarity with satellite transmission systems, network operations and digital transmission technologies desired. Review of applications will begin January 15; position will remain open until filled. Must complete State application. Apply to: NE State Personnel, 301 Centennial Mall South, Lincoln, NE 68509 402-471-2075. AA/EOE.

**Maintenance Engineer.** Candidate must possess experience in maintaining studio equipment, microwave and UHF/VHF transmitters down to component level. SBE certification a plus. Send resume to PO Box 9115, Fargo, ND 58106. EOE.

**Chief Engineer.** WOI-TV is seeking a hands on broadcast engineer to lead our experienced staff. Successful candidates will have strong transmitter, microwave, satellite, ENG, and computer experience. Also looking for the ability to effectively manage the maintenance of our dual operations. Associate degree or equivalent experience in broadcast engineering required. Send resume to Business Manager, WOI-TV, 300 E. Locust, Des Moines, IA 50309. EOE.

**TV Engineer** - experience in all format VTR's including D2 & digital beta, all associated equipment in high end editing, graphics and duplication environment. Client oriented, state of the art facility. Send resume to: Post Central, 170 Linden Oaks, Ste. B., Rochester, N.Y. 14625, or FAX to 716-385-1554 Attn: Gary Knaak

**Broadcast Technician.** NBC 6, (WCNC-TV), a subsidiary of the A.H. Belo Company, has openings for Broadcast Technicians. We are expanding our news operations and the technical support to back it up. We are looking for candidates that have 4 years experience in one or more of the following areas: Technical Directing, audio, chyron (Chyron Max or Infinalt preferred), videotape operator, robotics operator (Vinten preferred) or studio floor directing. The preferred candidate will have demonstrated hands-on major market experience at a commercial television station. This is not an entry-level position. NBC6's news program demands highly skilled, highly motivated technicians. Applicants should be available for early morning hours and be flexible with their schedule. Qualified applicants need to send your resume and salary history to: (No Phone Calls, Please). NBC 6, Human Resources Department, 1001 Wood Ridge Center Drive, Charlotte, NC 28217. EOE / M / F / V / H

**HELP WANTED NEWS**

**Weekend Producer/Assignment Editor:** Idea person is a must. Responsible for assigning weekend stories and producing the early Saturday-Sunday newscasts. Also work as Associate Producer 3 days a week. Resume and non-returnable VHS tape to Bob Rockstroh, WKJG-TV, 2633 West State Blvd., Fort Wayne, IN 46808. No phone calls accepted. E.O.E.

**Weekend News Manager.** The opportunity exists for someone who knows the importance of content and style; produces fast paced, creative, well-written and informative newscasts; has a strong commitment to news and a quality product; understands the relationship between the station, community and viewers. Successful candidate must have a college degree, 3-5 years producing experience, excellent storytelling skills and good news judgement. Send resume, tape and references to: Human Resources, WBMG-TV, P.O. Box 59496, Birmingham, AL 35259. EOE M/F. Pre-employment drug screening. No Phone Calls Please.

**Weekend Anchor/Reporter - WAVY News 10** is looking for a dynamic Weekend Anchor/Reporter. Candidate should be top notch journalist who is aggressive and understands the value of reporting "Live." At least three years experience needed. Send a non-returnable tape and resume to David Strickland, News Director, WAVY-TV, 300 Wavy Street, Portsmouth, VA 23704. No phone calls. No beginners. WAVY Broadcasting Inc. is an equal opportunity employer.

**Weekend Anchor/Reporter:** Strong writing and communication skills a must. In addition to reading the news, you will also write copy and do some reporting. In addition to weekend duty, you will also have a high profile reporting role on our late newscast 3 days a week. Ability to edit on Avid a plus, but not required. Resume and non-returnable VHS tape to Bob Rockstroh, WKJG-TV, 2633 West State Blvd., Fort Wayne, IN 46808. No phone calls accepted. E.O.E.

**Weekend Anchor/Producer:** In addition to anchoring the Saturday-Sunday Newscasts, you will also produce the late shows and report 3 days a week. Strong writing skills and ability to think "visually" a must. You will also take on a high profile reporting role on our late newscast 3 days a week. Resume and non-returnable VHS tape to Bob Rockstroh, WKJG-TV, 2633 W. State Blvd., Fort Wayne, IN 46808. No phone calls. E.O.E.

**WTWC NBC NEWS 40 in Tallahassee, Florida** is gearing up for news expansion. We are looking for more people with enthusiasm, vision and great journalistic skills to add to the tremendous team already in place. Positions available include: Morning Meteorologist, General Assignment Reporter, and Producer. Send your resume and tape to Lisa Hall, WTWC-TV, 8440 Deerlake Road, Tallahassee, FL 32312. Job closes January 30, 1998. Women and minorities encouraged to apply. WTWC is an Equal Opportunity Employer.

**Your classified ad can be in COLOR just call:  
Antoinette Pellegrino (212) 337-7073  
or Sandra Frey (212) 337-6941**

**Weekend Anchor/Reporter.** We're looking for the best. You'll need to write and produce then deliver it with style. You'll also report during the week. Our people go on to get the great jobs in the business. If you think you've got the right stuff send a VHS tape and resume to: News Director, KTTC TV, 601 1st Avenue SW, Rochester, MN 55902

**WHOI-TV,** the ABC affiliate in Peoria and the entire heart of Illinois seeks a team player to supervise our directing/technical staff and direct one newscast per weekday. If you're a dynamic person that wants to stay "hands on" but also has the skills to train and manage, come "play in Peoria" where the quality of life is great and it's only a short drive to more fun in Chicago, St. Louis and Indianapolis. Send resume/tape to Mitch Robinson, WHOI-TV, 500 North Stewart Street, Creve Coeur, IL 61610. WHOI-TV is an Equal Opportunity Employer. Women and minorities are encouraged to apply.

**Special Projects Producer.** We need a creative producer who can put the competitive edge on series, specials, and newscasts. Be part of the management team and help us continue to be Toledo's choice for news. News/management philosophy, resume, and tape of your best to Personnel Administrator-89, WTOL-TV, P.O. Box 1111, Toledo, Ohio 43699-1111. No Phone Calls. WTOL is an Equal Opportunity Employer.

**WFOR-TV (CBS O&O)** in Miami seeks tease specialist to write and produce in-show and prime time news teases for our uniquely branded News4 South Florida. You must be an excellent writer, have impeccable esthetic judgment, hands-on production experience, knowledge of customer-oriented branding/marketing concepts and a "won't take no for an answer" approach. You may be a promo producer who loves news or a news writer/producer who's ready to specialize. You should have three years experience in a news driven station and a college degree. Rush resume and reel to: Susan McInerney, News Director, WFOR-TV, 8900 N.W. 18 Terrace, Miami, Florida, 33172. M/F EOE. Minorities and women encouraged to apply.

**Reporter/Photographers: Wanted:** Creative story tellers. Must be able to write to pictures, use natural sound and come loaded with story ideas. Occasional shooting required. Send resume and non-returnable VHS tape to: Bob Rockstroh, News Director, WKJG-TV, 2633 W. State Blvd. Fort Wayne, IN 46808. No phone calls accepted. E.O.E.

**Producer:** The ABC affiliate in Joplin, Missouri, KODE-TV, is searching for a newscast producer. We require producing experience, strong writing skills, sound news judgement, and leadership ability. The successful applicant will receive an attractive benefit plan. Send resume and work samples to Larry Young, News Director, KODE-TV, PO Box 46, Joplin, MO 64802. EOE.

**Producer - KTVH,** The Gannett owned affiliate in Little Rock, Arkansas, is looking for a motivated, professional storyteller. Successful candidate will have a positive attitude, a willingness to contribute story ideas and the ability to capture and retain viewers. This is a weekend position with weekday associate producing, field producing and special project duties. If you want to be part of a hard-working and enthusiastic news team, send your resume, show tape (VHS) and scripts to: Mark Raines, Executive Producer, KTHV-TV, 720 Izard Street, Little Rock, AR 72201. This position will be filled immediately.

**News Photographer. WBMG-TV,** a Media General Station, is looking for experienced television News Photographers with ability to cover stories without a reporter, can handle high story count and have proven proficiency as an editor. If you consistently shoot creative, well-organized, compiling video, send tape, resume, references and salary history to Human Resources, WBMG-TV, PO Box 59546, Birmingham, AL 35259. EOE. M/F. Pre-employment drug screening. No Phone Calls Please.

**NewsWriter/Producer Trainee: WTVD** NewsChannel 11, the ABC-owned station in the Raleigh-Durham-Fayetteville market, seeks qualified applicants for its Management Training Program. The purpose of the program is to seek out individuals who have demonstrated, through previous work experience, that they have the aptitude, the knowledge, and the ambition to be a local television news producer. Candidates should have the potential and the interest in assuming a management position in a local television news department. The trainee is supervised by news managers and will have various assignments within the news department including research, assignment desk work, story and event planning, and newswriting. College degree in broadcast or print journalism and a minimum of 2 years prior experience in the broadcast industry required. This is a 12 to 18 month program. Send resume to Monica Barnes, Community Affairs Director, Newschannel 11, ABC, PO Box 2009, Durham, NC 27702. EOE. No phone calls.

**News Reporters, Anchors, and Producers** needed for Anchorage's fastest growing news department. Report and shoot with the state of the art equipment at premium salary. If you can achieve excellence, we want to hear from you. At least one year commercial television exp required. No phone calls please. EOE Send resumes and non-returnable tapes to: News Director, KTVA-11, 1007 32nd Avenue, Anchorage, Alaska 99503.

**News Producer.** Must be exceptionally organized. Need someone who's an excellent story teller. Great opportunity for an Associate Producer in bigger market or recent college graduate with excellent references to Rick Moll, News Director, WANE-TV, 2915 W. State Blvd., Ft. Wayne, IN. 46808. EOE-M/F

**News Producer. WBMG-TV,** a Media General Station, has opening for a newscast producer with strong writing skills and proven ability to create informative, balanced, interesting newscasts with high production value. We're looking for an experienced newsroom leader with excellent news judgement. Must be organized, a self-starter who understands the importance of content as well as presentation. Minimum 3 years experience. Tape, resume, references and salary history to Human Resources, WBMG-TV, PO Box 59496, Birmingham, AL 35259. EOE. M/F. Pre-employment drug screening. No Phone Calls Please.

**News Producer: WHOA-TV,** a Media General station, has an opening for a News Producer for the 5 and 6 PM newscasts. Must have working knowledge of TV news, be able to write news copy, have editing skills, clear editorial judgement and understand the importance of deadlines. Degree in journalism and/or 2 years of TV broadcasting experience required. Resumes to Human Resources, 3251 Harrison Road, Montgomery, AL 36109. Deadline 1/8/98. EOE M/F, drug test required.

**Noon Producer:** Looking for a creative person who can think outside the box. The ideal candidate can put together a fast-paced show that's informative and entertaining. If you want to learn from someone with major market experience, send resume and non-returnable VHS tape to Bob Rockstroh, WKJG-TV, 2633 West State Blvd., Fort Wayne, IN 46808. No phone calls accepted. E.O.E.

**News Operations Manager needed for a Top 50 CBS Affiliate** in the Southeast. Responsibilities include: oversee repair and maintenance of photographer gear, edit equipment, and news vehicles (Including SNG and ENG trucks); coordinate C/Ku band satellite uplinks; coordinate daily ENG live remotes, supervise daily editing, oversee archiving of all news programs; maintain videotape and supply inventories; provide technical support for newsroom computer system. Send resume, references and salary requirements to: Human Resources, WBMG-TV, P.O. Box 59496, Birmingham, AL 35259. EOE. M/F. Pre-employment drug screening. No Phone Calls Please.

**Need a Job? Looking to Hire? Expand your options. It's easy when you call [Mediacasting.com](http://Mediacasting.com)...920-926-9620. See/hear talent available to fill your open positions. Explore tons of opportunities for that new & exciting job you've been waiting for!**

**News Director:** If you're a News Director looking for a new challenge then we want to hear from you. *Bay News 9* is seeking an experienced news professional who has that rare combination of solid *news judgement* and *superior* people skills. We've got a great look, strong ratings and unequaled technology. If you are looking to move to sunny Tampa then send us your resume, news philosophy, salary requirements and references. Attn: Human Resources, Bay News 9, 7901 66th Street North, Pinellas Park, FL 33781. No phone calls, EOE.

**News Anchor.** NBC affiliate in 79th market seeking a news anchor with a minimum of 3-5 years experience at a commercial television station, anchoring primary newscasts. Will anchor noon and 5pm half hours Monday through Friday as well as other duties as assigned. Requires a related degree from a four-year accredited college, strong writing, interviewing and reporting skills as well as good knowledge of editing and production procedures. No phone calls, please. Send resume and 3/4" or 1/2" tape to Dan Steele, Operations and Program Manager, WPSD-TV, PO Box 1197, Paducah, Kentucky 42002-1197. EOE. M/F, ADA.

**Managing Editor-WTVF.** #1 station in Nashville looking for a highly motivated person, who can develop reporters into a highly skilled, hard-charging, fire-eating, news team. M.E. will also supervise assignment editors. Five years experience as a news reporter and a college degree required. If you have great story ideas, are a terrific writer, and hate to lose, this is your job! Send a non-returnable tape and resume/news philosophy by January 30, 1998 to News Director, NewsChannel 5, 474 James Robertson Parkway, Nashville, TN 37219.

Advertise your classified ad on B&C's Website.

Contact Antoinette Pellegrino

for info ...

ph: 212-337-7073 or

e-mail: [apellegrino@b&c.cahners.com](mailto:apellegrino@b&c.cahners.com)

**Job #97 Special Projects Producer.** WTHR-TV, Dispatch Broadcast Group, an NBC affiliate in Indianapolis needs a Special Projects Producer. You must be able to generate ideas and produce stories daily for our top story for the 5:30 PM broadcast. You are an advocate for the top story to which you are assigned and for the anchor and photographer with whom you are teamed. Knowledge of how to coordinate coverage of big events a must. Knowledge of line producing is helpful but not necessary. You would report to the Assistant News Director. Applicants need strong writing skills and at least 2 years television experience. A college degree is required. Interested individuals should submit a current resume with cover letter stating referral source to the Dept. of Human Resources, Attn. Job #97. Replies held in confidence. Qualified minorities and women are encouraged to apply. We are a drug-free and smoke-free environment. Equal Opportunity Employer.

**Investigative Reporter.** We need a proven reporter who can enterprise, consistently beat the competition, and really relate to the viewer. Join our award-winning team. Send resume and tape to Personnel Administrator-90, WTOL-TV, P.O. Box 1111, Toledo, Ohio 43699-1111. No Phone Calls. WTOL is an Equal Opportunity Employer.

**General Assignment Reporter.** General Assignment News Reporting position at NBC affiliate in 79th market. A related degree from a four-year, accredited college. General reporting, editing and writing skills are required. Minimum 2 years experience at a commercial television station. No phone calls, please. Send resume and 1/2" or 3/4" tape to Dan Steele, WPSD-TV, PO Box 1197, Paducah, Kentucky 42002-1197. EOE, M/F, ADA.

**Director:** WTVQ-TV has an opening for a Newscast Director. The person we select will be a leader, aggressive, energetic, and able to handle fast paced news loaded with "live" coverage. Two years experience switching and directing multi-anchor newscasts required. Send resume and non-returnable VHS tape to Human Resources, WTVQ-TV, PO Box 55590, Lexington, KY 40555-5590. EEO. M/F pre-employment drug test required.

**Chief Meteorologist:** A meteorologist is needed for a small market station located in Tornado Alley. We're looking for a Weather Star! We want you if you're a meteorologist who lives to chase the storm and inform the public. We're looking for someone to lead our three man weather team and work with our state of the art Baron Doppler Radar. Two year on-air experience preferred. Reply to Box 01296. EOE.

**Asst. News Director:** Assist News Director in managing all news operations. Manage and supervise reporters, provide editorial guidance and supervision during all phases of story development, review and approve all reporter scripts, supervise videotape editing of news packages, assist news director in running editorial meeting, develop and supervise special projects and sweeps series. Develop medical and investigative presence. Send resumes to Bob Rockstroh, News Director, WKJG-TV, 2633 West State Blvd., Fort Wayne, IN 46808. No phone calls accepted. E.O.E.

**Associate Producer:** NBC33 is seeking an associate producer to assist the producer in development of daily newscasts. The successful candidate must be able to write news copy for broadcast, be computer literate and type at least 30wpm. This position requires a team player capable of working with various departments under deadline pressure. Knowledge of television news gathering, editing and studio equipment helpful. Excellent entry position for someone destined for a television news career. Resumes to Bob Rockstroh, WKJG-TV, 2633 West State Blvd., Fort Wayne, IN 46808. No phone calls accepted. E.O.E.

**Assignment Editor, Atlanta,** CBS affiliate needs "take charge, take no prisoners" leader to run our daytime assignment desk. Must have superior news judgement and logistical smarts, as well as good people skills. Minimum 3 to 5 years experience on a medium or large market assignment desk. Knowledge of Atlanta market and Georgia news is very important. College degree preferred. *No calls.* Resumes to Paul Powers, Assignment Manager, WGNX-TV, 1810 Briarcliff Road, NE, Atlanta, GA 30329 or email: ppowers@wgnx.com A Tribune Company/Station. EOE.

**Anchor: #1 Affiliate** in market 56 seeks co-anchor for dominant 5pm newscast. Candidate will also be a nightside reporter and 6/11pm backup anchor. Looking for a personable team player and newsroom and community leader to join a great news team in a beautiful area. Send tape to Ken Selvaggi, WSAZ-TV. 645 Fifth Avenue, Huntington, WV 25701.

**Anchor/Reporter:** WHOA-TV, a Media General Station, is in need of an anchor for our two nightly newscast. 1-2 years on-air experience in a commercial TV newsroom, should be comfortable & competent on set and have the ability to report on medical & health related issues. Prior producing experience helpful. Tapes and resumes to Human Resources. WHOA-TV, 3251 Harrison Road, Montgomery, AL 36109. Deadline 1/8/98. EOE M/F, drug test required.

**ABC25 WJXX,** Allbritton Communications' new ABC affiliate in Jacksonville, Florida, is completing its staffing of a new state-of-the-art facility in beautiful northeast Florida. We continue to search for the following: *Consumer Reporter, General Assignment Reporters, Weekend Anchor, Weekend Weather Anchor/Reporter.* To apply, send VHS tape, cover letter and resume to Human Resources Manager, ABC25 WJXX, 7025 A.C. Skinner Parkway, Jacksonville, FL 32256. AJI is an equal opportunity employer.

**2 Photographer/Reporters:** We are looking for 2 people to join our staff of award winning photographers. The emphasis on this position is your ability to shoot and edit on an Avid System. You will also be asked to do occasional reporting. Resume and non-returnable VHS tape to Bob Rockstroh, WKJG-TV, 2633 W. State Blvd., Fort Wayne, IN 46808. No phone calls accepted. E.O.E.

**HELP WANTED MISCELLANEOUS**



**UPN 27, WGNT, the newest O & O of the Paramount Stations Group, is adding to our team in the Hampton Roads area of Virginia. We have immediate openings in the following positions:**

**Research Director** Experienced broadcast Research Director to provide support for growing sales staff. Position includes developing research and programming information into creative sales and promotional one-sheets for clients. The Research Director will analyze quantitative and qualitative data using Nielsen, TV Scan, and Scarborough. Ideal candidate will be proficient with Microsoft Word.

**Account Executive** Aggressive and highly motivated individual to solicit, sell and service local TV accounts. Candidates should possess strong oral and written presentation skills. Media background preferred. Computer knowledge, research and promotional skills helpful. College degree preferred.

**Program Coordinator** Acting as assistant to the Program Director, including some clerical/secretarial duties. Primarily involved in schedule maintenance, which includes episodic scheduling, usage reports, booking programming, updating TV listings and movie synopses. Strong written, verbal, and organizational skills are a must. Candidates should be proficient with Microsoft Office and demonstrate an ability to quickly master various broadcasting operations. Familiarity with programming, particularly the Storer Film Inventory system is strongly desired. College degree is preferred.

If you would like to apply, forward a letter of application and resume to:

WGNT, UPN 27  
1318 Spratley Street  
Portsmouth, VA 23704  
Attention: Human Resources

*WGNT is an Equal Opportunity Employer.*



*Paramount Stations Group*

**FAX CLASSIFIED ADS TO  
212-206-8327**

**HELP WANTED CREATIVE SERVICES**

**THE WEATHER CHANNEL** is one of America's most valued and trusted media brands. We're one of the top 5 U.S. Cable Networks, we've expanded into international markets, we've developed an award-winning website, and we provide interactive weather services. Our tremendous growth has resulted in this exciting career opportunity for the right individual:

**Creative Director**

The Creative Director is the steward of **THE WEATHER CHANNEL** brand, and is responsible for all our brand's key personality and communication elements. You should have at least 8 years successful experience in Creative Services, brand development and promotions across multiple media (TV, radio, print and online).

Your proven experience to hire, develop and manage creative teams, along with superior communications and strategic thinking skills will be essential to success in this position.

**THE WEATHER CHANNEL**, located in Atlanta, offers a challenging team-based work environment along with competitive salary and benefits. Please send your resume to:

**THE WEATHER CHANNEL**  
**PO Box 724554**  
**Atlanta, GA 31139**  
**Attn: Human Resources - MW**

This position is available immediately, with interviews commencing in early January, 1998.

**THE WEATHER CHANNEL** is an Equal Opportunity Employer.



**Broadcast Designer:** WPTV the #1 NBC Station in beautiful West Palm Beach is seeking a talented, hard-working individual with a passion for design to work closely with news and promotion. Exciting opportunity to get in on the ground floor of a new facility being built. Current toys include: Quantel Harriet, 2 Power Macs w/After Effects. Plus a Quantel Bravo on the way. Send non-returnable tape and resume to: Darrin Shaw, Design Director, 622 North Flagler Dr., West Palm Beach, Florida, 33401. No Phone Calls Please! An Equal Opportunity Employer.

**KTRK-TV, an ABC owned station**, has an opening for a seasoned pro who has seen and done it all. This is an exceptional opportunity for someone who has paid their dues and can step right in and oversee the day-to-day promo operations in a competitive major market. The ideal candidate understands marketing principles, is familiar with all forms of advertising, has well-honed writing and production skills, and can handle anything thrown at them and keep their cool. We offer the benefits of a great company, a great station and a great city. Metered market experience preferred, prior experience as a supervisor a plus. Send tape and resume to: Tom Ash, Creative Services Director, KTRK-TV, 3310 Bissonnet, Houston, TX 77005. Equal Opportunity Employer M/F/V/D

**HELP WANTED PRODUCTION**

**Television Production Associate.** KACT-TV, a small leading edge facility, needs a Production Associate with strong skills in videography, lighting, linear and non-linear editing, computer graphics, and some directing and producing experience. On-air experience helpful. Associates Degree or 2 years college level course work and at least 2 years related experience required. Equivalent combination of training and experience considered. Outstanding benefits package. Apply (post marked) by 1/16/98, City of Aurora, Human Resources, 1470 S. Havana St., Aurora, CO 80012. Fax: 303-739-7243.

**Technical Director/News Director.** The WNDU Stations is looking for a Technical Director/News Director to TD or Direct top rated prime-time newscasts and #1 daily national agricultural news program. Position requires a minimum of three (3) years experience with switching and directing news and other programming. Must be able to work weekends. Working knowledge of GVG 300, Chyron iFiniT!, Kaleidoscope and Basys helpful. Send resume and non-returnable reel to: Golden Dome Productions, Attention: Human Resources, Position #00194, P.O. Box 1616, South Bend, IN 46634. Or - Use a WordPerfect format and e-mail your resume to Jobs@Goldendome.com Golden Dome Productions is an Equal Opportunity Employer

**Broadcast Personnel.** Technical Directors (GVG 300 Switcher with Kaleidoscope), Audio (mixing for live studio and news broadcasts), Studio Camerapersons (studio productions and news broadcasts), Chyron Operators (Infinit), Still Store Operators, Tape Operators (Beta), Maintenance (plant systems experience - distribution and patching), Lighting Director Engineer. Employment would commence fall/winter 1997. Out of town applicants accepted for these 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.

**Graphic Artist** needed to prepare on-air maps and graphics for use in newscasts. Requires a good understanding of computer design. Experience with QFX for Windows a plus. Send resume to News Director, WTVC, P.O. Box 1150, Chattanooga, TN 37401, or via e-mail to Steve@NewsChannel9.com. Equal Opportunity Employer.

**HELP WANTED PROMOTION**

**Senior Promotion Writer/Producer.** If you love news promotion, NewsChannel 36 wants you! WTVQ-TV, Lexington, Kentucky's ABC affiliate seeks an experienced and creative Writer/Producer to join an aggressive television promotion team. Candidate must have a minimum of one year promotion experience. Strong news topical promotion skills and an ability to create compelling news image promotions are essential. Editing and computer skills preferred. Minimum of Bachelor's Degree in Writing, Broadcast Communications, Advertising, or related field required. Send resume and reel to Human Resources, WTVQ-TV, PO Box 55590, Lexington, KY 40555-5590. EEO. M/F pre-employment drug test required.

**Promotion Writer/Producer:** KPIX-TV, the CBS O&O in San Francisco, is looking for a promotion writer/producer who can edit on AVID too. Only a few of us can do it all. And we've got a great package for the right person. If your copy grabs viewers and people are jealous of your creativity, then you have an opportunity to jump to the 5th market. Here you can produce cutting edge promos, work with other talented writers & designers and edit on the latest AVID upgrade. We've got the toys, the team and one of the best views in the nation. Must have solid experience in all phases of production, including field production. Must understand news marketing, branding and image promotion. Send resume and reel to KPIX Human Resources, 855 Battery Street, San Francisco, CA 94111.

**Promotion Producer.** If you have endless energy, a great attitude and terrific writing skills, we're looking for you at the New York Times Station: WTKR, News Channel 3! We need a promotion producer with at least three years experience in television news promotion. Good writing skills are a must! Avid editing experience a bonus! If you are looking for a great place to live and work, send a resume and recent tape of your work to: Jessica Rappaport, Creative Services Director: WTKR-TV, News Channel 3; 720 Boush Street; Norfolk, VA 23510. EOE

Your classified ad can be in **COLOR** just call:  
**Antoinette Pellegrino (212) 337-7073**  
**or Sandra Frey (212) 337-6941**

**HELP WANTED PROGRAMMING**

**ENG Personnel For A Major Broadcast Facility** in NYC. ENG field operations with camera (and microwave) experience, video tape editors, and ENG maintenance, employment would commence fall/winter 1997. Out-of-town applicants accepted for these positions will be reimbursed for airfare, hotel and per diem expenses. Send resumes to: Media Management Services, Suite 345, 847A Second Avenue, New York, NY 10017 or fax to 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.

**Broadcast Personnel Needed.** ENG Field Operations with Camera and Microwave experience. Videotape Editors, Studio Operators, and Maintenance. For the Midwest. Would commence fall/winter 1997. Out-of-town applicants accepted for these 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.

**HELP WANTED  
FINANCIAL & ACCOUNTING**

**WWSB-TV, The ABC Affiliate in Sarasota, Florida,** is looking for a seasoned business manager who will be responsible for all financial functions, and management of accounting personnel. Qualified candidate will have 3-5 years experience in Broadcasting or related field and a degree in Accounting. Fax a cover letter, resume, salary history and requirements to J. Manuel Calvo (941)924-3971. EOE, Minorities Encouraged To Apply.

**Controller.** Responsible for all phases of financial reporting, budgeting, forecasting, corporate reporting, employee benefits & FCC license renewal. Candidate needs to be highly motivated and flexible with good communication skills. Requires degree in accounting and broadcast financial experience. CPA preferred. Fax resume to Lee Armstrong (937)259-2058 and J. Rouse (404)843-5709

**HELP WANTED RESEARCH**

**Research Director.** WCPX-TV (CBS), a Post-Newsweek station, has an immediate opening for a Research Director. If you are detail oriented, able to work on tight deadlines, proficient in Scarborough, TV Scan, Nielsen (Micronode 386, Star and Advies), qualitative and quantitative analysis, computer literate (MS Office), creative and ready to join the best team in Orlando. Send resume to John McKay, WCPX-TV, 4466 John Young Parkway, Orlando, FL 32804. EOE.

**Exciting Opportunities  
In Television**

**Our client is a Fortune 100 company and a world leader. We currently seek two highly motivated television professionals to work in NORTH/CENTRAL NEW JERSEY.**

**Television Network  
Programming Manager/Developer**

Explore this take-charge opportunity in an exciting environment. Your solid background in network or local television programming will enable you to create and manage a daily network program schedule. Serving as a liaison between client areas and television production staff, you will generate, promote and implement programming ideas on a corporate level. Ideal candidate will have previous experience in network or local television planning/scheduling development. Position requires PC and technology literacy. **Code 98-NPM/BCC**

**Life Television Producer/Director**

Use your solid background in network television production/direction to produce and direct live and live-to-tape programs. To effectively meet this challenge, you will need experience in script development to create scripts in conjunction with subject matter experts. Your experience will enable productive interaction with talent experts as well as facilitate the development of program materials with short timeframes. (Samples of scriptwriting should be provided with your resume.) The ability to effectively multi-task and work within deadlines is essential. Due to travel requirements, candidate will need a vehicle. **Code 98-TPD/BCC**

**For both positions, you must be a team player with exceptional interpersonal skills. Your strong communication skills will be crucial for effective client interaction. Successful individuals will possess the ability to identify and adapt to rapidly changing priorities. Both positions require travel.**

**We offer very competitive salaries commensurate with experience, an excellent benefits package, and outstanding advancement potential. For consideration, please send your resume, indicating CODE NUMBER of position desired and salary requirements, to:**

**Recruiting Group  
P.O. Box 594  
Newark, NJ 07102**

An Equal Opportunity/Affirmative Action Employer

**SITUATIONS WANTED NEWS**

**Writer, Editor, Reporter, Researcher.** Education: BA, MA, JD. Bilingual Anglo. Latin American affairs specialist. Intelligence gathering and evaluation expertise. Foreign/Domestic positions considered. Jimmy Walker. 205-387-7588.

**TV SALES TRAINING**

**LEARN TO SELL TV TIME**

Call for FREE Info Packet  
Next Program: 1-19-98  
**ANTONELLI MEDIA  
TRAINING CENTER**  
(212) 206-8063

**TV RESUME TAPES**

Career Videos prepares your personalized demo. Unique format, excellent rates, coaching, job search assistance, free stock. Great track record. 847-272-2917.

**FAX CLASSIFIED ADS TO  
212-206-8327**

**PROGRAMMING SERVICES**



**Your own local TV Meteorologist**  
**Million color localized graphics**  
**3 satellite feeds daily/7 days**  
**Highly saleable**  
**No equipment to buy**  
**No personnel to hire**  
**No market conflicts**  
**Not a news co-op**  
**Serving 90+ stations**  
**Low cash and Barter deal**  
**The pioneers and reigning champs!**  
**National Weather Network**

**START TODAY!**  
**800-353-9177**

**CABLE**

**HELP WANTED PROGRAMMING**

**MANAGER, HISTORICAL PROGRAMMING**

The History Channel is currently offering an exciting opportunity for an experienced Manager. Historical Programming to support The History Channel. The individual will research, review and evaluate proposals for potential development through all phases from acceptance to rejection.

Requirements include 4-6 years documentary programming/production in historically-themed documentary programming. Additional requirements include a College degree in History or equivalent experience. Individual must have a high level of creative sensibility and experience with outside producers. The candidate must demonstrate strong presentation, communication and organizational skills as well as attention to detail.

*For immediate consideration, please forward your resume with salary requirements to:*

Attn: Human Resources/Dept. MHP  
 235 East 45th Street, New York, NY 10017  
 OR Fax to (212) 907-9402  
 NO PHONE CALLS PLEASE. EOE.



**HELP WANTED SALES**

**MANAGER LOCAL AD SALES  
 ACCOUNT EXECUTIVES- Hartford, CT**



**ENTERTAINMENT  
 TELEVISION**

E! Entertainment Television, an international cable network, is currently seeking a Manager, Local Ad Sales. Individual will be responsible for increasing the Network's local ad sales affiliate base and providing exceptional customer service and support. Candidate must be experienced in ad sales promotion, research, and strategic planning and have a minimum of 3-5 years experience in sales and/or sales planning. Cable ad sales experience preferred. Extensive travel required.

In addition, we seek two individuals for Account Executive positions. Requires 1-3 years sales marketing experience, preferably in cable TV or related media. Excellent presentation, communications and interpersonal skills needed. Extensive travel required.

Salary commensurate with experience. Excellent benefits package and 401(k) Savings Plan. Please send resume with salary history to:

E! Entertainment Television  
 Attn: Human Resources-LAS  
 5670 Wilshire Blvd.

Los Angeles, CA 90036

E-Mail: hr@Entertainment.com

(please send all documents in MS Word for Mac 5.0)

Equal Opportunity Employer

**GENERAL  
 SALES MANAGER**

Cox Communication's CableRep San Diego is looking for a General Sales Manager to manage the total activity and function of producing revenue for the sale of all cable advertising on a variety of revenue producing vehicles. The ideal candidate is responsible for the attainment of the budget, displaying entrepreneurial skills in creating new revenue opportunities, and developing a strategic plan to guide the sales department towards its targeted goals.

Qualifications include: Bachelor's degree or equivalent work experience; 3-5 years' prior sales management experience, preferably in cable, broadcast or radio sales; 3-5 years' media sales experience; strong mathematical, analytical, presentation, selling and verbal/written communication skills. Knowledge of the local media/client environment is a strong advantage. Knowledge of Excel, Windows and media software required.

Cox Communications offers a very competitive salary and benefit package and we are a non-smoking, drug-free company. No phone calls. To apply, please send your resume with salary requirements to Cox Communications, Human Resources-I.K., 5159 Federal Blvd., San Diego, CA 92105-5486 or e-mail resume (ASCII) to jobs.sd@cox.com. We are pleased to support a diverse workforce.



[jobs.sd@cox.com](mailto:jobs.sd@cox.com)

**ADVERTISING  
 ACCOUNT EXECUTIVE**

Time Warner Communications Los Angeles Division is seeking a dynamic career minded professional to sell Cable Television Advertising. This position has an established account list, selling 200,000 + households in Los Angeles and Orange Counties.

**CANDIDATE MUST:**

- Have Bachelor's Degree and/or 3+ years equivalent advertising experience in broadcast/media sales.
- Have polished presentation skills.
- Be self-motivated and assertive to prospect, cold call, service, and sell to a vast array of clientele.

We offer an excellent compensation and benefits package. Please forward your resume and salary history to:

Time Warner Communications  
 959 South Coast Drive  
 Costa Mesa, CA 92626  
 FAX (714)430-5532

EOE/M/F/D/V

**HELP WANTED MARKETING**

**ATTENTION MARKETING PROFESSIONALS**

**Encore Media Group** needs your talent. We're the Nation's largest provider of cable & satellite delivered television channels, and still growing. We need seasoned professionals to market our premium movie networks to consumers as well as cable & satellite companies. Our current openings include:

**Director of Trade Marketing #376:** This position is responsible for planning and implementing multiple trade marketing strategies for all Encore networks, including trade advertising and direct mail, campaigns.

**Director of Affiliate Training #377:** This individual will guide the development of training materials, practices, modules and techniques that produce optimum results from our field trainers.

**Senior Marketing Manager #378:** Supervision the day to day operations of the tactical marketing team this position will implement strategy and design consumer print and video marketing campaigns.

**Marketing Project Manager #379:** This individual marketing tactics to support Encore's Affiliate marketing campaigns.

**Marketing Manager #380:** This individual will plan and implement affiliate marketing campaigns directed at the consumer to promote acquisitions and retention of our movie channels.

**Marketing Managing Producer #381:** This position will oversee the marketing video production staff, as well as freelance producers who write, produce and edit video campaigns.

If you are a seasoned marketing professional with an entrepreneurial spirit, we may be just the company you're looking for. We're located in Denver, Colorado, in the shadow of the Rocky Mountains, and just a short drive from some of the best outdoor recreational opportunities in the states. We also offer a great benefits package. Successful candidates will be subject to drug test. Please send your resume and salary history to

Encore Media Group  
P.O. Box 4917  
Englewood, CO 80155.

Please be sure to reference which position you're interested in. EOE.

**HELP WANTED RESEARCH**

**RESEARCH SPECIALIST**

**Time Warner Communications** seeks a self-starter to help develop and support the research area in our advertising sales department. Must have excellent organizational, analytical and client service skills and be able to work as a team member. Responsible for maintaining customer and sales databases, assists AE's in utilizing research tools, and develops research pieces for client presentations and marketing. Experience within a media sales company and an understanding of Nielson TV ratings preferred. Send cover letter and resume to:

**Time Warner  
Communications  
959 S. Coast Drive, Ste. 300  
Costa Mesa, CA 92626  
Or fax to 714-430-5530  
EOE/M/F/D/V**

**HELP WANTED TECHNICAL**

**Superintendent of CableTV and Digital Services:** Municipal Cable System with 10,000+ analog subscribers, is currently overbuilding to a new hybrid fiber-coax system. Currently evaluating strategic alliances with digital satellite, internet and telco providers to expand and consolidate these services into our franchise. A key technical management position exists for the right individual who can provide leadership to the existing supervisory staff in this transition. Responsibilities require abilities in the named technologies, as well as promotion and contract administration, studio management, etc. under the direction of the General Manager. Qualifications: BS in Electronics or Electrical or other degrees in closely related fields, with strong technical and administrative experience preferred. This is a rewarding career opportunity or unique interdisciplinary stepping stone to advancement to a larger enterprise. Send letter of application, resume and phone numbers of three references to: Thomas M. Daly, General Manager, City of Wyandotte, Department of Municipal Service, 3005 - Biddle Ave., Wyandotte, Michigan, 48192. Fax to (313) 282-5822. Application deadline February 16, 1998. Residency required.

ESPN takes pride in a well-deserved reputation as a major player in total sports coverage and broadcast programming. If your goal is to join an award-winning team, the following opportunity is available at our NY office:

**MARKETING RESEARCH ASSOCIATE**

We're seeking an analytical professional with strong creative and presentation skills to assist in the development of support material and presentations for sales, new-business development and affiliate marketing. Key among your responsibilities will be creating sales collateral material and client/category-specific sales presentations. You'll also provide written analyses on prospective advertisers, including target consumer and historical media spending.

You must have a degree in marketing, communications or related field. We require 3+ years' experience in TV audience research, with an emphasis on sales research/marketing utilizing local and national Nielsen data. A background in national syndicated qualitative research services, familiarity with Microsoft Office and ability to meet tight deadlines are necessary. Experience with national cable audience data is preferred; interest in sports or sports research is a plus.

We offer an attractive compensation package and stimulating work environment. Qualified candidates should send resume to: ESPN, Ad#VL/16, ESPN Plaza, Bristol, CT 06010. Equal Opportunity Employer.



To place your classified ad in *Broadcasting & Cable*,  
call **Antoinette Pellegrino (212) 337-7073**  
or **Sandra Frey (212) 337-6941**

**ALLIED FIELDS**

**HELP WANTED INSTRUCTION**

**The School of Journalism  
At The University of Montana-Missoula  
DEAN**

The University of Montana School of Journalism is searching for a dean. The School of Journalism is the second-oldest undergraduate journalism school in the nation, is accredited by ACEJMC and offers B.A. degrees in journalism and radio-television and an M.A. in journalism.

The University of Montana is a comprehensive liberal arts institution with seven professional schools, 12,000 students and 500 faculty. The University of Montana is one of two universities of the Montana University System and The University of Montana-Missoula is the center of liberal arts education in Montana. It is the only university in the state with a School of Journalism.

The dean is the academic, administrative and professional leader of the school. Duties include general administration, outside fund raising, directing the academic program, teaching, advising and serving as the school's advocate on-and off-campus.

Applications received by February 1, 1998, will be given full consideration and should include a statement of interest addressing the qualifications, a professional resume and three current professional references. Nominations are encouraged and should be received by January 10, 1998. The position will be open until filled. Applications and nominations should be sent to:

Journalism Dean Search Committee  
C/o Robert Kindrick, Provost  
The University of Montana  
Missoula, MT 59812

Questions may be directed to E. Edwin Eck, Chair of the Committee, 406-243-4311.

The University of Montana is an equal opportunity/affirmative action employer



**Faculty Member.** Medill School of Journalism at Northwestern University seeks a superior television news photojournalist to teach professionally oriented courses and manage studio production facility. Candidate should be an accomplished visual storyteller with experience in professional ENG field operations and linear/non-linear editing. The ideal candidate should also have studio production experience. Minimum five years professional broadcast news experience and bachelor's degree required. Teaching assignments will include shooting and editing workshops for undergraduate and graduate classes. Successful candidate will serve as production manager of a state-of-the-art studio facility and teach/supervise student crews. Prior teaching experience and advanced degree desired. Full time. Renewable three-year clinical appointment. Rank and salary commensurate with experience. Northwestern University is an Affirmative Action, Equal Opportunity Employer. Women and minorities are especially encouraged to apply. Hiring is contingent on eligibility to work in the United States. In order to ensure full consideration, applications must be received by February 28, 1998. Send letter and C.V. or resume to Prof. Mary Ann Weston, Chair, Search Committee, Medill School of Journalism, 680 N. Lake Shore Drive, Suite 818, Chicago, IL 60611. Anticipated start date is September 1, 1998, but earlier employment is a possibility.

**Graduate Assistants (5),** Miami University in Mass Communication Master's degree program. The following assistantships are available: (1) work for WMUB FM, full time 24.5 kw NPR affiliate, Big Band-jazz-news format - positions in news, operations, marketing. (2) positions as teaching & research assistants. Stipends for 1997-98 academic year approximately \$7,900, plus fee waiver. 3.0 GPA required. Send letter of inquiry immediately to Dr. David Sholle, Mass Communication, Williams Hall, Miami University, Oxford, OH 45056. AAA/EOE. Deadline for application February 14, 1998.

**Assistant professor tenure track position** in the Department of Radio-Television, SIU, Carbondale, IL. Duties include teaching undergraduate or graduate courses in three or more of the following areas: telecommunications policy, FCC rules and regulations, media economics, media research methods, current and new technologies, mass communication and society and writing. Requirements: Ph.D. in Telecommunications or related area; A.B.D. considered (in the case of a candidate remaining ABD at the time of appointment, he or she will be hired at the rank of instructor at a reduced salary. Such an appointment shall not be for more than one year.) Date of Appointment: August 1998. Application deadline: March 1, 1998 or until filled. Send letter of application, full curriculum vitae, and arrange for three reference letters to: Personnel Committee Chair, Department of Radio-Television, SIUC, Carbondale, IL 62901-6609. SIUC is an Equal Opportunity/Affirmative Action Employer.

**TAPSCAN, Inc.** industry leader in media and sales software seeks Software Trainer with 1+ years in cable or television industry. Knowledge of TAPSCAN products strongly preferred. 60-75% travel, training program, advancement opportunities, great benefits. Fax resume to Phyllis Neill. 205-733-6268 or call 205-987-7456.

**Communications/Broadcasting.** The University of Southern Indiana invites applications for a tenure track position as Assistant Professor of Broadcast Communications beginning Fall 1998. Individual will teach a diverse nine-hour load in broadcasting including such courses as TV Production, TV Directing, Video Field Production, and Broadcast Journalism and will manage the University TV Center. Ph.D. preferred; ABD considered. Industry experience a plus. The University is committed to excellence in teaching, scholarship and professional activity, and service to the University and the community. The University of Southern Indiana is a state supported public institution with an enrollment of approximately 8,300 located in the southwestern corner of the state. Application deadline is February 1, 1998, but will be accepted until position filled. Submit letter of application, curriculum vitae, and the names and addresses of three professional references to: Dr. Wayne Rinks, Chair, Communications Department, University of Southern Indiana, 8600 University Boulevard, Evansville, IN 47712. AA/EOE.

**EMPLOYMENT SERVICES**

**PROFESSIONAL JOBS  
WITH ENTERTAINMENT COMPANIES**

**BROADCAST & CABLE TELEVISION, DISTRIBUTORS,  
MOTION PICTURE, POST PRODUCTION & MORE**

Entry to senior level jobs nationwide in ALL fields (news, sales, production, management, etc.).

Published biweekly. For subscription information:

**(800) 335-4335**

**In CA, (818) 901-6330.**

**Entertainment Employment Journal™**

**National Sports & Recreation Jobs Weekly**-radio, TV, newspapers, magazines, teams. We average over 200 new jobs each week. Call 602-933-4345.

**TV Reporters, Anchors and Producers!!!** Experienced or entry level, hundreds of satisfied clients know winning that great job starts by contacting Tony Windsor at **NEWSDirections** 423-843-0547, toll-free voice mail (800)NEWSDIR.

**Just For Starters:** Entry-level jobs and "hands-on" internships in TV and radio news. National listings. For a sample lead sheet call: 800-680-7513.

**WANTED TO BUY EQUIPMENT**

**Satellite Transmission Equipment and Television Transmitter Bought and Sold.** Including HPA's, antenna's, UPS's, generators, excitors, support equipment, etc. Megastar: 702-386-2844.

**Used videotape:** Cash for 3/4" SP, M2-90's, Betacam SP's. Call Carpel Video 301-694-3500.

**WANTED TO BUY STATION**

**Investor seeks purchase of small AM or FM** price up to 250k. Ted 212-737-2997 or 212-888-7347.

Advertise your classified ad on B&C's Website.

Contact Antoinette Pellegrino

for info ...

ph: 212-337-7073 or

e-mail: [apellegrino@b&c.cahners.com](mailto:apellegrino@b&c.cahners.com)

**FOR SALE EQUIPMENT**

# STOCK ANSWERS.

For video duplication, demos, audition reels, work tapes, our recycled tapes are technically up to any task and downright bargains. All formats, fully guaranteed. To order call:

**(800)238-4300 CARPEL VIDEO**

**ATTENTION C-BAND SHOPPERS!**

Galaxy VII Fully Protected Transponder Available for Immediate Full-Time Use Uplink from N.Y. with DigiCipher II MCPC

*Below Market Rate!  
Commit now for Huge Discount!  
Only Two Channels Left!  
First Come, First Served!*

Call Today (714) 263-9900 x217

## General Instrument IRD's

575 DSR-1500's & 80 DSR-2200's

Almost new, available for sale at a very low price!

Call now to place your order!  
(714) 263-9900 x217

Video Switchers, 3M model 101 vertical switches. Ten in, one out. Audio follow video. \$185 Call Nigel Macrae at 702-386-2844

Lowest prices on videotape! Since 1979 we have been beating the high cost of videotape. Call Carpel for a catalog. 800-238-4300.

AM and FM transmitters, used, excellent condition, tuned and tested your frequency. Guaranteed. Financing available. Transcom. 800-441-8454, 215-884-0888. Fax 215-884-0738.

Advertise your classified ad on B&C's Website.

Contact Antoinette Pellegrino

for info ...

ph: 212-337-7073 or

e-mail: [apellegrino@b&c.cahners.com](mailto:apellegrino@b&c.cahners.com)

**LEGAL NOTICE**

### CABLE TV ASSETS FOR SALE BY RECEIVER

The Receiver of the assets of Rigel CSSF Joint Venture ("Rigel CSSF") appointed pursuant to the Order of the United State District Court for The District of Massachusetts ("Court") dated March 18, 1997, is offering for sale certain real property located in Port St. Joe, Florida and assets used or useful in cable television systems serving residents in the Georgia counties of Applying (City of Surrency), Brantley (City of Hoboken), Bullock (Portal), Burke (Midville and City of Sardis), Chatham (Port Wentworth), Effingham (City of Guyton), Glascock (City of Gibson), Jefferson (City of Stapleton, Lee (City of Smithville), Sumter (City of Leslie and City Plains and Cobb/Lake Blackshear/Desoto), and the Florida County of Gulf (Port St. Joe).

The Receiver has entered into an Asset Purchase Agreement ("Agreement") dated September 17, 1997, subject to approval of the Court, to sell substantially all of the assets of Rigel CSSF for a cash purchase price of \$2,800,000. The Receiver will entertain higher or better offers equal to or greater than \$2,850,000. Interested purchasers should submit higher or better offers to the Receiver in writing by 5:00 p.m. on or before January 29, 1998. Parties submitting higher or better offers will be required to deposit with the Receiver \$200,000 in certified funds as a refundable deposit towards the purchase price and provide satisfactory evidence of the ability to pay in cash the balance of any offer to purchased the assets. Parties submitting higher or better offers will be required to appear at a hearing to be held on February 5, 1998 AT 4:00 p.m. at the United State District Court, John W. McCormack Building, U.S. Post Office and Courthouse, Boston, Massachusetts.

The assets offered by the Receiver consist of the following (1) real property: the real property located at 503 Third Street, Port St. Joe, Florida, consisting of an office building and real property identified as Lot 1, Block 11 and Lot 3, Block 11 of the City of Port St. Joe, Florida, according to the official map thereof on file in the Office of the Clerk of Circuit Court, Gulf County, Florida and headend receiving site location on Niles Road in Port St. Joe, Florida; and (2) personal property: Satellite dishes, earth stations, towers, power supplies, descramblers, modulators, scramblers, antennas, equipment rack, taps, line splitters, receivers, coaxial cable, amplifiers, and other equipment necessary for providing cable television services, customer lists, headend leases, Crossing Agreements, Pole Attachment Agreements and copies of all records including billing and other databases.

For more information, prospective purchasers should immediately contact:

**Robert J. Maccini, Receiver  
Media Services Group, Inc.  
170 Westminster Street, Suite 701  
Providence, RI 02903  
Telephone: 401-454-3130; Fax: 401-454-3131**

**FOR SALE STATIONS**

10,000 AM - 6 kw FM combo. Too valuable to sell separately. One million SW city, great growth, great climate. Spanish pop. 30% LMA or cash sale. 800-213-1785.

Central Texas, small market combo, excellent facilities: Central Alabama non-commercial FM; Central Georgia, adjacent FM-FM combo; Others: Mayo Communications, 813-971-2061.

**Dominate a smaller radio market growing with the Southeast -- own it all for less than \$3 million. Call 813-968-8165.**

For Sale: 5KW non directional religious format station. Top 100 markets. Excellent cash flow. Reasonable price. Reply to Box 01295.

Southern California AM station for sale in largest county in California. Money maker for owner/operator, includes property. Call 800-928-8380.

**VIDEO FIBER SERVICES**

**LOWEST RATES  
for  
Occasional Video Fiber Services  
212-719-2100 x23  
[www.triumphco.com](http://www.triumphco.com)**

### WANT TO RESPOND TO A BROADCASTING & CABLE BLIND BOX ?

Send resume/tape to:

Box \_\_\_\_\_,

245 West 17th St.,

New York, New York 10011

# For the Record

<http://www.broadcastingcable.com>

"For the Record" compiles applications filed with and actions taken by the FCC. Applications and actions are listed by state; the date the application was filed or the action was taken, when available, appears in italic.

Abbreviations: AOL—assignment of license; ant.—antenna; ch.—channel; CP—construction permit; D.I.P.—debtor in possession; ERP—effective radiated power; khz—kilohertz; km—kilometers; kw—kilowatts; m—meters; mhz—megahertz; mi—miles; TL—transmitter location; TOC—transfer of control; w—watts. One meter equals 3.28 feet.

## OWNERSHIP CHANGES

### Filed

**Tuscaloosa, Ala.** (BTC-971215GG)—GMC Broadcasting Inc. for WSPZ(AM): involuntary TOC from William A. Grand Jr., deceased, to William Alexander Grant III and Walter B. Grant, co-executors. *Dec. 19*

**Jackson, Minn.** (BTC-971212HL)—Kleven Broadcasting Co. of Minn. for KKOJ(AM): involuntary TOC from Estate of Leslie J. Kleven to Marguerite Kleven. *Dec. 22*

**Jackson, Minn.** (BTCH-971212HM)—Kleven Broadcasting Co. of Minn. for KRAQ (FM): involuntary TOC from Estate of Leslie J. Kleven to Marguerite Kleven. *Dec. 22*

**Carson City, Nev.** (BAL-971211EC)—MB Broadcasting Corp. for KPTL(AM): involuntary AOL from MB Broadcasting Corp. to MB Broadcasting Corp., debtor-in-possession. *Dec. 22*

## NEW STATIONS

### Canceled/dismissed

**Troy, Ala.** (BPED-970807MF)—Positive Programming Foundation for noncommercial FM at 91.1 mhz. *Dec. 16*

**Marvell, Ark.** (BPED-950905ME)—East Arkansas Educational Foundation for noncommercial FM at 91.5 mhz, 50 kw, ant. 150 m. *Dec. 16*

**Peachtree City, Ga.** (BPED-970407MD)—American Family Assn. for FM at 91.7 mhz. *Dec. 15*

**Iron Mountain, Mich.** (BPH-951013MF)—Superior Media Group Inc. for FM at 106.7 mhz, 2.25 kw, ant. 165 m. *Dec. 9*

### Returned

**Effingham, Ill.** (BPED-971120MA)—American Family Assn. for noncommercial FM at 89.3 mhz. *Dec. 17*

### Filed

**Greenfield, Calif.** (971205MF)—Prunedale Educational Foundation Central Calif. Inc. for noncommercial FM at 89.9 mhz. *Dec. 19*

**Mountain Gate, Calif.** (971212AB)—Southern Oregon University for noncommercial AM at 1450 khz. *Dec. 19*

**Loveland, Colo.** (971209MI)—Colorado Christian University for noncommercial FM at 89.7 mhz. *Dec. 19*

**Coconut Creek, Fla.** (971202MG)—Broward Community College for noncommercial FM at 88.7 mhz. *Dec. 19*

**Lake City, Minn.** (971208ME)—Gregory D. Gentling Jr. for FM at 94.9 mhz. *Dec. 19*

**Lake City, Minn.** (971204MD)—James D. Ingstad for FM at 94.9 mhz. *Dec. 19*

**Lake City, Minn.** (971203MB)—Jerry Papenfuss for FM at 94.9 mhz. *Dec. 19*

**Lake City, Minn.** (971204MC)—Sorenso Broadcasting Corp. for FM at 94.9 mhz. *Dec. 19*

**Sardis, Miss.** (971203MC)—George S. Flinn Jr. for FM at 102.1 mhz. *Dec. 19*

**Naylor, Mo.** (971203ME)—George S. Flinn Jr. for FM at 99.9 mhz. *Dec. 19*

**Newark, Ohio** (971117MS)—Riverside Ministries for FM at 89.3 mhz. *Dec. 15*

**Norwalk, Ohio** (971121MB)—Cleveland Public Radio Inc. for noncommercial FM at 90.7 mhz. *Dec. 9*

**Youngsville, Pa.** (971208MC)—Living Word of Faith Christian Outreach for noncommercial FM at 88.5 mhz. *Dec. 19*

**Logan, Utah** (BPED-971205MA)—Listeners Community Radio of Utah Inc. (Fran Pruy, chairperson, 208 West 800 South, Salt Lake City, Utah 84101) for FM at 90.5 mhz, .3 kw, ant. 380 m., at apex of unnamed peak, 3.3 km SW of Clarkston, Utah. *Dec. 5*

**Oakley, Utah** (971120MI)—Ramsley Leasing Inc. for FM at 101.5 mhz. *Dec. 9*

**Oakley, Utah** (971120MJ)—Simmons Family Inc. for FM at 101.5 mhz. *Dec. 9*

**Cheyenne, Wyo.** (971210MA)—Broadcasting for the Challenged Inc. for noncommercial FM at 88.1 mhz. *Dec. 19*

**Cheyenne, Wyo.** (971210MA)—Broadcasting for the Challenged Inc. for noncommercial FM at 89.7 mhz. *Dec. 19*

**Laramie, Wyo.** (971208MD)—Western Inspirational Broadcasters Inc. for noncommercial FM at 90.9 mhz. *Dec. 19*

**Sheridan, Wyo.** (971208MA)—American Family Assn. for noncommercial FM at 88.7 mhz. *Dec. 15*

## FACILITIES CHANGES

### Dismissed

**Spencer, Iowa** (BPH-970825IC)—Iowa Great Lakes Broadcasting Co. for KICD-FM: change ant. *Dec. 10*

**Missoula, Mont.** (BMPED-970403IC)—Faith Communications Corp. for new FM: change main studio location. *Dec. 15*

**Waco, Tex.** (BP-970801AC)—Gulfstar Communications Waco Licensee Inc. for KKTU(AM): change TL, power, ant. *Dec. 11*

### Filed/Accepted for filing

**Warrior, Ala.** (971204IH)—WBHK LLC for WBHK(FM): change ERP, TL, ant. *Dec. 16*

**Lake Havasu City, Ariz.** (971128IA)—Rick L. Murphy for KBBC(FM): change channel from 266A to 266C1. *Dec. 11*

**Anaheim, Calif.** (971126IB)—Anaheim Radio Assoc. for KEZY-FM: change ERP. *Dec. 9*

**Ontario, Calif.** (971114IF)—Chagal Communications Inc. for KREA(FM): change ERP. *Nov. 26*

**Pendondo, Calif.** (971114IG)—Chagal Communications Inc. for KFOX(FM): change ERP. *Nov. 26*

**Sacramento, Calif.** (971202ID)—Family Stations Inc. for KEDR(FM): change ERP. *Dec. 12*

**San Francisco** (971113IC)—KKSF License Corp. for KKSF(FM): change ERP, ant. *Nov. 24*

**Santa Ana, Calif.** (971204IF)—KALI-FM Inc. for KALI-FM: change ERP, ant. *Dec. 16*

**Colorado Springs** (971110MB)—Educational Communications of Colorado Springs Inc. for KTLF(FM): change ERP, ant. *Nov. 25*

**Greeley, Colo.** (971120IA)—Jacor Broadcasting of Colorado Inc. for KGLL(FM): change TL, ant. *Dec. 2*

**Apalachicola, Fla.** (971112IE)—John H. Wiggins for WXGJ(FM): change from 288A to 288C2. *Nov. 24*

## BY THE NUMBERS

### BROADCAST STATIONS

Service	Total
Commercial AM	4,786
Commercial FM	5,527
Educational FM	1,914
<b>Total Radio</b>	<b>12,227</b>
VHF LPTV	557
UHF LPTV	1,474
<b>Total LPTV</b>	<b>2,031</b>
FM translators & boosters	2,867
VHF translators	2,256
UHF translators	2,721
<b>Total Translators</b>	<b>7,844</b>

Service	Total
Commercial VHF TV	558
Commercial UHF TV	639
Educational VHF TV	124
Educational UHF TV	242
<b>Total TV</b>	<b>1,563</b>

### 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**

## For the Record

**Crestview, Fla.** (9711141E)—Crestview Broadcasting Co. Inc. for WAAZ-FM: change ERP, TL, ant. *Nov. 26*

**Edgewater, Fla.** (971107ML)—Mims Community Radio Inc. for WKTO(FM): change TL, ERP, frequency, class, ant. *Nov. 20*

**Green Cove Springs, Fla.** (9712051B)—Jacor Broadcasting of Florida Inc. for WJBT(FM): change ERP, TL, ant. *Dec. 16*

**Gretna, Fla.** (BPH-971112IG)—De-Col Inc. for WGWD(FM): change channel. *Nov. 26*

**Marianna, Fla.** (9712041B)—MRF Inc. for WJAO(FM): change ant. *Dec. 16*

**Orlando, Fla.** (971105AA)—Cox Radio Inc. for WHOO(AM): change ant., increase night power. *Nov. 17*

**Punta Rassa, Fla.** (9712041D)—Intermart Broadcasting Gulf Coast for WWWD(FM): change channel from A to C3. *Dec. 16*

**Tavernier, Fla.** (9712041E)—Linda U. Kulisky for WIFL(FM): change channel from A to C3. *Dec. 16*

**West Palm Beach, Fla.** (BMP-971103-AA)—Fairbanks Communications Inc. for WJNA(AM): change ant. *Nov. 12*

**Cartersville, Ga.** (971023MG)—Immanuel Broadcasting Network Inc. for WCCV(FM): change ERP, class, ant. *Nov. 24*

**Chatsworth, Ga.** (BPH-9711031D)—Annice Haygood Trevitt Support Trust for WQMT(FM): change ERP, TL, ant. *Nov. 19*

**Douglas, Ga.** (9711211A)—Orchon Media Inc. for WKZZ(FM): change main studio location, ERP, class, city of license. *Dec. 11*

**Nashville, Ga.** (9711191A)—Tifton Broadcasting Corp. for WJYF(FM): change ERP, class. *Dec. 4*

**Cartersville, Ill.** (BPH-9711031D)—M.P. Broadcasting Inc. for WXLT(FM): change channel. *Nov. 19*

**Danville, Ill.** (BP-971204AC)—Vermillion Broadcasting Corp. for WITY(AM): change ant. *Dec. 16*

**Springfield, Ill.** (BPED-970604ME)—Cornerstone Community Radio Inc. for WLGM(FM): change ERP, class. *Dec. 1*

**Urbana, Ill.** (9710271F)—Tak Communications LLC for WKIO(FM): change TL. *Nov. 14*

**Richmond, Ind.** (BPH-9708261B)—Rodgers Broadcasting Corp. for WFMG(FM): change TL. *Dec. 2*

**Valparaiso, Ind.** (971104AA)—Birach Broadcasting Corp. for WWI(AM): change city of license, TL, ERP, ant. *Nov. 13*

**Ankeny, Iowa** (BPH-9710201F)—V.O.B., Inc. for KMXP(FM): change channel to 292C3. *Nov. 19*

**Ottawa, Kan.** (9711261A)—Ottawa Christian Radio Inc. for KRBW(FM): change ERP. *Dec. 9*

**Irvine, Ky.** (9710141M)—Kentucky River Broadcasting Co. for WCYO(FM): change ERP, TL, frequency, class, ant. *Nov. 28*

**Louisville, Ky.** (BMPET-9711191KE)—Kentucky Authority for Educational TV for WKMU-TV: change antenna location. *Dec. 1*

**Newport, Ky.** (BPCDT-9711191KF)—Malrite Communications Group Inc. for WXIX-TV: new

digital television facility: ch. 29, 247.6 kw, ant. 290 m., 2400 Lehman Road, Cincinnati. *Dec. 2*

**Somerset, Ky.** (BPED-9712091B)—Somerset Educational Broadcasting Foundation for WTHL(FM): change ERP, ant. *Dec. 16*

**Winchester, Ky.** (9711201B)—Citicasters Co. for WWYC(FM): change TL. *Dec. 2*

**Alexandria, La.** (9711171MP)—American Family Assn. for KAPM(FM): change ant. *Dec. 9*

**Baton Rouge** (BPED-9711051C)—Jimmy Swaggart Ministries for WJFM(FM): change ERP, TL, ant. *Nov. 18*

**Garyville, La.** (BP-9711061AA)—222 Corp. for WCKW(AM): change ant. *Nov. 17*

**Natchitoches, La.** (BPH-9706111H)—Bundrick Communications Inc. for KZBL(FM): change channel from 240A to 264C3. *Dec. 9*

**Slidell, La.** (9711211B)—Phase II Broadcasting Inc. for WLTS-FM: change community of license. *Dec. 11*

**Hurlock, Md.** (9711031B)—MTS Broadcasting LC for WAAI(FM): change frequency from 265A to 263A. *Nov. 17*

**Salisbury, Md.** (BPCDT-9711171KF)—WBOC Inc. for WBOC-TV: new digital television facility: ch. 21, 173.8 kw, ant. 305 m., 1.2 mi S of Rts. 24 and 247 near Sharptown, Md. *Dec. 2*

**Flint, Mich.** (BP-9711261AC)—Midwest Broadcasting Corp. for WSNL(AM): reduce night power. *Dec. 8*

**Leroy Township, Mich.** (9712011MD)—Superior Communications for WLGH(FM): change ERP, class. *Dec. 11*

**Anoka, Minn.** (9712091A)—Chancellor Media Licensee Co. for KOQL(FM): change TL, ant. *Dec. 16*

**Pine City, Minn.** (BPH-9710271E)—Pine City Broadcasting Co. Inc. for WCMP-FM: change channel, frequency from 221A to 265C3. *Nov. 14*

**Spring Valley, Minn.** (BPH-9711121H)—KVGGO Inc. for KVGGO(FM): change ERP, TL, ant., class. *Nov. 26*

**Bay Springs, Miss.** (BP-9711131AB)—Cotton Valley Broadcasting Co. for WIZK(FM): reduce power, change ant. *Nov. 21*

**Houston, Miss.** (9711131MA)—Southern Cultural Foundation for WJZB(FM): change TL, ERP, frequency, ant. *Nov. 20*

**Joplin, Mo.** (BP-9712081AA)—Land Go Broadcasting Inc. for KQYX(AM): reduce power, change ant. *Dec. 16*

**Lexington, Mo.** (BPH-9711051B)—Allur-Kansas City Inc. for KCCX(FM): change main studio location. *Nov. 19*

**Moberly, Mo.** (BPH-9711051A)—KWIX Inc. for KRES(FM): change ERP, ant. *Nov. 19*

**Neosho, Mo.** (9712031A)—KBTN Inc. for KBTN-FM: change channel from A to C3. *Dec. 16*

**Sunrise Beach, Mo.** (BMPED-9711041A)—Community Broadcasting Inc. for KAXJ(FM): change ERP, TL, ant. *Nov. 18*

**Warrensburg, Mo.** (9710291F)—Central Missouri State University for KCMW-FM: change ant. *Nov. 14*

**East Helena, Mont.** (9711171D)—Staradio Corp. for KHKR-FM: change channel. *Nov. 26*

**Omaha** (9711281E)—Journal Broadcast Group for KEZO-FM: change ant. *Dec. 11*

**Laughlin, Nev.** (9711261A1)—KLSQ-AM License Corp. for KLSQ(AM): change community of license, TL. *Dec. 16*

**Eunice, N.M.** (9712021F)—Mark C. Nolte for KYRK(FM): change ERP, class. *Dec. 16*

**East Syracuse, N.Y.** (9711211AB)—Cram Communications LLC for WSIV(AM): change ERP, frequency. *Dec. 5*

**Charlotte, N.C.** (BPCT-9711191KH)—Jefferson-Pilot Communications Co. for WBTv(TV): change ant. *Dec. 22*

**Hendersonville, N.C.** (9711241C)—SFXSC LP for WMYI(FM): change ERP, TL, ant. *Dec. 9*

**Roanoke Rapids, N.C.** (9712041A)—Better Life Inc. for WZRU(FM): change ERP. *Dec. 12*

**Robbinsville, N.C.** (9711031H)—Cherokee Broadcasting Co. Inc. for WCVP-FM: change ERP. *Nov. 21*

**Wilmington, N.C.** (9711241A)—Family Radio Network Inc. for WWIL-FM: change TL. *Dec. 2*

**Walhalla, N.D.** (9712021G)—Norex Broadcasting Inc. for KAUJ(FM): change ERP, TL, ant. *Dec. 16*

**Cincinnati** (BP-9711201AB)—Jacor Broadcasting Corp. for WLW(AM): new auxiliary antenna. *Dec. 1*

**Columbus, Ohio** (9711261AF)—Citicasters Co. for WTVN(AM): increase night power, change night TL, ant. *Dec. 8*

**London, Ohio** (BPED-9712021E)—Blue Chip Broadcasting Ltd. for WCKX(FM): change TL, pattern, ant. *Dec. 15*

**New Lexington, Ohio** (9711201C)—Perry County Broadcasting Co. Inc. for WWJM(FM): change channel to 290A. *Dec. 2*

**Ripley, Ohio** (9712051C)—Richard L. Plessinger Sr. for WAOL(FM): change ERP, ant. *Dec. 16*

**Washington Court House, Ohio** (9711261C)—Rodgers Broadcasting Corp. for WCHO-FM: change ERP, TL, ant. *Dec. 9*

**Seaside, Ore.** (9711251C)—Ken's Corp. for KULU(FM): change channel to class C3. *Dec. 11*

**Cambridge Springs, Pa.** (9712021C)—Macbeth Communications Inc. for WAQM(FM): change ERP, ant. *Dec. 12*

**Harrisburg, Pa.** (BMP-9712041AB)—Dame Media Inc. for WKBO(AM): reduce power, change ant. *Dec. 16*

**Tyrone, Pa.** (BP-9711141AB)—Cary H. Simpson for WSHP(AM): change TL, ERP, ant. *Nov. 25*

**Providence, R.I.** (9711141C)—Brown Broadcasting Service Inc. for WBRU(FM): change ERP, TL, ant. *Nov. 26*

**Seneca, S.C.** (9711101MD)—Alpeak Broadcasting Corp. for WPEK(FM): change TL, ant. *Nov. 28*

**Sioux Falls, S.D.** (9711251A)—Southern Minnesota Broadcasting Co. for KMXC(FM): change TL, ERP, ant. *Dec. 12*

**Graysville, Tenn.** (BPH-9711041B)—

# PROFESSIONAL CARDS

**du Treil, Lundin & Rackley, Inc.**  
A subsidiary of A D Ring, P.A.

240 North Washington Blvd  
Suite 700  
Sarasota, Florida 34236  
(941) 366-2611

MEMBER AFCEE

**CARL T. JONES CORPORATION**

CONSULTING ENGINEERS

7901 YARNWOOD COURT  
SPRINGFIELD, VIRGINIA 22153  
(703) 566-7704

MEMBER AFCCS

**LOHNES AND CULVER CONSULTING RADIO ENGINEERS**

8309 Cherry Lane  
Laurel, MD 20707-4830  
(301) 776-4488

 Since 1944

Member AFCEE

**COHEN, DIPPELL AND EVERIST, P.C. CONSULTING ENGINEERS**

Domestic and International Communications  
Since 1937

1300 "L" STREET, N.W., SUITE 1100  
WASHINGTON, DC 20006

PHONE: (202) 898-0111 FAX: (202) 898-0895  
E-MAIL: cdepc@worldnet.att.net

Member AFCEE

**JOHN FX BROWNE & ASSOCIATES CONSULTING ENGINEERS**

BLOOMFIELD HILLS Broadcast - Cable  
810-642-6226 • Wireless •

WASHINGTON Member AFCEE  
202-293-2020

**HAMMETT & EDISON, INC. CONSULTING ENGINEERS**

Box 280068  
San Francisco, California 94128

 707/996-5200  
202/396-5200

e-mail: eng@h-e.com

**CARL E. SMITH CONSULTING ENGINEERS**

AM FM TV Engineering Consultants  
Complete Tower and Rigging Services

"Serving the broadcast industry for over 60 years"

Box 807 Bath, Ohio 44210  
(330) 659-4440

 **Denny & Associates, pc**  
Consulting Engineers

PH 202 452 5630  
FX 202 452 5620

Member AFCEE EM info@denny.com

**E. Harold Munn, Jr., & Associates, Inc.**

Broadcast Engineering Consultants  
Box 220  
Coldwater, Michigan 49036  
Phone: 517-278-7339

**Mullaney Engineering, Inc.**  
Consulting Telecommunications Engineers

9049 Shady Grove Court  
Gaithersburg, MD 20877  
301-921-0115

Member AFCEE

**HATFIELD & DAWSON CONSULTING ENGINEERS**

9500 GREENWOOD AVE., N.  
SEATTLE, WASHINGTON 98103  
(206) 783-9151 FACSIMILE (206) 789-9834

MEMBER AFCEE

**F.W HANNEL & ASSOCIATES**  
Registered Professional Engineers

911 Edward Street  
Henry, Illinois 61537  
(309) 364-3903  
Fax (309) 364-3775

 **COMMUNICATIONS TECHNOLOGIES INC.**  
BROADCAST ENGINEERING CONSULTANTS

Clarence M Beverage  
Laura M Mizrahi

P.O. Box #1130, Marlton, NJ 08053  
(609) 985-0077 • FAX: (609) 985-8124

**Technical Broadcast Consultants, Inc.**  
Transmission Specialists

TV (NTSC & DTV)/ STL Microwave / FM  
P.O. Box 97262 - Raleigh, NC 27624  
Tel / Fax (919) 846-2976  
e-mail: tbc@vnet.net

**NEW!!**  
**6 Week Rate**  
**\$115.00/week**

**Cavell, Mertz & Perryman, Inc.**  
Engineering, Technology & Management Solutions

10300 Eaton Place, Suite 200  
Fairfax, VA 22030  
(703) 591-0110 (202) 332-0110  
FAX (703) 591-0115

**RATES**

**13 weeks — \$105/week**  
**26 weeks — \$90/week**  
**52 weeks — \$75/week**

**AND SERVICES**

 **TOWER STRUCTURES INC.**

TOWERS TOWER ERECTION  
ANTENNA INSTALLATION  
TOWER ANALYSIS  
TRANSMITTER BUILDINGS

1869 NIRVANA AVENUE  
CHULA VISTA, CALIFORNIA 91911  
(619) 421-1181 FAX (619) 421-0533  
WWW.TOWERSTRUCTURE.COM

**Shoolbred Engineers, Inc.**  
Structural Consultants

Towers and Antenna Structures  
Robert A. Shoolbred, P.E.

1040 Morrison Drive  
Charleston, S.C. 29403 • (803) 577-4681

**dataworld**

800-368-5754  
info@dataworld.com  
WWW: http://dataworld.com

**DataXpert™**

- Audience Data
- Programming Data
- Contact Information
- Technical Station Data
- Contour Maps

**East Coast Video Systems**  
consultants • engineers • systems integrators

3 Mars Court  
Boonton, NJ 07005  
201.402.0104  
Fax: 201.402.0208  
www.ecvs.com on line in time

**WALLACE & ASSOCIATES**

5023 W 120th Ave Suite 154  
Broomfield CO 80020  
Dennis Wallace (303) 460-9717  
wallacedtv@aol.com

SPECIALIZING IN DTV TRANSMISSION SYSTEMS

 **LDL COMMUNICATIONS, Inc.**

RF DESIGN & INSTALLATION SPECIALISTS  
LARCAN / LARCAN - TIC TRANSMITTERS  
RFS ANTENNAS COMBINERS TRANSMISSION LINES  
LEBLANC TOWER SYSTEMS

650 South Taylor Avenue, Louisville, CO 80027  
TEL: 303-665-8000 FAX: 303-673-9900

 **JAMPRO** ANTENNAS / RF SYSTEMS

Phone 916-383-1177  
Fax 916-383-1182

\*Antennas UHF/VHF/FM \*Rigid line  
\*Combiners FM & UHF \*Waveguide

COMPLETE SYSTEM SOLUTIONS  
e-mail jampro@ns.net http://www.jampro.com

 **Stainless, inc.**

New Towers, Antenna Structures  
Engineering Studies, Modifications  
Inspections, Erection, Appraisals  
North Wales, PA 19454  
215 699-4871 FAX 699-9597

**YOUR CARD HERE**  
Call:  
**(202) 659-2340**

**NATIONWIDE TOWER COMPANY**

ERECTOR - ORNAMENTALS - ANTENNA - RELAMP  
ULTRASONIC - STRUCTURAL ANALYSIS - PAINT  
INSPECTIONS - REGUY - ENGINEERING

P.O. BOX 130 POOLE, KY 42444-0130  
PHONE (882) 530-8888 FAX (882) 530-8884  
24 HOUR EMERGENCY SERVICE AVAILABLE

 **DSI**

RF Systems, Inc.

- Remote Camera Systems
- Transmitter and Studio Installation
- Microwave and Satellite Engineering and Installation

408-561-1144 24A World's Fair Drive  
Sumner, NJ 08873

**Shively Labs**

- FM, UHF & MMDS Antennas
- Pattern Study & RSL Maps
- FM & UHF Translators
- Filters & Combiners

Tel: (207) 647-3327  
Fax: (207) 647-8273  
web site: www.shively.com

WAYB Inc. for WAYB-FM: change ERP, TL, ant. *Nov. 19*

**Huntingdon, Tenn.** (BPH-971029IE)—Milan Broadcasting Co. Inc. for wvhr(FM): change channel to 265C3. *Nov. 19*

**Jamestown, Tenn.** (971024IH)—Baz Broadcasting Inc. for woeb-FM: change TL, ant. *Nov. 14*

**Jamestown, Tenn.** (971107IC)—Bible Believers Network Inc. for wclc-FM: change ERP, TL, ant. *Nov. 21*

**Oliver Springs, Tenn.** (BPH-971112IF)—Dick Broadcasting Co. of Tennessee for wxvo(FM): CP for auxiliary ant. *Nov. 26*

**Shelbyville, Tenn.** (971126IG)—WYQC Inc. for wzpc(FM): change ant. *Dec. 11*

**Waynesboro, Tenn.** (BPH-971106IA)—Ohio Broadcast Assoc. for wfrq(FM): change ERP, TL, ant. *Nov. 19*

**Abilene, Tex.** (971205IA)—Radio Sun-group of Texas Inc. for kean-FM: change ERP. *Dec. 16*

**Clarendon, Tex.** (BMPH-971103IF)—Roho Broadcasting Co. for kefh(FM): change TL, ant. *Nov. 19*

**Cleveland, Tex.** (BMPH-970917IZ)—Texas Classical Radio Inc. for kktl(FM): change TL, ant. *Dec. 19*

**Dublin, Tex.** (971126ID)—Cen-Tex Media Inc. for kstv-FM: change ant. *Dec. 12*

**El Paso** (BMP-971118AD)—McClatchey Broadcasting for kelp(AM): augment day and night patterns. *Nov. 28*

**Floresville, Tex.** (971125IB)—April Communications Group Inc. for krjo-FM: change ERP, ant. *Dec. 12*

**Fort Worth** (BPED-971125ID)—Texas Christian University for ktcu-FM: change ERP, class, ant. *Dec. 11*

**Hallettsville, Tex.** (971124ID)—Hill Country Radio for ktxm(FM): change ERP, ant. *Dec. 11*

**New Boston, Tex.** (971104IE)—Basso Broadcasting Inc. for kewl(FM): change channel. *Nov. 20*

**New Braunfels, Tex.** (971024II)—New Braunfels Communications Inc. for knbt(FM): change ERP. *Nov. 14*

**Temple, Tex.** (971110IA)—Stellar Communications Inc. for kklk(FM): change ERP, TL, city of license, ant. *Nov. 21*

**Waco, Tex.** (BP-971126AD)—Gulfstar Communications for kwtx(AM): reduce power, change TL, ant. *Dec. 8*

**Roosevelt, Utah** (971126IF)—Duane T. Lund for kxro(FM): change channel from 232C2 to 232C1. *Dec. 11*

**Spanish Fork, Utah** (971204IG)—Citicasters Co. for kbkk(FM): change ERP, ant. *Dec. 16*

**Richmond, Va.** (BPED-971202IB)—Central Virginia Educational TV Corp. for wcvf-FM: change ERP. *Dec. 16*

**Richmond, Va.** (BP-971106AB)—Gee Communications Inc. for wxgi(AM): reduce power, change ant. *Nov. 20*

**Ephrata, Wash.** (971024IG)—Mirage Communications Corp. for kule-FM: change ERP, TL, ant. *Nov. 14*

**Madison, Wis.** (BPCDT-971117KE)—

Shockley Communications Corp. for wkow-TV: new digital television facility: ch. 26, 218.5 kw, ant. 455 m., 8559 Mineral Point Road, Verona, Wis. *Dec. 2*

**Mayville, Wis.** (971024IF)—Mayville License Corp. for wvmv(FM): change TL, ant. *Nov. 28*

**Nekoosa, Wis.** (971107IB)—Berry Radio Co. for wxec(FM): change TL. *Nov. 21*

### CALL-SIGN ACTIONS

#### *Granted*

**Atmore, Ala.**—Maranatha Ministries Foundation Inc. for new AM: change to wphg. *Nov. 12*

**Birmingham, Ala.**—Dick Radio Alabama Inc. for wenn-FM: change to wrax(AM). *Dec. 1*

**Opelika, Ala.**—Auburn Network Inc. for wjho(AM): change to wani. *Dec. 1*

**Trussville, Ala.**—American General Media for wrax(FM): change to wenn. *Dec. 2*

**Havasu City, Ariz.**—Rick L. Murphy for kbbs-FM: change to krrk. *Nov. 28*

**Sierra Vista, Ariz.**—D.B. Broadcasting LLC for kltw(AM): change to ktan. *Dec. 22*

**Tucson, Ariz.**—Journal Broadcast Group Inc. for kkhg(FM): change to kzpt. *Dec. 12*

**Benton, Ark.**—Clear Channel Radio Licenses Inc. for kmvk(FM): change to kddk. *Dec. 15*

**Jacksonville, Ark.**—Clear Channel Metroplex Licenses Inc. for kddk(FM): change to kqar. *Dec. 15*

**Little Rock, Ark.**—Citadel License Inc. for kezo(AM): change to klih. *Nov. 21*

**Lowell, Ark.**—GulfStar Communications for kqzo(FM): change to kmxf. *Nov. 17*

**Ola, Ark.**—KERM Inc. for new FM: change to karv-FM. *Dec. 5*

**Wrightsville, Ark.**—Citadel License Inc. for wytn(FM): change to klal. *Nov. 17*

**Coalinga, Calif.**—American Educational Broadcasting Inc. for new FM: change to kazb. *Dec. 8*

**Crescent City, Calif.**—Humboldt State University for new FM: change to khsr. *Dec. 8*

**Lake Isabella, Calif.**—Robert J. and Katherine M. Bohn for kvl(AM): change to kqab. *Dec. 8*

**Livingston, Calif.**—Educational Media Foundation for new FM: change to kskd-FM. *Nov. 12*

**Los Angeles**—KABC-AM Radio Inc. for ktzn(AM): change to kois. *Nov. 21*

**Los Angeles**—One-on-One Sports License of Calif. LLC for kxmg(AM): change to kctd. *Dec. 19*

**Marysville, Calif.**—EMI Sacramento Radio Inc. for ksxx-FM: change to krcx-FM. *Nov. 28*

**Porterville, Calif.**—Paxson Communications Corp. for kkag(TV): change to kpxf. *Dec. 8*

**Roseville, Calif.**—EMI Sacramento Radio Inc. for new AM: change to ksxx. *Nov. 17*

**San Luis Obispo, Calif.**—People of Action for new FM: change to kpat. *Nov. 24*

**Shafter, Calif.**—American General Media for klyo(FM): change to kcoo. *Dec. 11*

**Turlock, Calif.**—Silverado Broadcasting

Co. for wcdr(AM): change to wvin. *Nov. 10*

**Meeker, Colo.**—Western Slope Communications LLC for new FM: change to kayw. *Dec. 8*

**Montrose, Colo.**—North Fork Valley Public Radio Inc. for new FM: change to kaxd(FM). *Dec. 19*

**Bethany Beach, Del.**—Great Scott Broadcasting for wxsk(FM): change to wjyn. *Nov. 21*

**Laurel, Del.**—Samson Communications Inc. for wono(FM): change to wjne. *Nov. 28*

**Bellevue, Fla.**—Walker Information and Education Institute Inc. for new FM: change to wwkofm. *Dec. 19*

**Bradenton, Fla.**—Paxson Communications Corp. for wfct(TV): change to wpxm. *Dec. 8*

**Callaway, Fla.**—Root Communications Ltd. for wdrk(FM): change to wmxp. *Nov. 21*

**Englewood, Fla.**—Jacor Broadcasting of Sarasota Inc. for weod(FM): change to wltf. *Dec. 22*

**Keystone Heights, Fla.**—Bible Broadcasting Network Inc. for new FM: change to wyfz. *Nov. 21*

**Key West, Fla.**—Spanish Broadcasting System of Florida Inc. for wskp(FM): change to wvmo. *Nov. 21*

**Marco, Fla.**—University of South Florida for new FM: change to wawm(FM). *Dec. 19*

**Melbourne, Fla.**—Paxson Communications Corp. for wibr(TV): change to wopx. *Dec. 8*

**Miami, Fla.**—Paxson Communications Corp. for wctd(TV): change to wpxx. *Dec. 8*

**Miami Springs, Fla.**—One-on-One Sports for wcmo(AM): change to wnma. *Nov. 25*

**Miami Springs, Fla.**—Spanish Broadcasting of Florida for new AM: change to wcmo. *Dec. 5*

**Panama City, Fla.**—Root Communications Ltd. for wpfm(FM): change to work. *Nov. 21*

**Pinellas Park, Fla.**—Clear Channel Metroplex Licenses Inc. for wmtx(AM): change to wwba. *Dec. 19*

**Tavernier, Fla.**—Linda U. Kulisky for new FM: change to wifl. *Nov. 21*

**West Palm Beach, Fla.**—James Crystal Enterprises LC for weat(AM): change to woja. *Dec. 19*

**Carrollton, Ga.**—International Zenith Inc. for wppl(AM): change to wbrt. *Dec. 8*

**Dublin, Ga.**—American Family Assn. for new FM: change to wawh. *Nov. 21*

**Marbleton, Ga.**—Gonzales Broadcasting Inc. for new FM: change to wawe. *Nov. 24*

**Burley, Idaho**—Idaho State Board of Education for new FM: change to kbsy(FM). *Dec. 19*

**Chicago**—WVFX License Inc. for wzob(AM): change to wioh. *Nov. 24*

**Columbia, Ill.**—Citicasters Co. for wimj(FM): change to kmjm-FM. *Dec. 15*

**Duquoin, Ill.**—American Family Assn. for new FM: change to wawj(FM). *Dec. 19*

**Kankakee, Ill.**—American Family Radio for new FM: change to wawf. *Nov. 21*

**Tower Hill, Ill.**—Virden Broadcasting Corp. for new FM: change to wran. *Nov. 17*

—Compiled by Sara Brown

# Datebook

For daily updates, check our Website at <http://www.broadcastingcable.com>

## THIS WEEK

**Jan. 8-11**—"International CES: The Source for Consumer Technologies," consumer electronics exposition presented by the **Consumer Electronics Manufacturing Association**. LVCC, Sands, Hilton and Alexis Park, Las Vegas. Contact: (703) 907-7674.

**Jan. 9-11**—"Civic Journalism: Advances in Reporting," workshop sponsored by the **Radio and TV News Directors Foundation** and the **Pew Center for Civic Journalism**. Terrace Garden Hotel, Atlanta. Contact: Sarah Pollack, (202) 331-3200.

**Jan. 11**—"The Caucus for Producers, Writers & Directors" 15th annual awards dinner. Regent Beverly Wilshire Hotel, Beverly Hills, Calif. Contact: David Levy, (818) 843-7572.

## JANUARY

**Jan. 14**—Fifth annual **Lebowitz & Associates** Telecommunications Seminar. Orlando, Fla. Contact: Scott Lee, (305) 530-1322.

**Jan. 15-17**—"Cable Sales Management School 1998," conference presented by the **Cabletelevision Advertising Bureau**. Grefele Conference Center, Orlando, Fla. Contact: Nancy Lagos, (212) 508-1229.

**Jan. 16**—40th **New York Festivals** International TV Programming & Promotion Awards and International Non-Broadcast Awards gala. Marriott Marquis, New York City. Contact: (914) 238-4481.

**Jan. 18-21**—**National Retail Federation** Convention. Jacob K. Javits Convention Center, New York City. Contact: (800) 673-4692.

**Jan. 19-22**—**National Association of Television Programming Executives** 34th annual conference and exhibition. Convention Center.

annual **CTAM** research conference. San Antonio Marriott Rivercenter, San Antonio, Tex. Contact: (703) 549-4200.

**Feb. 3-4**—"The Five Burning Questions," DBS conference presented by **The Carmel Group**. Sheraton Gateway Hotel, Los Angeles. Contact: Françoise McAvinchey, (408) 626-6222.

**Feb. 3-4**—52nd annual Georgia Radio-TV Institute, presented by the **Georgia Association of Broadcasters**. University of Georgia, Athens, Ga. Contact: (770) 395-7200.

**Feb. 3-4**—**Arizona Cable Telecommunications Association** annual meeting. Airport Hilton Hotel, Phoenix. Contact: (602) 955-4122.

**Feb. 5-7**—32nd annual **Society of Motion Picture and Television Engineers** Advanced Motion Imaging Conference. Sheraton Centre Hotel, Toronto. Contact: John Izzo, (914) 761-1100.

**Feb. 5-8**—18th annual **Radio Advertising Bureau** Marketing Leadership Conference. Wyndham Anatole Hotel, Dallas. Contact: Dana Honor, (800) 722-7355.

**Feb. 8-10**—**North American National Broadcasters Association** annual general meeting. DIRECTV Bldg., Los Angeles. Contact: (416) 205-8533.

**Feb. 11-13**—"Issues and Arguments in the World of Media," fifth annual **American Association of Advertising Agencies** Media Conference and Trade Show. Disneyland Hotel, Anaheim, Calif. Contact: (212) 682-2500.

**Feb. 18-20**—"Winning at Credit," 33rd annual **Broadcast Cable Credit Association** conference. Tropicana, Las Vegas. Contact: (800) 722-7355.

**March 10-12**—**NIMA International** spring conference. Hyatt Regency Capitol Hill, Washington. Contact: (202) 289-6462.

**March 12**—14th annual **National Association of Black Owned Broadcasters** Communications Awards Dinner. Sheraton Washington Hotel, Washington. Contact: (212) 897-3501.

**March 17-21**—**National Broadcasting Society—Alpha Epsilon Rho** annual convention. Sheraton Music City, Nashville. Contact: Richard Gainey, (419) 772-2469.

**March 25**—**International Radio & Television Society Foundation** Gold Medal Award dinner. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

**March 28**—**Federal Communications Bar Association** luncheon featuring Tribune Broadcasting President Dennis FitzSimons. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

## APRIL

**April 3-6**—**Broadcast Education Association** 43rd annual convention and exhibition. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5354.

**April 6-7**—**Television Bureau of Advertising** annual marketing conference. Las Vegas Hilton, Las Vegas. Contact: (702) 486-1111.

**April 6-7**—**Television Bureau of Advertising** annual marketing conference. Las Vegas Hilton, Las Vegas. Contact: (702) 486-1111.

**April 6-7**—**Television Bureau of Advertising** annual marketing conference. Las Vegas Hilton, Las Vegas. Contact: (702) 486-1111.

**April 6-7**—**Television Bureau of Advertising** annual marketing conference. Las Vegas Hilton, Las Vegas. Contact: (702) 486-1111.

**April 6-7**—**Television Bureau of Advertising** annual marketing conference. Las Vegas Hilton, Las Vegas. Contact: (702) 486-1111.

**April 6-7**—**Television Bureau of Advertising** annual marketing conference. Las Vegas Hilton, Las Vegas. Contact: (702) 486-1111.

**April 6-7**—**Television Bureau of Advertising** annual marketing conference. Las Vegas Hilton, Las Vegas. Contact: (702) 486-1111.

**April 6-7**—**Television Bureau of Advertising** annual marketing conference. Las Vegas Hilton, Las Vegas. Contact: (702) 486-1111.

**April 6-7**—**Television Bureau of Advertising** annual marketing conference. Las Vegas Hilton, Las Vegas. Contact: (702) 486-1111.

**April 6-7**—**Television Bureau of Advertising** annual marketing conference. Las Vegas Hilton, Las Vegas. Contact: (702) 486-1111.

**April 6-7**—**Television Bureau of Advertising** annual marketing conference. Las Vegas Hilton, Las Vegas. Contact: (702) 486-1111.

**April 6-7**—**Television Bureau of Advertising** annual marketing conference. Las Vegas Hilton, Las Vegas. Contact: (702) 486-1111.

**April 6-7**—**Television Bureau of Advertising** annual marketing conference. Las Vegas Hilton, Las Vegas. Contact: (702) 486-1111.

**April 6-7**—**Television Bureau of Advertising** annual marketing conference. Las Vegas Hilton, Las Vegas. Contact: (702) 486-1111.

**April 6-7**—**Television Bureau of Advertising** annual marketing conference. Las Vegas Hilton, Las Vegas. Contact: (702) 486-1111.

**April 6-7**—**Television Bureau of Advertising** annual marketing conference. Las Vegas Hilton, Las Vegas. Contact: (702) 486-1111.

**April 6-7**—**Television Bureau of Advertising** annual marketing conference. Las Vegas Hilton, Las Vegas. Contact: (702) 486-1111.

**April 6-7**—**Television Bureau of Advertising** annual marketing conference. Las Vegas Hilton, Las Vegas. Contact: (702) 486-1111.

**April 6-7**—**Television Bureau of Advertising** annual marketing conference. Las Vegas Hilton, Las Vegas. Contact: (702) 486-1111.

Get the information you need fast with

**NEW! Cableday**

a daily fax newspaper of the Cable Industry

This valuable new dimension in electronic journalism gives you what you need to know about this fast paced industry before the Times, Journal and other major dailies and trades. Try it for yourself - FREE!

YES! Fax me the facts for three weeks FREE. I understand that this is a limited time offer and that I'm under no obligation whatsoever.

Please choose one:

Fax

E-Mail

**Cableday**

B801XS

Name \_\_\_\_\_ (please print)

Apt No \_\_\_\_\_

Address \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

City \_\_\_\_\_

## FEBRUARY

**Feb. 2-4**—"Profiting from Research Today," 15th

annual **CTAM** research conference. San Antonio Marriott Rivercenter, San Antonio, Tex. Contact: (703) 549-4200.

**Feb. 2-4**—"Profiting from Research Today," 15th

## SEPTEMBER

**Sept. 23-26**—**Radio Television News Directors Association** international conference and exhibition. San Antonio Convention Center, San Antonio, Tex. Contact: Rick Osmanski, (202) 467-5200.

## OCTOBER

**Oct. 28-31**—**Society of Motion Picture and Television Engineers** 140th technical conference and exhibition. Pasadena Convention Center, Pasadena, Calif. Contact: (914) 761-1100.

Major Meeting dates in red

—Compiled by Kenneth Ray  
([ken.ray@b&c.canners.com](mailto:ken.ray@b&c.canners.com))

## Building a new network

**T**here was something romantic about ripping copy off the old AP wire, but John "Jed" Petrick quickly learned that a career in newspaper journalism was not in his future.

The year was 1978. Fresh out of Ohio Wesleyan University with a degree in journalism, Petrick hightailed it to the Los Angeles *Herald Examiner*, where copy kids were considered lucky if Alan Malamud, the beloved sports editor at the time, knew their names. Back then, Petrick—now The WB's senior vice president of media sales—dreamed of a career as a sports scribe, not as a peddler of network airtime.

That goal had been formed, however, before he laid eyes on an aging sports-writer who covered college football games. "Here was a guy 42 years old filing stories about kids who were 20 years old," Petrick remembers. "There went the glamour of the newspaper world. So I quit."

It was back to New York for Petrick, who still hoped for a gig in writing but was willing to explore his options. He failed to turn heads as a potential advertising copy-writer, but an acquaintance in the agency world convinced Petrick to think media planning. And Grey Advertising was willing to give him a shot.

"For a 22-year-old, I got to see so many things—radio, sports, TV, magazines and outdoor. It's a very interesting, broad view of how an advertiser can market his product," Petrick says. "As a consultant, you're there to best spend a client's ad dollar, to meet their objectives. It's a terrific place to learn what goes on."

CBS came calling in 1983, providing an opportunity to link his newfound expertise in media planning with his love of TV. Once again, the schooling was priceless: Petrick learned the nuts and bolts of network sales and pricing. He also got to do some legwork under Joe Abruzzese (now CBS president of sales) in sports sales—experience that would eventually come in handy at Fox.

It was a humbling time for the young Petrick. "Joe asked me to do a budget revenue analysis on a long driving championship," he recalls. "I was looking at comparable events—road races. It took me four days to do it. So I gave this analysis to Joe ... and he took one look at me and said, 'Jed, it's a long drive championship for golf.'"



*"I'm a little taken aback at how much I learned at Fox and put into play here. The parallels to Fox just blow me away."*

### John Edward Petrick

**Senior VP, media sales, The WB, New York; b. Oct. 11, 1956, Summit, N.J.; BA, journalism, Ohio Wesleyan University, 1978; copyperson, Los Angeles Herald Examiner, 1978; Grey Advertising, New York: assistant media planner, 1979-81; group head, 1981-83; CBS, New York: sales planning, 1983-85; account executive, 1985-88; account executive, Fox, New York, 1988-89; director, Fox Sports, New York, 1989-93; owned his own sports marketing and production company, New York, 1991; VP of sales, The Baseball Network, New York, 1993-94; current position since October 1994; m. Patricia Keane, Sept. 3, 1988; children: Katherine, 4; Kevin, 3**

Fortunately, former CBS comrade David Cassaro (who now heads sales at E! Entertainment) went over to a start-up called Fox and told Petrick he should give it a try.

"I was intrigued with Fox. Here I was selling the Emmys at CBS, and Fox announces they've stolen the Emmys. I was really surprised by that. That definitely got my attention," Petrick recalls. "They were a little bit contrarian. The great thing about Fox was it was this small crew who were all young and a little bit over our heads. We had a big say in what was going on."

Petrick's proudest accomplishments? Putting together an NFL pitch that touted the ability of the younger-skewing Fox to attract the next generation of fans. Fox didn't get the rights in 1989, but a similar presentation helped the budding network nab the rights just four years later. "We definitely legitimized Fox that day in the eyes of the NFL," he says.

Petrick left Fox to dabble in his own sports marketing and production company and a start-up baseball network, but his ties to Fox alumni remained. By May 1994, former Fox CEO Jamie Kellner was talking to Petrick about the creation of a new broadcast network.

"I'm a little taken aback at how much I learned at Fox and put into play here. This has been really hard. I was definitely over my head when I came here. But the parallels to Fox—especially in those first three years—just blow me away."

Now's a magic time for The WB, Petrick says proudly. Come January, it will launch a slate of midseason shows that includes the critically acclaimed drama *Dawson's Creek*. On Jan. 15, five former UPN affiliates will switch to The WB. And the children's lineup—which has enjoyed key growth this season—enters the January upfronts with significant momentum.

"Everything is working. Eighteen months ago, we weren't feeling like this. We weren't getting the recognition in the press," Petrick says.

This is about the time Petrick likes to pinch himself. He often has feelings of déjà vu from his days at Fox.

"I can't begin to say how lucky I am, to do something I've done once before," Petrick says. "How many people find a job they really liked, which they get to do a second time someplace else?"

—Lynette Rice

# Fates & Fortunes

## BROADCAST TV

Appointments at WGFL(TV) Gainesville/High Springs, Fla.: **Clay Brinker**, sales manager, WOGX(TV) Ocala, Fla., joins in same capacity; **Sue Edwards**, manager, program administration, WOGX, joins as creative services director/operations manager; **Skip Simpson**, art director, WOGX, joins as promotion director.



Longinotti

**Ron Longinotti**, VP/GM, KOTV(TV) Tulsa, Okla., named president/GM.

**Amy McCombs**, president/CEO, Chronicle Broadcasting Co., and president/GM, KRON-TV San Francisco, elected

chair of the California Chamber board of directors.

**Harvey Arnold**, associate director, engineering, University of North Carolina Center for Public Television, joins Maryland Public Television, Baltimore, as VP, engineering.



Griesdorn

**Tom Griesdorn**, GM, Malrite Communications Group's WOIO(TV) Cleveland, named VP.

**Ed Collister**, controller, Rogers & Hardin law firm, joins WAGA-TV Atlanta as director, finance.

**David Kaufman**, VP/GM, WMTW-TV Portland/Poland Spring, Me., named VP, broadcast, Harron Communications Corp. (licensee of WMTW-TV).

**Mike Reed**, GM, WFXG(TV) Augusta, Ga., joins KADN(TV)/KLAF(TV) Lafayette, La., in same capacity.

Appointments at WWOR-TV Secaucus, N.J.: **Dan Carlin**, director, research, named manager, programming and research; **Frank Piantini**, promotion manager, named manager, creative services.

**Stuart Powell**, VP/GM, WXIX-TV Cincinnati, joins Sinclair Communications Inc., Pittsburgh, as regional director of

Sinclair's stations there, and KSMO-TV Kansas City, Mo., and WDKY-TV Lexington, Ky.

**Bonnie Barclay**, creative services director, WSOC-TV Charlotte, N.C., joins WSB-TV Atlanta as director, programming and creative services.

**Roxann Nelson**, creative services director, KMBC-TV Kansas City, Mo., joins WSOC-TV Charlotte, N.C., in same capacity.



Wolf

**Chris Wolf**, director, programming and promotions, WTXF(TV) Philadelphia, named VP, programming and creative services.

**William Grant**, executive editor/host/narrator, *Nature*, and

executive producer, WNET(TV) New York, named director of science, natural history and features programs.

**Craig Harper**, VP, KWTX-TV Waco, Tex., joins A. H. Belo Corp., Dallas, as assistant manager, engineering, television stations.

## PROGRAMMING

**Jane Linn**, corporate development associate, WKAR-AM-FM-TV East Lansing, Mich., named corporate development director.

**Scott Gregg**, executive director, international TV sales operations, 20th Century Fox International Television, Century City, Calif., named VP.



Tiang

**Tan Yee Tiang**, director, engineering, ESPN Asia, Singapore, joins Asia Broadcast Centre there as director, operations and engineering.

**Cathy Gugerty**, director, creative services, Media

General Broadcast Group, Tampa, Fla., named director, marketing, broadcast division.

**Judy Versteeg**, director, human resources, Cox Broadcasting Inc.,

Atlanta, named VP.

**Andrew Barrett-Weiss**, director, current programs, Warner Bros. Television, and **Kerry Holmwood**, in-house production coordinator, NBC Studios, joins Peter Engel Productions, Burbank, Calif., as VP and manager, creative affairs, respectively. Peter Engel Productions has recently signed a five-year partnership agreement with NBC Enterprises to continue developing and producing programming.

**Sarah Maizes**, director, children's publishing, William Morris Agency, New York, joins Nelvana Communications Inc., Los Angeles, as VP, development.



Brand

**Gary Brand**, consultant, television marketing and development, joins The Family Channel, Los Angeles, as VP, on-air promotion, family programming.

**Liz Sheppard**, senior VP, licensing, The Beanstock Group, joins Hallmark Entertainment, New York, as senior VP, marketing and ancillary rights.

## JOURNALISM

**Daryl Rosen**, reporter/producer, joins KPLR-TV St. Louis as associate producer.

**Andrea McCarren**, correspondent, NBC News, Washington bureau, joins ABC NewsOne, Washington, in same capacity.

**Matt Winer**, sports reporter/weekend anchor, WOOD-TV Grand Rapids, Mich., joins KSDK(TV) St. Louis as sports reporter.

**Monica Gayle**, anchor/correspondent, KSTW(TV) Tacoma, Wash., joins WJBK-TV Detroit/Southfield, Mich., as co-anchor, 5, 6 and 10 p.m. newscasts.

**Stephen Kilbreath**, assistant director, operations, and **Carleen Johnson**, supervisor, Metro Networks Inc., Seattle, named director and assistant director, operations, respectively; **David Baronfeld**, president, DBE (international media and talent advisory firm), joins Metro Networks Inc. as GM, Denver and Col-

orado Springs.

**Eileen Curran**, reporter, WEXT(TV) Boston, named weekend anchor.

**Sean Kimerling**, weekend sports anchor/reporter, KOCO-TV Oklahoma City, joins WPIX(TV) New York as weekend sports anchor, *WB11 News at Ten*.

**Ron Magers**, anchor, 5, 6 and 10 p.m. news, WMAQ-TV Chicago, joins WLS-TV Chicago as co-anchor, 5 p.m. news.



**Sandor**



**O'Dell**

Appointments at WGTU(TV) Traverse City and WGTQ(TV) Sault Ste. Marie, both Mich.: **Meagan Sandor**, producer/writer, Eclipse Creative, Detroit, joins as co-host, *Wake-Up Call*, news and sports; **April O'Dell** joins as co-host, *Wake-Up Call*. O'Dell will do weather, features and local reports.

**Steven Donahue**, senior executive producer, CNN Newsource, Atlanta, named VP.

**David Roberts**, news director, WXIA-TV Atlanta, named VP/news director.

Appointments at KNBC(TV) Los Angeles: **Becky Martinez**, executive producer/managing editor, KVBC(TV) Las



**Martinez**



**Harris**

Vegas, joins as 6 p.m. news producer; **Wendy Harris**, 11 p.m. news producer, named executive producer, *Channel 4 News*.

**Armen Keteyian**, correspondent, ABC News, joins HBO Sports, New York, as correspondent, *Real Sports with Bryant Gumbel*. Keteyian also joins CBS Sports as special features reporter.

## RADIO

Appointments at WKQI(FM) Detroit: **Dave Kerr**, station manager/general sales manager, named VP/GM; **Charlie Fritz**, local sales manager, named station manager/general sales manager.



**Fritz**

**Jennifer Fling**, senior administrative assistant to the Hennepin County attorney,

Minneapolis, joins Public Radio International there as senior manager, corporate affairs.

**Jenny Northern**, GM, WQRS(FM) Detroit, joins WCLV(FM) Cleveland as national sales manager.

Appointments at WIZF(FM) Louisville/Erlanger, Ky.: **Sharon Hardin**, promotions director, named director of marketing for all of Blue Chip Broadcasting's radio stations; **Diertra Jones** named promotions director; **Steve Love** joins as VP/GM.

**Mark Larson**, GM, KPRZ(AM) San Marcos-Poway, Calif., named president of the San Diego Radio Broadcasters Association.

**J Chapman**, local sales manager, WENS(FM) Shelbyville, Ind., joins WTLC-AM-FM Indianapolis as general sales manager.

Appointments at Spring Broadcasting stations: **Michael Rock**, promotions director, WFHN(FM) Fairhaven, Mass., joins WQGN-FM New London, Conn., as operations manager; **James Reitz**, program director, WFHN, named Northeast program manager.

**Tom Bigby**, station manager and program director, WIP(AM) Philadelphia, assumes program director responsibilities for WPHT(AM) Philadelphia.

**Robin Sloan**, director, sales, Emmis Broadcasting's New York stations, joins Chancellor Media Corp.'s WNSR(FM) New York as general sales manager.

## CABLE

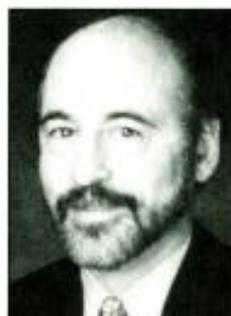
**Paul Lapin**, Eastern division account representative, affiliate relations, CBS Cable, New York, named manager.

Appointments at E! Entertainment

Television, Los Angeles: **Carla Cortis**, manager, sales and affiliate marketing, Western region, Playboy Entertainment Group Inc., joins as director, Southwest region, affiliate relations; **Patrick Stinson**, overnight and morning anchor, MSNBC, joins as reporter, *E! News Daily*.

**J. Brian Gault**, VP, corporate sales, Cablevision, named VP, operations, Rainbow Advertising Sales Corp., Woodbury, N. Y.

Appointments at Access Television Network's affiliate sales and marketing, Irvine, Calif.: **Jennifer Adams**, director, sales and marketing, In Motion Inc., joins as Western region manager, Irvine, Calif.; **Melissa Strang**, manager, Eastern region, named director, New York; **Ben Ramos**, manager, technical operations, named director, Irvine.



**Feldman**

**Jay Feldman**, president, The Jay Feldman Co., joins the Travel Channel, Bethesda, Md., as senior VP/GM.

**Sam Boskovich**, VP, affiliate sales, Western region, DMX Inc., Los Angeles, named

senior VP.

Appointments at Galavisión, New York: **Deanna Andaverde** named director, Central region; **Lillian Casares**, senior affiliate sales representative, named affiliate sales manager, Western region; **Diana Sturnvoll**, account executive, named national sales manager, Western region.

Appointments at Jones Network Sales, Englewood, Colo.: **Jeff Brown** named Northwest regional manager; **Steve Walter** named Mid-Central regional manager, Central division; **Chris Manning** named North Central regional manager; **Sara McFarlane** named affiliate relations manager, Western division.

Appointments at Marcus Cable, Dallas: **Tom McMillin**, VP, named executive VP/CFO; **John Klingstedt**, VP, named senior VP/controller; **Cindy Mannes**, VP, named senior VP, human resources; **John Pietri**, VP, named senior VP/chief technical officer; **Dan Wilson**, VP, named senior VP, finance and development.

**Kay Koplovitz**, founder, chairman and CEO, USA Networks, New York, has

been elected president of the International Council of the National Academy of Television Arts & Sciences for a two-year term.

**Christopher Wera**, associate director, University Health and Wellness, University of Denver, joins the National Cable Television Center and Museum, Denver, as business and financial officer.

**Brian Graden**, executive VP, television programming, MTV, New York, named executive VP, programming.



**Malkin**

Appointments at Fox News Channel, Chicago:

**John Malkin**, Midwest regional director, E! Entertainment Television, joins as VP, affiliate sales, Central region; **Tim Spillane**, account

director, Turner Network Sales, joins as regional manager, affiliate sales and marketing, Central region.

**Donna Thomas**, senior account manager, Northern region, Discovery Networks, Bethesda, Md., named director, digital distribution, affiliate sales and market-



**Thomas**



**Schneider**

ing: **Jay Schneider**, associate director, broadcast distribution services, CBS Television Network, New York, joins Discovery Communications Inc., Bethesda, Md., as VP, engineering and technical development.

**Greg Wells**, director, marketing and security, Time Warner Cable, Palisades Park, N.J., joins the Reading, Pa., office (now relocated to Wyomissing, Pa.) as VP, marketing.

**Gary Howard**, chairman/CEO, United Video Satellite Group, and CEO, TCI Satellite Entertainment, adds president/CEO, TCI Ventures Group, Englewood, Colo., to his responsibilities.

## ADVERTISING/MARKETING PUBLIC RELATIONS

**Greg Sullenstrup**, VP/creative director, D'Arcy Masius Benton & Bowles, St. Louis, named senior VP/group creative director for the agency's SBC Communications.

**Don DeMesquita**, partner, DeMesquita/Patrick Communications, joins The Lip-pin Group, Los Angeles, as executive VP/COO.



**Williams**

**Andrew Williams**, VP, creative advertising, 20th Century Fox, joins IKON Creative Services Inc., Playa del Rey, Calif., as senior VP, creative advertising.

Appointments at Paramount

Advertiser Services, New York: **Michael Kerans**, VP, Eastern regional manager, named senior VP, strategic planning and sales; **Chris Callahan**, VP/controller, named senior VP, finance and administration; **Sean Cowan**, account executive/inventory coordinator, named VP/national sales manager; **Laura Molen**, account executive, named VP/Eastern sales manager.

## SATELLITE/WIRELESS

**Robert Clasen**, senior VP, Com-cast Corp., and president, Com-cast International Holdings Inc., joins ComStream Corp., San Diego, as president/CEO.

**Michael Britner**, director, Lawrence Behr Associates Inc., Greenville, N.C., named VP, business development.

**David Walker**, VP, public relations, Americas, Union Bank of Switzerland, joins WinStar Communications Inc., New York, as senior VP, corporate communications.



**Clasen**

## INTERNET

Appointments at Shop at Home Inc., Knoxville, Tenn.: **James Bauchiero**,

VP/CFO, Orchid International Group, joins as executive VP/CFO; **George Phillips**, counselor to the Assistant Attorney General of the civil division of the Dept. of Justice, joins as VP/general counsel.

**Robert Berry Jr.**, VP, cable and wireless communications, Oracle Corp., joins Inverse Network Technology Inc., Santa Clara, Calif., as VP, sales.

**Alex Lee**, director, business development, Comspan Communications Inc., Santa Monica, Calif., named VP, business development, Comspan, and COO, Steeplechase Media Inc. (subsidiary of Comspan).

**Vincent Grosso**, president, Downtown Digital Solutions studio, AT&T, joins NBC Interactive, New York, as VP.

Appointments at OpenTV, Palo Alto, Calif.: **Clay Conrad**, COO, Prevue International, joins as VP, worldwide sales and business development; **Stephen Salvatore** joins as creative director.

**Tina Williamson**, senior VP/associate media director, GSD&M Advertising, Austin, Tex., joins AudioNet, Dallas, as director, marketing.

**Donald Smith**, VP, technology and development, Jones Cyber Solutions, joins Online System Services Inc., Denver, as VP, product development.

## DEATHS

**Vinny Wheeler**, 74, secretary/treasurer of Mel Wheeler Inc., died Dec. 14 of a heart attack. Mel Wheeler Inc. was the licensee of KRCG(TV) Jefferson City, Mo.; WSHL-TV Harrisburg, Ill.; WSLC(AM)/WSLQ(FM) Roanoke, Va.; and WXLK(FM) Roanoke and WLYK(FM) Lynchburg, both Va. Wheeler was the widow of company founder Mel Wheeler, who died in June. She is survived by four children and two grandchildren.

**Edward Thorgerson**, 95, movie newsreel announcer, died Dec. 22 in Wolfeboro, N.H. Thorgerson began his announcing career at NBC in 1927. He had been a producer/editor for the *March of Time* series and an independent producer of radio and television commercials. He was a commentator for Dumont Television in New York when he retired in 1959. Thorgerson is survived by his wife, two daughters, a sister and a brother.

—Compiled by Denise Smith  
e-mail: d.smith@b&c.cahners.com

# In Brief

**NBC has ordered 13 episodes of a comedy series for fall featuring film star Nathan Lane,** whose movie "Mousehunt" has just opened in theaters. The new series, from Paramount TV, will be created and executive-produced by the *Frasier* production team of David Angell, Peter Casey, David Lee, Chuck Ranberg and Anne Flett-Giordano. It will likely land on Tuesday or Thursday. The comedy features Lane as a former opera star who moves to California's Napa Valley to help run the family vineyard.

**Paxson Communications has made a production agreement with infomercial producer Guthy-Renker** to create original daytime programming for Pax Net. Guthy-Renker has brought on several Hollywood producers to combine infomercials with shows that draw ratings, Pax Net President Dean Goodman says. Guthy-Renker executives already have presented several show concepts to Goodman, including a sci-fi possibility and a *Regis and Kathie Lee*-type daytime talker. Production could get under way as early as next month. Pax Net is slated to launch Aug. 31, 1998.

**Williamsport, Pa.-based Lamco Communications has agreed to acquire three Montana TV stations from Eagle Communications:** KECI-TV Missoula, KCFW-TV Kalispell and KTVM(TV) Butte. Industry sources estimated the transaction's value at \$17 million-19 million. Last week, the companies were planning to file the license transfer applications with the FCC after the holidays. Kalil & Co. brokered the deal.

**A senior producer at ABC's Good Morning America was suspended without pay for a month after using a racial slur** in connection with a piece on former Golden State Warriors forward Latrell Sprewell. Kevin Cosgrove apparently told talent bookers that the higher-ups wanted to interview African Americans—or "spades," as he referred to them—for the piece on Sprewell, who was dropped from the NBA team after choking his coach. An ABC News spokesperson declined to comment.

**Time Warner's Bay News 9 in Tampa Bay, Fla., took its three-month-old Tampa Bay cable all-news format to radio** on Cox Radio's wsun(AM) St. Petersburg, Fla. The Time Warner and Cox stations reached an agreement over revenue and began their joint effort New Year's Eve. The radio station had been running ABC Radio's syndicated Stardust format, featuring songs from the 1940s and '50s. Jim Prain, wsun VP/GM, said ratings for the music programming were disappointing and noted that there are similar for-

mats in the market. Elliott Wiser, GM of Bay News 9, said: "For us, this is a tremendous marketing opportunity. People are going to listen on the radio, then they'll come home and watch us."

**Daniels Cablevision of Carlsbad, Calif., has included Sci-Fi Channel, the Independent Film Channel and ESPN News on its recently launched digital cable service.**

Other channels featured are Discovery Kids, CBS Eye on People and Classic Sports. Daniels says the digital tier includes 15 additional channels, 10 digital music channels and nine pay-per-view channels. Daniels is offering the service to its basic and "cable plus" customers for an additional \$10 per month, plus a \$2.95 monthly charge for digital access terminals. Daniels' premium customers will also receive multiplex services such as HBO 2 and HBO 3 and Showtime 2 if they already subscribe to HBO and Showtime.

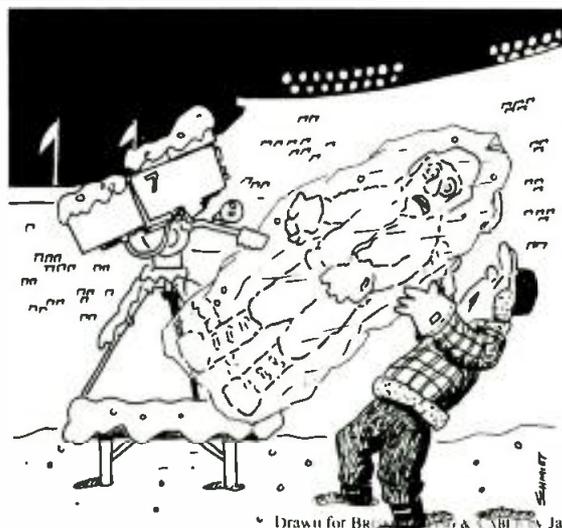
**FCC officials have granted wcbstv's application to build a digital TV station** in New York. The station has been

assigned channel 56 for its digital TV service.

**The FCC will hold a public forum on Jan. 13 to discuss streamlining the commission's Mass Media Bureau.** Topics on the agenda include proposals to speed up application processing; ownership rules that are not already the subject of pending FCC proceedings, and streamlining technical and nontechnical rules.

**ESPN's NFL games won basic cable's top-rated programming slot for the week of Dec. 15-21,** according to Nielsen Media Research data. NFL coverage on Dec. 21 earned the network a 5.5 total-day rating with 5.4 million households. Male viewership ratings ticked up an average 6% for ESPN's coverage of college football season games (1997 over 1996), says the network. According to Nielsen data and ESPN, average ratings increased from 2.2 to 2.3 and household viewership increased from 1.5 million to 1.7 million for games airing on Thursdays and Saturdays in 1997 over 1996 viewing averages. ESPN says the largest uptick in viewing was among men 18-34, 18-49 and 25-54.

**GIST Communications, a provider of TV-listing guides on the Internet, has joined with online movie information supplier Internet Movie Database (IMDb) to form a co-branded entertainment resource on the Internet.** The joint area, sponsored by online DIRECTV retailer Roxy.com, will be accessible through both GIST TV ([www.GIST.com](http://www.GIST.com)) and IMDb ([www.imdb.com](http://www.imdb.com)) and will integrate IMDb's movie database with GIST



Drawn for BR... &... by Jack Schmidt  
"This is embarrassing—we were 20 miles up the road when someone asked 'where's Ted?'"

# 'Springer' scores with women in sweeps

When it came to syndicated talk shows, the women in TV land showed a taste for the bizarre, tawdry and dysfunctional during the November sweeps. Put another way, they tuned in to *Jerry Springer* in droves.

According to an analysis by Petry Television of the just-released Nielsen books for the November sweeps, *Springer* delivered more female viewers in key sales demographics in both daytime and early fringe than any other talk show—including *Oprah*.

In early fringe, *Springer* delivered an average 7.7 rating and 34 share among women 18 to 34, more than three times the average rating of the same time periods in November 1996. *Oprah* delivered 5.1/29 among women 18-34, a 16% year-to-year drop. Among women 18-49, *Springer* averaged 6.5/31, a threefold ratings gain, while *Oprah* delivered 5.3/30, a 16% decline.

*Oprah* remained on top in early fringe households, with 8.0/24, but was down 13%, while *Springer* was second with 7.8/21, more than double year-earlier time period averages.

*Sally Jessy Raphael* was third in households and with younger women in early fringe, and *Rosie O'Donnell* was fourth. *Sally* averaged 5.2/13 in households (up 8%) and 4.4/20 among women 18-34 (up 37%). *Rosie's* early-fringe household average was 4.8/16 (up 12%). The show averaged a 4 rating among women 18-34, 18-49 and 25-54, up 1 rating point in each category.

Rounding out early-fringe competition, *The Montel Williams Show* was fifth, with a 4.5/15 household average (up 5%); it was up slightly in key women demos. *The Maury Povich Show* was sixth, with a 3.9/15 household average, down 5%, but basically flat among women 18-54 (2.2).

*The Jenny Jones Show* was seventh in household rank. It was up 20%, to 3.7/12, and up 1 rating point among women 18-34 and women 18-49. *Ricki Lake* was flat, with 3.0/8 in households, and up slightly among women 18-34 (3.2/15).

In daytime, *Springer* was tops among women 18-34



'Jerry Springer' attracted more women in daytime and early fringe than any other talk show in November.

(4.5/28) and women 18-49 (3.6/24) but second in the household race (4.1/15). *Live with Regis & Kathie Lee* was first in daytime households with an average 4.9/23, flat from the previous November.

Rounding out the top five talk shows in daytime, *Sally* was third in households (3.4/14, up 3%); *Maury* was fourth (3.1/13, up 3%), and *Jenny* was fifth (2.9/10, up 20%).

Most access magazines were flat or down slightly.

*Entertainment Tonight* was tops in the category with 6.7/11, followed by *Inside Edition*, 6.1/11; *Extra*, 5.9/10; *Hard Copy*, 5.0/9, and *Real TV*, 4.4/7.

Among sitcoms, *Home Improvement* had the best early-fringe outing with 5.1/12 in households, down 5% from November 1996. Demos were basically flat with slight erosion among younger men and teens.

*The Simpsons* was number-two in early fringe with 4.7/8, up 5% in household ratings. The show was flat with women but up 1.5 rating points with men 18-34, to 5.0. It was up 1 rating point among teens, to 8.4.

*Fresh Prince* was third with 3.7/6 household average, down 7%. The show was up by half a rating point among women 18-34 (to 3.7) but down almost 1 rating point among teens (to 6).

In prime time access and late fringe, *Seinfeld* was again top-ranked in households and demos. In access, the show averaged 8.1/14, down 2% in household ratings. The show was up slightly among young men and women in the daypart and down slightly among teens.

*Home Improvement* was second in access with a household average of 7.5/15, down about 14%. Demos were down across the board by about 1 rating point. *Simpsons* was third in access with 6.3/9, up 5%, while *Frasier* was fourth with 5.6/9, down about 10% from November 1996 time period averages.

In late night, *Seinfeld* had a household average of 6.9/18, up 11%; it was up across the board in demos by roughly 1 rating point. *Frasier* was second in late night with a 4.9/10, up 8% in household ratings. *Cheers* was third (3.4/9), *Simpsons* was fourth (3.2/7) and *Roseanne* was fifth (3.0/8).

—Steve McClellan

Printed in the U.S.A. Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate. *Broadcasting-Television* introduced in 1945. *Television* acquired in 1961. *Cablecasting* introduced in 1972. *Broadcasting/Cable* introduced in 1989. *Broadcasting & Cable* introduced in 1993. *Broadcasting & Cable* is a registered trademark of Reed Publishing (Nederland) B.V., used under license. *Telemedia Week* is a registered trademark of Reed Elsevier Inc. Reg. U.S. Patent Office.

## Cahners

*Broadcasting & Cable* (ISSN 0007-2028) (GST #123397457) is published weekly, except at year's end when two issues are combined, by Cahners Publishing Co., 245 West 17th St., New York, NY 10011. Cahners Publishing Co. is a division of Reed Elsevier Inc., 275 Washington St., Newton, MA 02158-1630; Bruce A. Barnett, President and Chief Executive Officer; Jackie A. Daya, Vice President and Chief Financial Officer; Mark Lieberman, Executive Vice President. *Broadcasting & Cable* copyright 1998 by Reed Elsevier Inc. All rights reserved. *Broadcasting & Cable* is a registered trademark of Reed Elsevier Properties Inc., used under license. Periodicals postage paid at New York, NY, and additional mailing offices. Canada Post International Publications Mail Product (Canada Distribution) Sales Agreement No. 0607533. Postmaster, please send address changes to: *Broadcasting & Cable*, PO Box 6399, Torrance, CA 90504-0399. Rates for non-qualified subscriptions, including all issues: USA, \$129; Canada, \$169 (includes GST); Foreign Air, \$350; Foreign Surface, \$199. A reasonable fee shall be assessed to cover handling costs in cancellation of a subscription. Back issues: except for special issues where price changes are indicated, single copies are \$7.95 US, \$10 foreign. Please address all subscription mail to: *Broadcasting & Cable*, PO Box 6399, Torrance, CA 90504-0399. Microfilm of *Broadcasting & Cable* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, MI 48106 (1-800-521-0600). Cahners Publishing Co. does not assume and hereby disclaims any liability to any person for any loss or damage caused by errors or omissions in the material contained herein, regardless of whether such errors result from negligence, accident or any other cause whatsoever.

Incorporating The Fifth Estate TELEVISION Broadcasting

## Yadda, yadda, yadda

Jerry Seinfeld says he wants to go out on top, leave his audience wanting more ... not that there's anything wrong with that. Still, the prospect seems bleak indeed of a Thursday night without the comedy masters of that domain, or a Friday morning without a water-cooler discussion of George's latest career move or Kramer's newest scheme (whether a coffee table book with legs or a bra for men). And if that's how fans feel, just imagine the empty feeling at 30 Rock, where *Seinfeld* has been an anchor of prime time's most profitable night ever. Those will be some Shaq-sized shoes to fill (Kelsey Grammer and company come to mind, but that robbing-Peter-to-pay-Paul strategy could work against the network's attempts to broaden its base beyond Thursday and a plateful of *Datelines*).

It is a tribute to the cultural icon status achieved by *Seinfeld* that the news of its departure—at least from the network schedule—was a top story in local and national newscasts and the subject of commentary in newspapers (we can remember the days when newspapers refused to cover television on the grounds that providing such exposure was giving aid and comfort to the enemy).

*Seinfeld* came to be known as the show about nothing. But it was about nothing in the same way that "Waiting for Godot" is about someone not showing up. Its method is in its madness. Forget that the plots often started nowhere and ended there—in fact one even began at the end and ended at the beginning. Real life isn't plotted either, and it can be equally absurd. We're reminded of the newspaper clipping (we're not making this up) about the truck full of frozen chickens that crashed into a truck full of barbecue sauce and proceeded to catch fire. *Seinfeld* caught fire with a cult audience that grew to a third of Thursday night TV view-

ers. It became arguably the defining sitcom of the 1990s (along with that other gem *The Simpsons*) in the pantheon of such shows as *I Love Lucy*, *The Dick Van Dyke Show*, *M\*A\*S\*H*, *The Mary Tyler Moore Show* and *The Cosby Show*. No matter how catchy the tagline, *Seinfeld* has never been about nothing, although sometimes it has been only about being funny, about life as one long interactive stand-up routine. Well-written, often wonderfully absurd in a Rube Goldberg sort of way and with a talented cast of comic actors circling its star, *Seinfeld* at its peak holds its own with the best of them.

## Bad bet

You gotta know when to fold 'em. Apparently, the FCC doesn't. Following a New Jersey court ruling against the FCC's ban on lottery advertising in that state, the commission said it would not enforce the rule there but will continue to do so elsewhere (except California and eight other Western states, where a court also has ruled against the ban).

It's time for the commission to get the message and cash in its chips on this one. Instead it has asked the Supreme Court to throw out the California ruling and send the case back to the appeals court for further review. The Supreme Court already has spoken to the issue of the government trying to ban truthful speech about conduct it allows (and even encourages in the case of state lotteries that—imagine our surprise—are themselves exempt from the ban). In the *Liquormart* case involving alcohol ad restrictions, the court said: "The text of the First Amendment makes clear that the Constitution presumes that attempts to regulate speech are more dangerous than attempts to regulate conduct." If the conduct is legal, and the speech is truthful, let the game advertising begin.

Washington 1705 DeSales Street, N.W. Washington, DC 20036  
Phone: 202-659-2340 Editorial Fax: 202-429-0651

Harry A. Jessell, editor  
Mark K. Miller, managing editor  
Kira Greene, assistant managing editor (special projects)  
John S. Eggerton, assistant managing editor  
Dan Trigoboff, senior editor  
David R. Borucki, art director  
Kim McAvooy, contributing editor  
Elizabeth A. Rathbun, Chris McConnell, assistant editors  
Paige Albinak, staff writer  
Sara Brown, editorial assistant  
Denise P. Smith, Kenneth R. Ray, graphic artists  
Winslow Tuttle, proofreader  
Christopher Jones, Web editor  
Ailsa Holmes, Web production manager

New York 245 West 17th Street, 10011; 212-645-0067; Fax 212-337-7028  
Stephen McClellan, bureau chief  
John M. Higgins, assistant managing editor (cable)  
Richard Tedesco, associate editor (Telemedia)  
Donna Petrozzello (radio),  
Glen Dickson (technology), staff writers

Los Angeles 5700 Wilshire Blvd., Suite 120, 90036;  
213-549-4100; Fax 213-937-4240  
Joe Schlosser, staff writer

Denver 28310 Pine Dr., Evergreen, CO 80439;  
303-670-4124; Fax 303-670-1082  
Price Colman, bureau chief

## Broadcasting & Cable

Peggy Conlon, vice president/group publisher  
Donald V. West, editor at large

### Cahners Publishing Co.

Bruce Barnett, president and chief executive officer  
Mark Lieberman, executive vice president  
Richard Vitale, vice president, operations and planning  
Dan Hart, group controller  
Robert W. DeAngelis, circulation director  
Sharon Goodman, director of manufacturing and distribution  
Louis Bradfield, distribution director  
Rick Higgs, production manager, systems manager  
202-463-3718; Fax 202-728-0695

### Circulation Inquiries

Broadcasting & Cable: 800-554-5729  
Broadcasting & Cable Yearbook: 800-521-8110

Sol Talshoff, Founder and Editor (1904-1982)  
Lawrence B. Talshoff, Chairman Emeritus

Los Angeles 213-549-4113; Fax 213-937-5272

Gary Rubin, national advertising director  
Craig Hitchcock, account executive  
Chuck Bolkcom, account executive, (technology/cable),  
San Francisco. CA 317-815-0882; Fax 317-815-0883  
Kathleen Shuken, administrative assistant  
Stacie Mindich, Trade Show Manager

New York 212-337-6940; Fax 212-337-6947

Milite Chiavelli, director of cable advertising  
Robert Foody, director of technical advertising  
Yvonne Pettus, Julie DesRoberts, account executives  
Joan Miller, executive secretary  
Estrella Diaz, executive assistant

Classified 212-337-7073; Fax 212-206-8327

Antoinette Pellegrino, manager, classified telemarketing  
Doris Kelly, Sandra Frey, Francesca Mazzucca,  
advertising sales representatives  
Sari Weiner, sales assistant

### International Group

Broadcasting & Cable International •  
Television Asia • Television Europe  
Randi T. Schatz, associate publisher  
212-337-6944; Fax 212-337-6948

Lisa M. Murphy, international advertising coordinator

### London, Broadcasting & Cable (Editorial)

Paramount House, 162-170 Wardour St., W1V3AT,  
44-171-437-0493; Fax 44-171-437-0495

Meredith Amdur, Michael Katz, international editors

# New study states networks finding significantly untapped niches are most likely to get carriage on cable systems.

## Special Report: *New Cable Networks*

**T**oday, there are approximately 200 new networks in search of an audience. And despite high costs and competition, cable programming's payoff can be huge — with niche networks most likely to succeed.

With a new crop of contenders poised on the television horizon, **Broadcasting & Cable** will present a must-read report on **New Cable Networks**. This January 26 issue will span the spectrum, featuring an A-to-Z list of planned and

new cable networks. Our in-depth coverage will also provide insider's perspective on what cable system operators and viewers are looking for.

If you're looking to launch a cable network, you'll want to be included in this report. Your message will reach 35,000 key players — including MSO and cable system operators. To be programmed for success, call your **Broadcasting & Cable** sales representative to reserve your advertising space today. **BC**

Issue Date: *January 26* ■ Ad Close: *January 16*

**Broadcasting  
& Cable**

ONE MARKETPLACE. ONE MAGAZINE.

**Advertising Offices:** New York 212.337.6940 Los Angeles 213.549.4113  
Western Technology/Cable 317.815.0882 Washington D.C. 202.659.2340  
**Classified Advertising & Cable Marketplace:** 212.337.6941

C-SPAN'S

# Washington Journal



Journalists,  
Policy Makers,  
& News Makers

Debating the Headlines  
Hearing Your Comments &  
Answering Your Questions

Every Morning Live  
on *Washington Journal*

Weekdays 7-10 am ET  
Weekends 8-10 am ET

# C-SPAN

CREATED BY CABLE.  
OFFERED AS A PUBLIC SERVICE.  
[www.c-span.org](http://www.c-span.org)

For a free promotional kit, call your  
C-SPAN representative at 202-737-3220.