

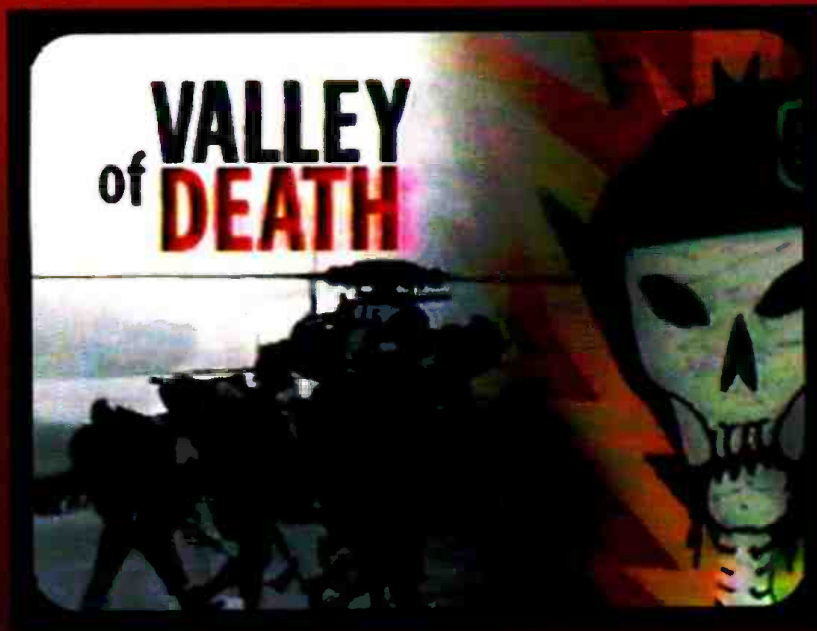
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—CNN's Tom Johnson

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TOP OF THE WEEK / 5
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TOP OF THE WEEK / 5

News Corp. cashes in Analysts estimate that Rupert Murdoch's News Corp. will have \$6 billion on hand after the completion of an initial public offering for 20% of its film, TV and sports assets and the closing of its \$2 billion-plus sale of *TV Guide*. / 5

Saturday late night heats up Veteran *Saturday Night Live*, turning in its best ratings in years, has lively competition from *Mad TV* and newcomer Howard Stern. Adding to the mix is Jerry Springer, whose show will be in that slot in nearly 50 markets. / 14

NAB board prepares for battle At its summer meeting in Washington last week, the NAB board expressed "serious concern" over the Gore commission's likely recommendation that a voluntary code of conduct should be part of the public interest obligations for digital broadcasters. / 22

Disney stock takes a dip Disney stock took a plunge last week, amid concerns about troubles at ABC, slowing sales at the company's home video division and lower numbers for its international film box office sales. / 24

Ameritech files complaint over exclusive contracts Ameritech New Media last week told the FCC that MediaOne and Time Warner have signed exclusive deals that will force Ameritech New Media to cut its customers off from Classic Sports Network. / 24

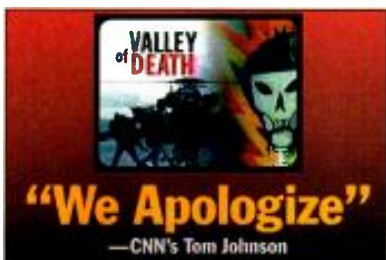
For more late-breaking news, see "In Brief" on pages 64-65



COVER STORY

CNN caught in Tailwind

After an independent investigation, CNN retracts its controversial *NewsStand* report that U.S. military used nerve gas against American defectors and others during the Vietnam War. / 10



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Murphy exits 'Hard Copy' Paramount Domestic Television executives are shaking up their syndicated news magazine *Hard Copy*. Longtime anchor Terry Murphy has left. / 29



'Today' re-ups Katie Couric for four more years. / 30

'60 Minutes II' in works CBS News downplayed reports last week that the news division has signed off on a second edition of *60 Minutes*. A second edition "is not a done deal," a news division spokesperson says. / 29

Wolf says shows can fly without pilots *Law & Order* producer Dick Wolf suggests junking the pilot system and making decisions about shows based on good scripts and short video vignettes that demonstrate the chemistry between characters. / 30

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Hallmark, Henson pay \$100 million for Odyssey stake Hallmark Entertainment and Jim Henson Productions have found an outlet for their family-oriented programming and will put \$100 million in cash and programming into Odyssey Channel. / 36

AT&T dials up an untested technology By deciding to rely on Tele-Communications Inc.'s cable systems as its route into consumers' homes, long-distance giant AT&T Corp. is betting on a promising but unproven technology—IP telephony. / 36



Fox Group CEO Peter Chernin was among the speakers at the CTAM convention last week. / 42

Cable rules up for review As they plan their postmerger cable strategy, AT&T executives and others in the cable industry will be keeping an eye on the FCC's cable ownership limits. Regulators late last month proposed tinkering with the limits on the number of cable systems that a company can own. / 38

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WKOW-TV goes digital WKOW-TV, the Shockley Communications ABC affiliate in Madison, Wis., is now on the air with a digital signal, broadcasting from a new Comark digital transmitter and Dielectric antenna. / 43

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N2K links with Disney, ABC Radio N2K Inc. struck a strategic deal last week that gives it a piece of the action for Disney music sales online and a platform for creative development with ABC Radio. / 46

News Corp. cashes in

Stock offering for TV, film and sports assets plus TV Guide sale add to burgeoning war chest

By Steve McClellan

Rupert Murdoch may be on the verge of a \$6 billion-plus—spending spree.

That's how much analysts estimate Murdoch's News Corp. will have on hand after the successful completion of a public stock offering for 20% of its film, TV and sports assets and the \$2 billion-plus sale of *TV Guide*. The two deals are expected to add some \$3.8 billion to the \$2.7 billion the company already has on hand.

And how would Murdoch spend the loot? On TV stations, for one thing. News Corp.'s Fox has floated a proposal to invest as much as \$150 million to boost minority ownership of broadcast stations—a pet project of FCC Chairman Bill Kennard—in exchange for a waiver of the TV stations ownership cap (see sidebar). Now reaching 35% of the nation's TV homes, the Fox group is up against the current cap. It would like the freedom to go to 45%.

The company also wants to buy more professional sports teams, thus ensuring programming for its regional sports networks. In addition to owning the Los Angeles Dodgers, Fox currently owns 20% of the New York Knicks (basketball) and New York Rangers (hockey). It also owns Madison Square Garden through its partnership with Liberty Media.

Additionally, it has an option to acquire 40% of the Los Angeles Kings (hockey), just under 10% of the Los Angeles Lakers (basketball) and a 20% stake in the new arena that will house both, the Staple Center in Los Angeles. Fox officials say that the company intends to exercise all those rights.

Few, however, expect Murdoch to blow the whole war chest on acquisitions. Indeed, it has been the company's relative fiscal restraint in recent

quarters that has gained high praise from analysts and investors, who have bid up News Corp. American depositary receipts (ADRs) more than 40% since the *TV Guide* sale was announced three weeks ago.

At the close of trading last Wednesday (July 1), the News Corp. ADRs (which contain 4 shares each) were up to \$32.50, a 48% gain since the beginning of the year.

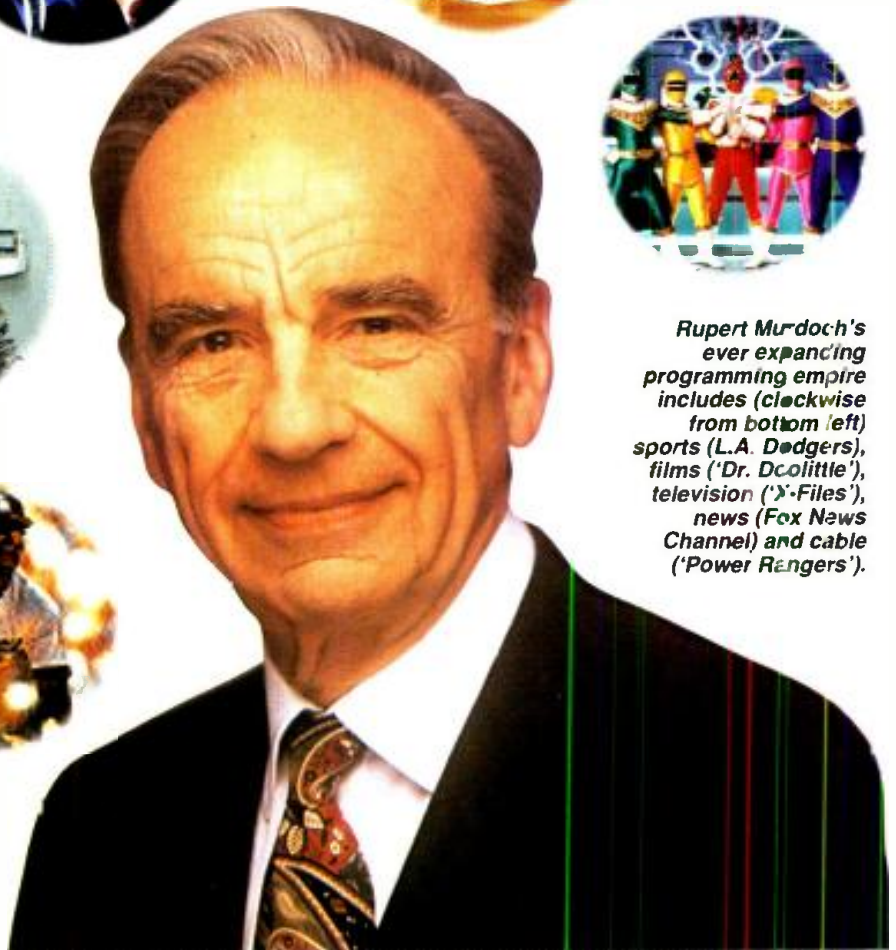
The company says it will use some of its cash for a previously announced buyback of up to \$1 billion worth of its stock. Larry Petrel-

la, entertainment analyst at Lehman Brothers, estimates that the company already has bought back about \$150 million worth.

News Corp. also said that it would pay down debt, although Petrella notes that "there's not a lot of debt to pay down." Petrella says the company's ratio of debt to pretax earnings is under 4 to 1, which he characterizes as "full investment-grade territory."

In a report last week, Merrill Lynch entertainment analyst Jessica Reif Cohen called News Corp. "the best value" among major entertainment companies, with a stock price trading at nine times estimated 1999 operating cash flow.

News Corp. hopes



Rupert Murdoch's ever expanding programming empire includes (clockwise from bottom left) sports (L.A. Dodgers), films ('Dr. Doolittle'), television ('X-Files'), news (Fox News Channel) and cable ('Power Rangers').

to raise about \$3 billion by selling, through a public stock offering, 20% of the Fox Group. It includes Twentieth Century Fox, the movie and TV production studio; Twentieth Television, the TV syndication arm; the Fox TV network; the owned-and-operated TV stations; cable networks (FX, Fox News Channel, Fox Family Channel, FXM) and part-interest in a series of regional sports networks.

News Corp., which is sitting on \$2.7 billion, also expects to garner \$800 million from the sale of *TV Guide* to Tele-Communications Inc.

Reif says the planned public offering "should unlock a significant portion of News Corp.'s value, as investors will now be forced to separately value" the company's print and electronic media assets.

THE FOX GROUP	
DIVISION	ASSET VALUE
TELEVISION	\$12.4 billion
Fox Network	
Fox TV stations	
FILMED ENTERTAINMENT	\$3.4 billion
20th Century Fox movie studio	
TV programming business	
CABLE NETWORKS	
Fox News Channel	\$886 million
Fox Kids Worldwide includes	\$548 million
Fox Family channel (49.5% ownership)	
Fox/Liberty Partnership (includes FX Network) (50% ownership)	\$1.2 billion
OTHER	\$550 million
(includes Los Angeles Dodgers)	
TOTAL	\$18.9 BILLION

Source: TD Securities

Petrella estimates that 50% of News Corp.'s \$1.8 billion cash flow is attributable to the company's film, cable, TV and sports assets, which make up the new Fox Group being formed. Last week's announcement was a "very positive event," he says, because it separates the higher-growth electronic media assets from the slower-growth publishing assets.

But the biggest question, says Petrella, is how much of the accumulated cash News Corp. will spend on acquisitions, which could dilute the company's value. News Corp.'s acquisition track record has been pretty good over the years, Petrella says. "*TV Guide* is the one big miss."

A registration statement for the IPO will be filed within three months, Fox says. ■

MINORITY OWNERSHIP: Fox's 45% solution

Murdoch wants to invest up to \$150 million in minority-owned stations if he can get a waiver of the 35% ownership cap

By Chris McConnell

Rupert Murdoch has a plan for putting more TV stations in his company's broadcast arsenal.

Fox already is near the national TV ownership limit, which was upped in the 1996 Telecommunications Act to 35% of U.S. TV homes. Now the company is in talks with minority advocates to pitch a proposal to regulators that would allow the broadcaster to exceed that limit by as much as 10%.

The plan calls for the establishment of a fund—perhaps as large as \$150 million—to support minority investment in broadcast stations. Boosting minority participation in the broadcast business has been a top priority of Chairman Bill Kennard, who challenged the industry in April to propose ideas for improving the low levels of minority station ownership.

Sources say that News Corp. has been discussing the package with civil rights lawyer David Honig, Broadcast Capital Fund Inc.'s John Oxendine and others in an effort to

win support for the plan at the FCC.

Honig, Oxendine and News Corp. executives last week were not commenting on the proposal, which was first reported in *Mother Jones*. Neither were the National Association of Black Owned Broadcasters' James Winston and Washington lawyer Antoinette Cook Bush, also said to be involved in the talks. But others last week said that the two sides had not reached agreement on a final package to present to the FCC.

Officials at the commission have been briefed on the planned proposal but last week were withholding judgment until they see a submission from News Corp. FCC sources, however, pre-

dicted that the proposal would have at least some chance of getting a nod from the commission.

Key issues that commissioners will examine will be the actual size of the fund, the degree of independence from Fox that the new broadcasters will enjoy and whether the financed stations will serve markets where

Fox already owns stations.

Media Access Project President Andrew Schwartzman says that regulators have waived rules in the past to encourage greater minority participation in the industry. In 1995, for instance, commissioners approved Tribune Broadcasting's bid to participate in a group of minority investors buying TV stations in New Orleans and Atlanta, even though Tribune already owned stations in both cities. Commissioners approved that deal after deciding that the group's controlling members were also minority members.

More recently, however, commissioners turned down a bid by Granite Broadcasting to hold two stations in the San Francisco area. The minority-owned Granite had argued that the ownership waiver would advance minority ownership in the industry, but the commission said it was not enough to justify the duopoly waiver Granite was seeking.

Although they did not discuss Murdoch's machinations, the NAB board of directors last week voted to support maintaining the ownership cap at 35%. ABC, NBC, CBS and Tribune Broadcasting cast the only votes against the resolution. Fox's representative—News Corp. Senior Vice President Peggy Binzel—did not attend the meeting.

"There was general apprehension that there was going to be another buying spree on stations," says one source. ■



The plan calls for the establishment of a fund—perhaps as large as \$150 million—to support minority investment in broadcast stations.

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STORY LINE

AUGUST 5, 1997: ABC special projects news producer Rick Kaplan is named president of CNN Domestic. Word quickly circulates that Kaplan is working on a plan to produce news magazine programs based on Time Inc. print-magazine formats, such as those of *Time*, *Sports Illustrated*, *People*, *Entertainment Weekly*, *Fortune* and *Money*.

JUNE 7, 1998: In its premiere edition of *NewsStand*, a CNN report alleges that U.S. troops used nerve gas against American defectors and others. The report says Adm. Thomas Moorer, former chairman of the Joint Chiefs of Staff, confirmed use of sarin nerve gas in September 1970, in Operation Tailwind, a secret raid in Laos. The story was also published in *Time* in a piece written by CNN international correspondent Peter Arnett and CNN producer April Oliver.

JUNE 8, 1998: Defense Secretary William S. Cohen orders an investigation into the reports, but declares he has no evidence to back them up.

JUNE 16, 1998: Retired Air Force Maj. Gen. Perry Smith resigns as military adviser to CNN to protest the *NewsStand* report.

JUNE 22, 1998: *Time* and CNN say they will investigate the accuracy of their report. *Time* carries a letter to readers from Managing Editor Walter Isaacson telling them that the magazine is now doing its own reporting on the matter and will correct any mistakes or clarify any disputes in future issues.

JUNE 24, 1998: Noted First Amendment lawyer Floyd Abrams is hired by CNN to conduct an independent investigation into its report.

JUNE 26, 1998: Former Special Forces Lt. Robert Van Buskirk, the former military officer on whom CNN relied prominently for its report, disputes key points of CNN's representation of his account.

JULY 2, 1998: Based on Abrams' findings that "A decision was made by CNN to broadcast accusations of the gravest sort without sufficient justification and in the face of substantial persuasive information to the contrary," CNN retracts the Tailwind story and takes responsibility for both the TV and *Time* reports. Several news producers, including April Oliver, Pam Hill and Jack Smith, leave the network. Peter Arnett is reprimanded.

CNN takes a fall

Heads roll as CNN retracts story alleging use of nerve gas

By Steve McClellan

Synergy news at Time Warner blew up last Thursday, with full retractions and apologies from CNN and *Time* for a story alleging that the U.S. military used nerve gas on defectors during the Vietnam war.

The botched story, for which CNN took full responsibility, resulted in the departures of three producers and the reprimand of correspondent Peter Arnett last week.

Pamela Hill, senior executive producer, *NewsStand CNN & Time*, resigned. April Oliver and Jack Smith, senior producers on the story at issue, "Valley of Death," were fired by CNN Chairman Tom Johnson.

Arnett, nominally the segment's chief correspondent, survived because he was in fact no more than a "script reader" who relied on the reporting of Oliver and Smith, CNN sources said. Nonetheless, Arnett shared the byline on the *Time* magazine story with Oliver.

"We acknowledge serious faults in the use of sources who provided *NewsStand* with the original reports," said Johnson in his retraction, which began appearing regularly on the all-news network last Thursday around noon.

"CNN's system of journalistic checks and balances ... failed in this case," he said. "The fault lies with the editors, producers, reporters and executives responsible for the report, the program and its contents. ... We apologize to our viewers and to our colleagues at *Time* for this mistake."

In hopes of avoiding a recurrence, Johnson promised a review of the CNN editorial standards and practices.

The retraction was a major embar-

assment for CNN and a blow to its new high-profile *NewsStand* series of TV news magazines, designed to exploit synergy between Time Warner's CNN and its popular magazines—*Time*, *People*, *Fortune*, *Entertainment Weekly* and *Sports Illustrated*.

The discredited story appeared on the premiere of *NewsStand CNN & Time* on June 7. The print version ran in the June 15 issue of *Time*.

Time Managing Editor Walter Isaac-

son said the magazine "respects the serious and forthright way that CNN has reexamined this story, and we look forward to continuing to collaborate with them."

The *NewsStand* series of magazines is CNN Domestic President Rick Kaplan's brainchild and a project he has been working on almost since he joined CNN from ABC last August. CNN

sources said his job was not in jeopardy, nor was Johnson's.

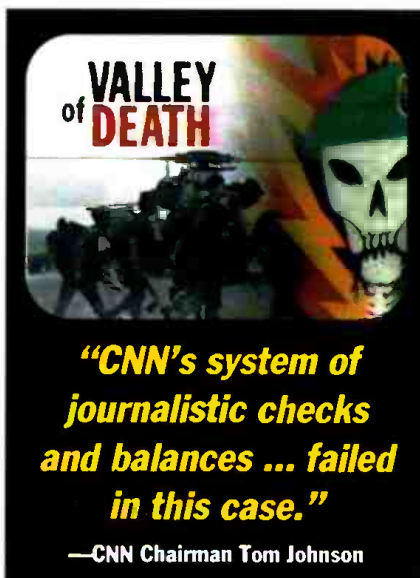
CNN sources said that Johnson "had concerns" about the story before it aired. He went to Kaplan, who went back to the producers. They insisted the story was solid and convinced Kaplan to air it.

"I think I'll survive this, but it's not an easy time," said Kaplan. "*NewsStand* goes on."

"The test of any program or news organization is not whether you ever make a mistake, but what you do after it happens—how honest you are with the viewers and the people who trusted you," he said.

The CNN story alleged that in September 1970, during the Vietnam War, the U.S. military used deadly sarin nerve gas in a mission to kill defectors who were hiding in Laos.

The story of Operation Tailwind was



"CNN's system of journalistic checks and balances ... failed in this case."

—CNN Chairman Tom Johnson

met with widespread skepticism. Other news organizations immediately began investigating and finding holes in the story. CNN's military affairs consultant quit in protest, and key sources refuted CNN's account or simply failed to back up the story.

Under pressure, CNN two weeks ago hired First Amendment lawyer Floyd Abrams to conduct an independent investigation. Abrams last week issued a 54-page report with an unequivocal conclusion: "The CNN broadcast was not fair."

"The central thesis of the broadcast could not be sustained at the time of the broadcast itself and cannot be sustained now," the report says. "CNN's conclusion that the United States troops used nerve gas during the Vietnamese conflict on a mission in Laos designed to kill American defectors is insupportable. CNN should retract the story and apologize."

The report says the producers didn't fabricate material to support their premise. "The CNN journalists believed in every word they wrote," it says. In fact, it says, the inaccuracies may have stemmed from "the depths of those beliefs and the degree to which the journalists discounted contrary information they received because they were so firmly persuaded that what they were broadcasting was true."

Competing networks—even those

that had been reporting that CNN's story was wrong—were sympathetic to CNN's plight.

"There are a lot of competitive pressures on everyone. All of us can and have made mistakes," said David Westin, president of ABC News. "We have a lot of very serious procedures in place to make sure that this kind of thing doesn't happen at ABC News. But I don't want to be smug at all—all of us can make mistakes."

Even though Fox News Channel had been deconstructing the CNN story for several days, FNC President Roger Ailes was careful not to take potshots, even in an internal memo.

"While we can be proud of our own meticulous reporting efforts, we should take no satisfaction in CNN's and *Time's* embarrassment," the memo says. "Indeed, their principled retraction of a story that was not supported by fact raises the bar for all news organizations to make sure our reporting every day is fair, balanced and accurate."

CBS and NBC chose not to comment, saying that they preferred to stay out of competing network's troubles.

CNN's rapid and complete retraction of the story, together with Abrams' report, will go a long way toward salvaging whatever damage the



"We have concluded that the facts simply do not support the allegations that were made."

—Walter Isaacson, managing editor, *Time*

story might have done to CNN's reputation, said Barbara Cochran, president of the Radio-Television News Directors Association.

"I think the fact that they dealt with it rapidly and honestly is the best thing they could have done to preserve their credibility," Cochran said.

Brit Hume, Washington managing editor for Fox News, said that the pressures of producing prime time national news sometimes makes a news organization feel forced to air stories without complete confirmation.

"When you're going on the air in prime time, you don't want to say 'somebody might have done something,' or 'some people think somebody did something.' You've got to come on and nail the coonskin to the wall," Hume says. "That has been the issue with prime time news programs from the start. There's enormous pressure to justify being aired in prime time." An emerging issue "is whether the competitive atmosphere that may have helped to produce the story also led to the retraction," Hume said. "Such stories do not go unexamined today. The problem may be self-curing."

Transcripts tell a different story

In its probe of the story, Floyd Abrams' report examines the full text of interviews excerpted in the CNN report. The report concludes the on-air comments of key sources such as retired Admiral Thomas Moorer fall short of confirming the story in light of material left on the cutting room floor.

From CNN's report:

Question: So isn't it fair to say in light of all this ... that Tailwind proved that CBU-15 GB [sarin nerve gas] is an effective weapon?

Moorer: Yes, I think, but I think that was already known. Otherwise it never would have been manufactured.

From the full text of the interview:

Question: So you are aware sarin was used?

Moorer: I am not confirming for you it was used. You have told me that. But let me put it this way, it does not surprise me. In an operation of this kind, you must make certain that your men are as well-equipped for defensive purposes as possible.





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Joe Stutliff

Saturday late night heats up

'SNL' ratings on rise; 'Mad TV' comes on strong; Stern, Springer on the way

By Michael Stroud, Joe Schlosser and Dan Trigoboff

Suddenly, late Saturday night is hopping.

After stumbling in the ratings several years ago, NBC's *Saturday Night Live* has made a comeback, and this season's audience is up 7% over last year. Fox competitor *Mad TV*'s ratings are up 14% this year, confounding critics who predicted three years ago when the show debuted that it would fail.

And now two other entrants are looking for a foothold in what was once *SNL* turf: Howard Stern, who will launch a new syndicated TV show on CBS stations on Aug. 22, and Jerry Springer, who will begin airing his show in late night this fall in nearly 50 markets around the country.

Once considered a programming sinkhole, late Saturday night this fall will become one of the most competitive time slots of the week. With prime time schedules locked in and the Jay Leno/David Letterman battle settled into uncomfortable coexistence, networks and syndicators see the period as one of the few opportunities on the schedule for revenue growth.

"Late-night programming has

always been incredibly competitive, and [late] Saturday night is the last piece of beachfront property," says Rob Burnett, who produces Letterman's *The Late Show* for CBS and *The Late, Late Show* on the same network.

Whether late Saturday night can support all four competitors—and possibly others down the road, such as ABC—remains to be seen. The four-way battle could deplete the young male viewers that form the core audience for *SNL* and *Mad TV*. Stern's and Springer's trademark raunchiness could backfire.

"These guys may get ratings on Saturday night. But will they get advertisers? That's the question," says Tom DeKabria of media buying consultant Paul Schulman Co. in New York.

Nor do big names ensure big ratings, as the slow-starting Magic Johnson hour and the failed shows of Sinbad and Keenen Ivory Wayans attest.

What's clear is that late Saturday night is no longer just horror flicks and reruns. *SNL* this season has attracted ratings of 4.7 and a 20 share among adults 18-49, according to Nielsen Media Research—roughly equivalent to ABC's and Fox's weekday prime time average. *Mad TV* is averaging a respectable 2.5 rating and a 9 share, just

below Jay Leno's season performance and ahead of David Letterman. Well over half of those viewers are young males, coveted by advertisers.

Those ratings have attracted premium advertisers to *SNL* and *Mad TV*—translating into millions of dollars in new advertising revenue for NBC and Fox over the past three years.

The shows also are comparatively inexpensive to produce by network standards. An hour and a half variety show costs far less than the \$1.2 million price tag on a one-hour prime time drama. In the case of *SNL*, costs are kept down by filming the entire show in front of a live studio audience, eliminating expensive reshooting of scenes.

That translates into tidy profits for *SNL* and at least a breakeven for *Mad TV*, analysts estimate. Officials from the two shows would not comment on profits.

The performance is all the more surprising because Saturday night is packed with some of the week's poorest prime time lead-ins. Saturday night programs like NBC's *Profiler* and *The Pretender* have never lived up to the ratings of their weeknight prime time cousins.

As for Fox, "We have no lead-in," says executive producer Adam Small. "We have *Cops* and *America's Most*



**Once again, NBC apologizes
for keeping America up
way past its bedtime.**



Wanted. The reason for the lower-rated material, of course, is that younger viewers are either at the movies or partying on Saturday night. And that frustrating fact for Saturday prime time has proved to be a boon to *SNL*—and to a lesser degree, to *Mad TV*—which has demonstrated that younger viewers will show up late for compelling material.

"More than any other show on television, *SNL* is appointment TV," says Gary Considine, executive producer for NBC Studios, which oversees production of the show.

It didn't seem that way three years ago. With the departure of stars like Phil Hartman and Dana Carvey and some top writers, the show was sputtering. Ratings were registering in the 3 range, down from its heyday in the early 1990s.

"We realized we needed to get the

juices flowing again," Considine says.

To turn the show around, NBC brass hired new writers and new talent—such as Will Ferrell and Cheri O'Teri—and introduced animated segments to appeal to *The Simpsons* generation. The changes boosted ratings sharply, beginning three years ago.

Far from suffering from the debut of *Mad TV*, *SNL* actually gained during *Mad*'s first season in 1995-96, rising 26% in Nielsen ratings among adults 18-49, as NBC's cast changes bore fruit.

"I think *Mad TV* scared them," Small says. "They really had to revamp their material."

Still, to survive, *Mad TV* couldn't just do *SNL Lite*. "There's no way to do a live show better than *SNL*," Small says. "We don't have that big studio place in New York with all that history."

Fox made a virtue of necessity, focusing on cramming as many as seven or eight neatly edited sketches into an hour and a half—an impossibility for *SNL*'s live-audience venue. And *Mad* ventured into territory avoided by *SNL*, even in its most debauched moments. *Mad TV* has featured Rod Shaft, the world's oldest porno star, and Mexican wrestler El Asso Wipo. Most recently, the show angered Catholics with a portrayal of Father Fellatio groping two women.

One of the show's more successful installments last season was hosted by Jerry Springer, who aired a mock segment of his show in which actors portraying former Los Angeles policeman Mark Fuhrman and a black gang member refuse to fight.

Springer recently agreed to tone down the violence on his shows, and his new

Stations betting on Stern

General managers who have invested in Howard Stern's new Saturday night talk show, scheduled to premiere Aug. 22, are hoping for big returns.

The show, syndicated by Eyemark Television, CBS's distribution arm, will air at 11:30 p.m. on most stations.

BROADCASTING & CABLE contacted stations in the top 30 markets and found only one CBS affiliate not owned by the network that will carry the show—woio(tv) Cleveland.

"If we don't have anything better than Howard Stern to put on our air, then we've got a problem," says Thomas Allen, general manager of WRAL-TV Raleigh, N.C., one of many CBS affiliates that will not air the show. The fear is that Stern is too offensive for many viewers. "It's obvious that the community response in our market would be negative," Allen says.

Stern's radio show is again drawing FCC attention. Last week the commission fined KKND(FM) Port Sulphur, La., \$6,000 for three 1997 broadcasts of the show. The FCC, in its letter to the station, cited on-air discussions of hazing rituals and online pornography. The station has a month to decide whether to contest the action or pay the fine.

Washington lawyer Steven Lerman calls the action an "inexplicable blip." Since Infinity Broadcasting, Stern's former employer, paid a "voluntary contribution" of \$1.7 million in 1995 to settle a series of fines, the FCC has imposed only a few small forfeitures for broadcasts of Stern shows.

Meanwhile, some TV stations not affiliated with CBS, such as WB affiliate wtvk(tv) Fort Myers, Fla. (the 83rd market), have decided to give Stern a try. (In the top-30 markets, B&C found nine stations not affiliated with CBS that will air the show: one UPN, three WB, three Fox, and two independent.)

"We bought Howard to get noticed," says Bill Scaffibe,



general manager of wtvk, adding, "We didn't just buy Howard, but also a great promotional opportunity." Scaffibe will use the Howard Stern show to jump start the fall season on wtvk. "We took an aggressive stance to get the show; we bid strongly," he says. Is Stern a risky investment? Scaffibe doesn't think so. "There was never hesitation in my mind that we should take the show."

wtvk will co-host a premiere party at a local sports bar with WRXK-FM, which broadcasts Stern's radio show. Instead of shying away from Stern's image, the stations are trying to capitalize on it and are planning a countdown to the show complete with a Stern look-alike contest.

Stations that will run the show are confident that the late-night time slot can carry the show's adult content. "The kids should be in bed by then," Scaffibe says. "It's really a mature time period," agrees Tom Griesdorn of woio, a CBS affiliate that will air Stern. Both compared the show with cable fare for comparable times and such network shows as *NYPD Blue* and *Brooklyn South*, whose content has sometimes been described as objectionable. "The subject matter isn't all that different from *Saturday Night Live*," adds Steve Dant at kwbp(tv), a WB affiliate in Salem, Ore., that will carry Stern.

The stations that will air the show are excited about Stern's popularity and promotability. Dant anticipates high ratings: "Given [Stern's] reputation, I expect to hear some complaints ... but you have to hand it to the guy, he has a good track record."

If Stern duplicates his radio success, stations will be rewarded for their investment. Stern's ratings lead Dant to predict that, despite claims that Stern is too offensive, "He is going to do something good for late-night TV."

—Kristine Lamm

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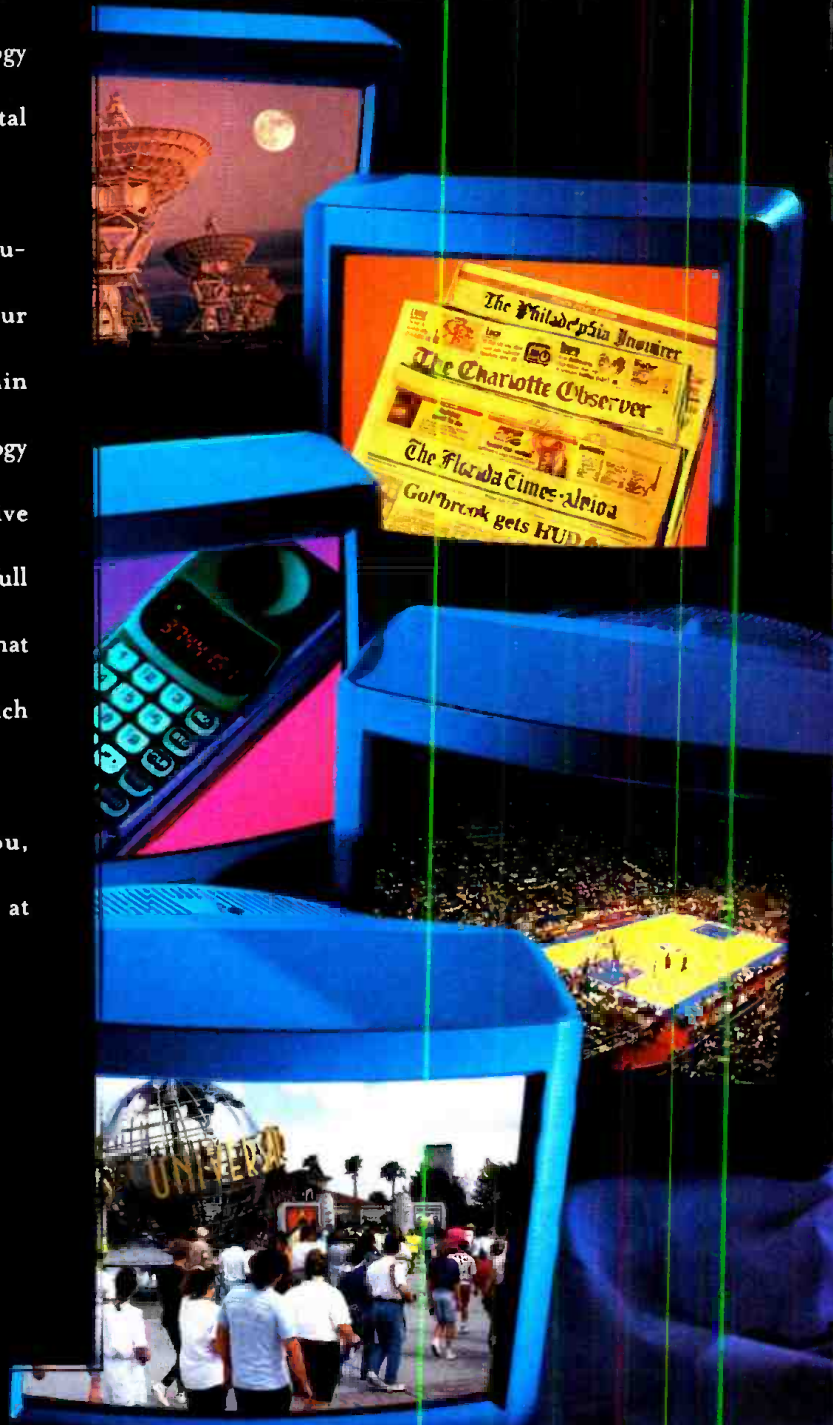
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Saturday night competitors predict that the show will suffer in its new time slot without its fistfights. "Jerry Springer has been hot," says NBC's Considine. "I don't think it will continue to be hot."

Obviously, Springer syndicator Studios USA feels differently. With nearly 50 markets cleared, the studio is still shopping the Saturday night show around the country to stations looking to pump up their ratings, sources say.

Studios USA executives won't comment on the weekend sales of the show, but sources say Springer will air on Saturday night in Miami, Phoenix, Houston and a number of other top markets. The deals reportedly are pure barter deals, and the Springer episodes are reruns, not specially produced weekend shows.

Stern is a potentially greater threat. The shock jock's yet-to-be-named show will be produced from his radio studio in New York and will resemble his daily program on cable channel E! Entertainment. Eyemark Entertainment, the syndication arm of CBS, is distributing the show, and executives from the Hollywood studio say that Stern will bring life back to the Tiffany stations on the weekend.

"With the level of talent we have in Howard, we obviously feel there is an opportunity to jump start a time period that has done well on CBS but that has not been dominant," says Ed Wilson, president of Eyemark Entertainment.

Wilson would not say how many markets have signed on for the late-night show, but he says that sales are "going great." Stern's project has been cleared on all of the CBS owned-and-operated stations with the exception of Green Bay, Wis., and Salt Lake City. Station executives at the CBS O&O in Green Bay say they are attempting to find room for the project.

"We've got two minutes of barter, and you've got to hit 70% clearances for your barter advertisers," Wilson says. "So I'd say it's safe to assume that we will be north of 70%, and I'm not too sure we want to be that much farther north."

Howard Rosenberg, television critic for the Los Angeles Times, thinks Stern has a shot at success, but only if he stays true to himself.

"He has some potential," says Rosenberg, who thinks *Saturday Night Live* has always been overrated—and he's not enamored with *Mad TV*. "But it will be really suicidal if he thinks he's joining the mainstream. If he's 75% of what Howard Stern is, he's got a shot." ■

CLOSED CIRCUIT

BEHIND THE SCENES, BEFORE THE FACT

WASHINGTON

Must-carry rulemaking

FCC officials expect Thursday to launch their long-awaited effort to decide how must-carry rules will apply to digital broadcast signals.

But sources say the rulemaking proposal will offer little hint as to how commissioners will ultimately rule on whether cable companies should be required to carry local digital broadcast signals. Officials say the proposal poses questions and invites comments, but takes no tentative position on the outcome.

At week's end commissioners also decided they want more time to mull a rule to implement the FCC's new authority to auction unassigned radio and TV licenses. Commissioners had planned a vote on the rule this week but decided to pull it from the meeting's agenda.

BET still betting on Hilton

BET Holdings Inc. is not affected by Hilton Hotels Corp.'s plans to spin off its gaming operations. BET and Hilton have been working together on plans for a BET SoundStage Casino in Las Vegas. "If it does anything, it helps," says BET Chairman Robert L. Johnson, who is on Hilton's board. The spinoff is a "strategic decision" that will allow separate trading of gaming and hotel stocks, meaning one won't drag the other down. At a Hilton board meeting later this month, Johnson says he plans to talk with Hilton executives about buying an existing casino and renovating it into a BET SoundStage Casino.

KRON-TV demos HDTV

At press time, San Francisco NBC affiliate KRON-TV was planning a live satellite broadcast of HDTV for Saturday, July 4. The Chronicle Broadcasting station planned to uplink a live HDTV feed from the San Francisco Maritime Museum, where the San Francisco *Chronicle* is holding its Fourth of July Waterfront Festival. Footage was to include live HDTV coverage of bands playing at the Festival along with prepackaged material; KRON-TV also planned to

cover fireworks in the evening. The HDTV feed was to be received and displayed on widescreen sets at four Circuit City stores and at the San Jose Technical Museum.

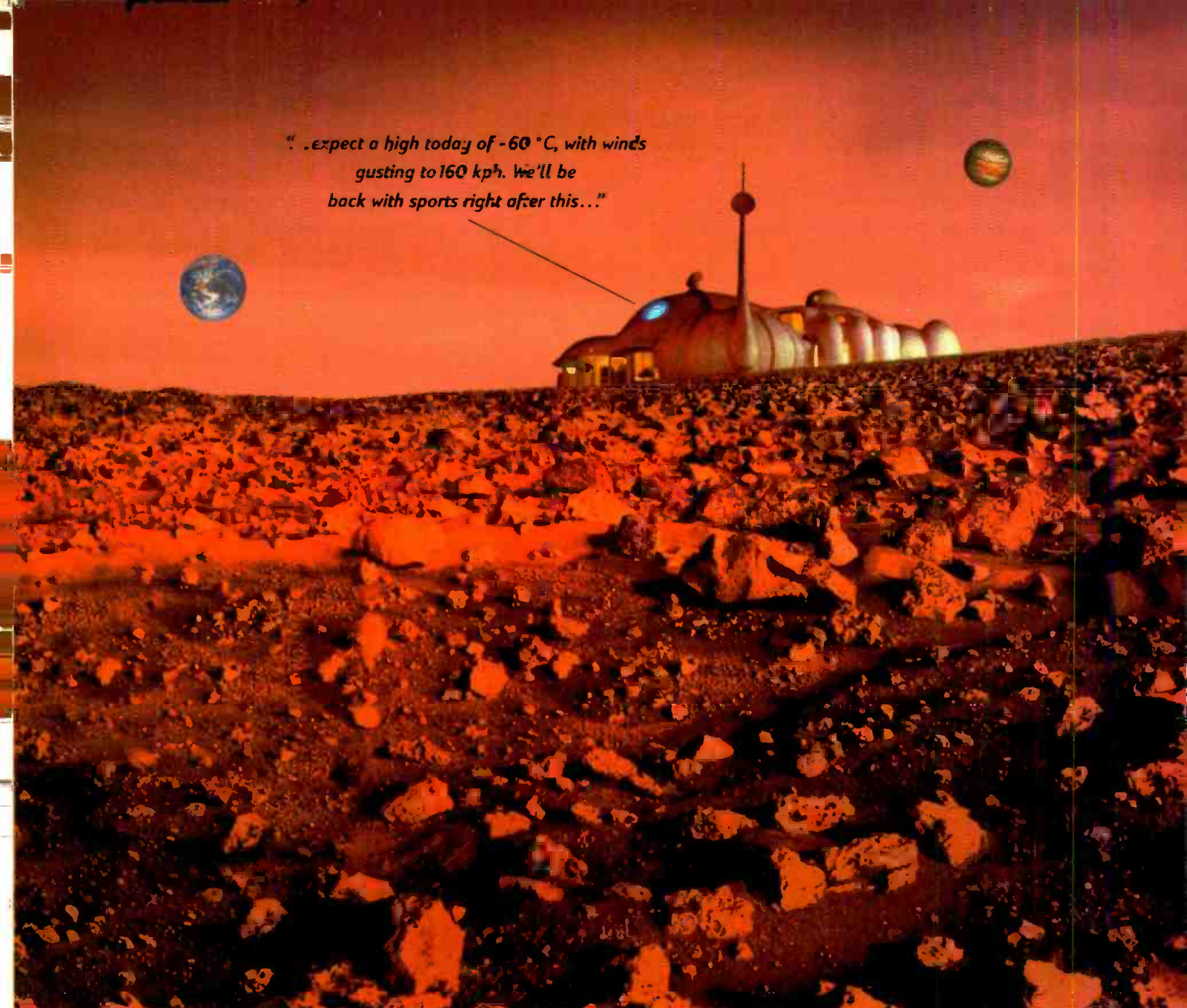
MIAMI

DirectTV weighs in

DBS company DirectTV is attempting to jump into the PrimeTime 24 case going on in Miami. During a hearing before U.S. District Judge Lenore Nesbitt last week, DirectTV asked that the broadcaster plaintiffs post a bond to cover DirectTV's potential losses along with the bond that the plaintiffs must submit in case they lose to satellite TV distributor PrimeTime 24. Judge Nesbitt seemed perplexed as to DirectTV's sudden appearance, asking its representative: "Have you been in this case all along, but in the background?" Alan Greer, DirectTV outside counsel, responded that the company has been tracking the case closely, although it never has been directly involved. The plaintiffs, including CBS and Fox, suggested a \$50,000 bond; PrimeTime 24's bond request was for more. If the court enjoins PrimeTime 24 from selling imported network signals to anyone other than subscribers who do not receive clear grade-B broadcast signals under the FCC's definition of white areas, PrimeTime 24 will have to turn off some 1.5 million viewers.

CBS has eye on site

CBBS New Media, which has been playing catch-up with the online efforts of NBC and ABC, now appears to be getting increasingly creative about it. Up until now, the Tiffany network's biggest move was buying into the ascendant SportsLine site for nearly \$60 million. That site recently underwent an effective remake, and CBS SportsLine has drawn kudos for its World Cup Soccer coverage online. Now CBS is planning a stand-alone comedy site that will include original content, according to a CBS source. No word on the format, but expect stand-up video streaming and some live elements when the site debuts this fall.



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NAB in the green

Association ends year on better-than-expected financial ground

By Paige Albiniak

The NAB hit \$44.32 million in revenue for its fiscal year ending March 31—\$3.5 million over budget estimates. Operating income was \$10.36 million, \$2 million over estimates.

The association beat its budget estimates because of greater returns on increased investments, more money from meetings and conferences, and higher-than-expected membership levels—both in television and internationally.

Revenue from member dues equaled \$9.2 million, \$136,000 over budget. The NAB last year added 25 new television members; 16 of those are independent stations, most owned by Paxson Communications. Dues from television members surpassed the budget by \$182,000, while radio members' dues were down slightly. Dues from associate and international members totaled \$1.31 million, exceeding budget by \$158,000.

Interest income on investments totaled \$1.8 million this fiscal year,

which brought in an additional \$816,000.

NAB '97, held in Las Vegas in April 1997, brought in \$26.92 million, or \$1.9 million over budget expectations. Higher-than-planned sales of exhibit space brought in an extra \$1.6 million. Advertising and event marketing generated \$1.86 million, or \$240,000 in additional profits. Other income-generating activities at NAB '97 went \$52,000 over the budget.

Last year's Radio Show in New Orleans also brought in more money than expected: \$2.7 million, nearly \$400,000 over target.

Expenses for NAB's 1997 spring convention were \$820,000 more than expected, while the Radio Show's expenses ran \$177,000 over budget. ■

NAB BUDGET FOR THE FISCAL YEAR FROM APRIL 1, 1997—MARCH 31, 1998

REVENUE	Actual	Budget	EXPENSES	Actual	Budget
Dues-Radio (Net)	\$3,769,754	\$3,815,808	NAB Services	\$1,434,346	\$1,271,308
Dues-TV (Net)	5,456,227	5,273,764	Adv. & Event Marketing	237,972	227,658
Dues-Associate Members	1,310,168	1,152,000	Science & Technology	833,242	957,962
NAB Convention	26,922,573	25,042,089	Research & Information	1,402,822	1,493,988
Radio Show	2,719,048	2,330,567	Radio	1,046,314	1,114,038
NAB Services	1,357,008	1,356,000	Television	1,059,545	1,084,980
Adv. & Event Marketing	277,531	392,000	Conventions & Exhibits	45,579	50,002
Interest	1,802,517	986,000	Meetings & Conf. Svcs	740,906	710,945
Other	701,361	503,715	General & Admin.	10,162,236	9,543,142
GROSS REVENUE	\$44,316,187	\$40,860,943	NAB Convention	8,236,877	7,417,135
EXPENSES	Actual	Budget	NAB Radio Show	1,976,813	1,800,110
Government Relations	\$3,193,482	\$3,161,404	Board Contingency	980,131	1,100,000
Legal	1,331,012	1,363,386	EXPENSES	\$33,952,425	\$32,501,324
Human Resource Development	235,342	219,971	OPERATING INCOME	\$10,363,762	\$8,359,619
Corporate Communications	1,035,807	985,295	NET INCOME	\$10,363,762	\$8,359,619



WASHINGTON WATCH

By Chris McConnell and Paige Albiniak

Bennett back at it

Television, movies and popular music all contribute to the degradation of American society, according to a new study from the National Commission on Civic Renewal, a bipartisan research group at the University of Maryland headed by former Education Secretary William Bennett and former Sen. Sam Nunn (R-Ga.). "We must hold the entertainment industry as accountable

for civic harm as we do the tobacco industry for physical harm," the study says. Then, in an attempt to keep broadcasters from crying First Amendment foul, the study calls for "an intensive public [not governmental] dialogue directed toward this end." The study, funded by the Pew Charitable Trust, partially blames time spent in front of the TV or computer for increased crime, divorce and extramarital birth rates.

People are less engaged in community organizations and support networks, such as churches and schools, because television "privatizes us, drawing us away from social relations and civic engagement; and because it helps liberate powerful instincts—toward violence, sexual license and the pursuit of immediate intense sensation—that a decent civic life seeks to moderate."

Ride 'em, Ric

Senate Communications Subcommittee Chairman Conrad Burns (R-

Mont.) has named ex-rodeo cowboy Ric Molen as his legislative director. For the past four years, Molen has worked as a legislative assistant for Burns. Molen replaces Mark Baker, who becomes chief of staff for Rep. Rick Hill (R-Mont.).

Close but no cigar

FCC regulators last week said that CNN had justified a "significant portion" of the differences in prices it charges for its programming—but not enough to avoid an FCC order to renegotiate the prices it charges C-band programming retailers.

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Preparing for battle

NAB board will wait for Gore public resolution before opposing it

By Paige Albinak

While broadcasters hate the idea of any so-called voluntary code of conduct, the NAB board decided last week to proceed with caution—for now.

At its summer meeting in Washington last week, the NAB board expressed "serious concern" rather than vigorous opposition "about any government efforts to impose mandates that limit or restrict the editorial freedom of American broadcasting."

The board voted on the resolution in anticipation of the Gore commission's likely Oct. 1 recommendation that a voluntary code of conduct should be part of the public interest obligations for digital broadcasters. The new code would be based on one that was struck down on antitrust grounds by a federal court in 1982.



CBS's Marty Franks
counsel caution.

Broadcasters, fearing a climate similar to the one that prompted the voluntary television ratings system, last week held a "robust" discussion, according to one NAB board member, on whether to strongly oppose such a plan. But the networks, led by CBS Senior Vice President Marty Franks, advised caution in battling a code before it's even recommended.

A.H. Belo Executive Vice President and Gore commission appointee Mike McCarthy agreed with Franks. Franks' boss, CBS President Les Moonves, is co-chair of the Gore commission; McCarthy's boss, Belo President Robert Decherd, is a member.

In April, Decherd recommended to the Gore commission that it either deregulate the television industry and let the market determine public interest obligations or

apply existing public interest requirements to digital broadcasters. Belo argued that "more public interest obligations will not increase the quality of public interest programming" and that "added public interest obligations place broadcasters at a competitive disadvantage" because competitors have no such rules.

Although acknowledging that broadcasters likely will make known their disapproval of any increased public interest obligation, one public interest advocate views the NAB's stance with hope.

"Perhaps I'm grasping at straws, but I hope that in expressing a 'serious concern' rather than outright opposition, the NAB is leaving the door open," says Andy Schwartzman, president of nonprofit media law firm Media Access Project. ■

Poole wins radio board's vice chair

By Paige Albinak

In this year's only contested race for NAB executive committee, Bill Poole, general manager of WFLS-FM/WYSK-AM-FM in Fredericksburg, Va., beat Martha Dudman, president of WDEA/WWMJ/WEZQ in Ellsworth, Me., to become vice chairman of the radio board.

In the uncontested races, Cox Radio VP Dick Ferguson was elected unanimously to his second term as joint board chairman of the NAB board of directors; Bill McElveen, president of WTCB-FM/WOMG-FM/WISW-AM in Columbia, S.C., was elected chairman of the radio board, and Jim Yager, president of Benedek Broadcasting in Rockford, Ill., and Ben Tucker, president of Retlaw Broadcasting in Fresno, Calif., were elected chairman and vice chairman of the TV board, respectively.

The outcome of the radio board's vice chair race was uncertain until the June 28 vote. Sources say that Dudman had greater support among members of the NAB executive committee, including joint board chairman Dick Ferguson and radio board chairman Howard Anderson. Richard Osborne, president of WKXL-AM-FM, also stood behind Dudman's candidacy.

Poole was asked to run last winter by Hedberg Broadcasting Vice President Mark Hedberg. ■

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Award winners will be announced at the Midwest Financial Writers and Editors Conference, October 12, at Strong's headquarters in Milwaukee. There is no charge to attend.

Disney stock dips

Lower video sales, ABC's flat performance seen as factors

By Steve McClellan

Disney stock took a plunge last week, amid concerns of troubles at ABC as well as slowing sales at the company's home video division and lower numbers for its international film box office sales.

Disney's stock price dropped \$8.125—about 7%—last Tuesday, to \$105.25, as a half-dozen analysts cut their year-end earnings estimates for the company. The stock rebounded slightly on Wednesday, gaining \$1. It closed at \$106.25.

Cowen & Co. entertainment analyst Harold Vogel, who lowered his estimate on the company weeks ago, cites several factors for the stock's drop, including a turnaround at ABC that will take longer than previously expected. "It doesn't look like it will turn positive in a significant way for a while," Vogel says of ABC. "I don't

think you'll see it get much worse, but it will be kind of going sideways" well into 1999, he says.

According to Vogel, the flat upfront market suggests that ABC and other NFL rightsholders will have a tough time recouping those investments through increased advertising rates.

Other factors in the Disney downturn are poorer-than-expected home video sales for "Flubber"; the poor performance of Disney's theatricals internationally (because many potential moviegoers are focused on the World Cup); poor sales generally in Asia because of that area's financial crisis, and start-up costs for the new Animal Kingdom theme park, which may draw revenue from the company's other parks.

Disney's fiscal third quarter ended last week, and Vogel anticipates a gain of a "couple of pennies a share" for the period compared with third quarter 1997. ■



Hey, hey, we're the Aquabats

Buena Vista Television executives, thinking they have found the '90s version of The Monkees, have greenlighted a demo tape with a southern California rock band.

Last week Buena Vista executives, comedian/producer Bobcat Goldthwait and Huntington Beach, Calif., ska band The Aquabats spent two days in a Hollywood studio producing what appeared to be a virtual Monkees remake. The eight-member band, which wears various costumes and acts out stories in concert, has developed a cult following in the Los Angeles area.

"We call it The Monkees meet Batman," says Stephanie Drachkovitch, senior vice president of development at Buena Vista Television. "Our goal with this project was to develop something that is totally original, and it looks as though we are on to just that."

Drachkovitch says it is too early for Buena Vista executives to say what form the project with The Aquabats might take. Any potential show with the group likely will be a half-hour; the project could wind up in syndication or on network television.

Goldthwait, who produced The Aquabats' latest music video, is behind the Buena Vista project and likely will produce the series if and when it is given the thumbs-up from the studio. The earliest possible rollout for The Aquabats will be fall 1999.

—Joe Schlosser

Ameritech files complaint over exclusive contracts

By Paige Albinak

Ameritech New Media last week told the FCC that MediaOne and Time Warner have signed exclusive deals that will force Ameritech New Media to cut its customers off from Classic Sports Network.

The commission's program-access rules forbid cable companies that own programmers from making exclusive deals, but ESPN-owned Classic Sports is not vertically integrated—giving the FCC a different type of program-access complaint to consider.

ANM's complaint says that although "an exclusive arrangement between a cable operator and an unaffiliated programmer is not presumptively illegal," the agreement is "unlawful ... and under well-established principles of antitrust law...if it has an anticompetitive intent or effect."

ANM also claims that the cable companies purposely signed exclusive contracts, which kick in Jan. 1, 1999, to

keep ANM from keeping Classic Sports. ANM's contract with Classic Sports expires one day before Classic Sports' new contract with Time Warner and Media One begins, says ANM President Deb Lenart—and Time Warner and Media One have chosen not to carry the sports network up to this point.

"This is a lose-lose deal for both consumers and competitors," Lenart says. "Every single Ameritech cable customer in the affected markets will be harmed by these exclusive contracts. This is an outrageous display of anti-competitive monopoly power."

MediaOne plans to fight the complaint. "Our contract with Classic Sports is legal and proper in every respect. We intend to maintain it," says Dave Wood, spokesman for MediaOne.

ANM also had planned to file a similar complaint against Comcast, but Comcast chose to take 30 days to renegotiate its contract with Classic Sports upon notice that ANM was filing its complaint. ■

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Rank	Market	Rank	Market	Rank	Market	Rank	Market	Rank	Market
1	New York	42	Memphis	83	Ft. Myers/Naples	124	Yakima/Pasco/Richland/Kennewick	167	Billings
2	Los Angeles	43	West Palm Beach/Ft. Pierce	84	Madison	125	Boise	168	Idaho Falls/Pocatello
3	Chicago	44	Oklahoma City	85	South Bend/Elkhart	126	Amarillo	169	Utica
4	Philadelphia	45	Harrisburg/Lancaster/Lebanon/York	86	Chattanooga	127	Corpus Christi	170	Elmira
5	San Francisco/Oakland/San Jose	46	Greensboro/High Point/Winston-Salem	87	Cedar Rapids/Waterloo/Dubuque	128	Columbus, GA	171	Missoula
6	Boston	47	Wilkes-Barre/Scranton	88	Columbia, SC	129	La Crosse/Eau Claire	172	Rapid City
7	Washington, DC	48	Albuquerque	89	Davenport/Rock Island/Moline	130	Chico/Redding	173	Dothan
8	Dallas/Ft. Worth	49	Providence/New Bedford	90	Jackson, MS	131	Bakersfield	174	Watertown
9	Detroit	50	Louisville	91	Burlington/Plattsburgh	132	Monroe/El Dorado	175	Marquette
10	Atlanta	51	Birmingham	92	Johnstown/Altoona	133	Columbus/Tupelo/West Point	176	Yuma/El Centro
11	Houston	52	Albany/Schenectady/Troy	93	Tri Cities, TN	134	Duluth/Superior	177	Harrisonburg
12	Seattle/Tacoma	53	Dayton	94	Colorado Springs/Pueblo	135	Rockford	178	Alexandria, LA
13	Cleveland	54	Jacksonville/Brunswick	95	Evansville	136	Wausau/Rhineland	179	Lake Charles
14	Minneapolis/St. Paul	55	Fresno/Visalia	96	Waco/Temple/Bryan	137	Beaumont/Port Arthur	180	Greenwood/Greenville
15	Tampa/St. Petersburg/Sarasota			97	Youngstown	138	Wheeling/Steubenville	181	Jonesboro
16	Miami/Ft. Lauderdale			98	Baton Rouge	139	Topeka	182	Bowling Green
17	Phoenix			99	El Paso	140	Terre Haute	183	Meridian
								184	Great Falls
								185	Jackson, TN

This is Prime Ac

18	Denver	56	Little Rock/Pine Bluff	100	Savannah	141	Sioux City	186	Parkersburg
19	Pittsburgh	57	Charleston/Huntington	101	Lincoln/Hastings/Kearney	142	Medford/Klamath Falls	187	Tuscaloosa
20	Sacramento/Stockton/Modesto	58	Tulsa	102	Ft. Wayne	143	Erie	188	Mankato
21	St. Louis	59	Richmond/Petersburg	103	Springfield/Holyoke	144	Wichita Falls/Lawton	189	Eureka
22	Orlando/Daytona Beach/Melbourne	60	Austin, TX	104	Harlingen/Weslaco/Brownsville/McAllen	145	Columbia/Jefferson City	190	Twin Falls
23	Baltimore	61	Las Vegas	105	Lansing	146	Joplin/Pittsburg	191	Grand Junction/Montrose
24	Portland, OR	62	Mobile/Pensacola	106	Greenville/New Bern/Washington	147	Lubbock	192	Butte/Moosman
25	Indianapolis	63	Flint/Saginaw/Bay City	107	Tyler/Longview	148	Albany, GA	193	St. Joseph
26	San Diego	64	Knoxville	108	Sioux Falls/Mitchell	149	Bluefield/Beckley/Oak Hill	194	Charlottesville
27	Hartford/New Haven	65	Wichita/Hutchinson	109	Augusta	150	Odessa/Midland	195	Cheyenne/Scottsbluff/Sterling
28	Charlotte	66	Toledo	110	Peoria/Bloomington	151	Minot/Bismarck/Dickinson	196	San Angelo
29	Raleigh/Durham	67	Lexington	111	Florence/Myrtle Beach	152	Wilmington	197	Laredo
30	Cincinnati	68	Roanoke/Lynchburg	112	Tallahassee/Thomasville	153	Rochester/Mason City/Austin	198	Lafayette, IN
31	Kansas City	69	Des Moines/Ames	113	Fargo/Valley City	154	Binghamton	199	Ottumwa/Kirksville
32	Milwaukee	70	Green Bay/Appleton	114	Montgomery	155	Bangor	200	Casper/Riverton
33	Nashville	71	Honolulu	115	Santa Barbara/Santa Maria/San Luis Obispo	156	Anchorage	201	Anniston
34	Columbus, OH	72	Syracuse	116	Fort-Smith	157	Panama City	202	Bend, OR
35	Greenville/Spartanburg/Asheville	73	Spokane	117	Charleston, SC	158	Biloxi/Gulfport	203	Lima
36	Salt Lake City	74	Omaha	118	Reno	159	Palm Springs	204	Zanesville
37	Grand Rapids/Kalamazoo/Battle Creek	75	Rochester, NY	119	Traverse City/Cadillac	160	Abilene/Sweetwater	205	Fairbanks
38	San Antonio	76	Shreveport	120	Eugen	161	Quincy/Hannibal/Keokuk	206	Victoria
39	Norfolk/Portsmouth/Newport News	77	Springfield, MO	121	Monterey/Salinas	162	Sherman/Ada	207	Presque Isle
40	Buffalo	78	Tucson (Nogales)	122	Lafayette, LA	163	Salisbury	208	Helena
41	New Orleans	79	Paducah/Cape Girardeau/Harrisburg/Mt. Vernon	123	Macon	164	Clarksburg/Weston	209	Alpena
		80	Portland/Auburn			165	Gainesville	210	North Platte
		81	Champaign/Springfield/Decatur			166	Hattisburg/Laurel	211	Glendive
		82	Huntsville/Decatur/Florence						



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Murphy leaves 'Hard Copy'

Contract not renewed for West Coast anchor

By Joe Schlosser

Paramount Domestic Television executives are shaking up their syndicated news magazine, *Hard Copy*. The first change came last week, when longtime anchor Terry Murphy's contract was not renewed.

Murphy, who was one of the show's original anchors when it was launched in 1989, was notified two weeks ago by Paramount executives that she was not going to be kept on the show in the same capacity. Sources say Murphy was offered a senior correspondent role but turned it down. Murphy was unavailable for comment. Paramount executives would not say whether there was another offer on the table.

"Her departure is indicative of changes



Terry Murphy had been with 'Hard Copy' since 1989.

that Paramount wants to make on the show," a Paramount spokesperson said. "And it is premature to speculate on any other changes."

The news hit the *Hard Copy* set two weeks ago when the show was going on its usual seven-week summer hiatus. This past season, Paramount executives made the first major change on the show in some time, sending co-anchor Barry

Nolan to New York on a full-time basis. Murphy was left to handle the West Coast anchoring chores in Los Angeles.

The question now is whether Nolan, who started as a senior correspondent and fill-in anchor on *Hard Copy* in 1989, will return in the fall. Sources say that his contract is up in September and Paramount executives are still deciding on his future status with the show.

Nolan was unavailable for comment, and Paramount executives would not comment on his status.

Hard Copy, which ran next to Paramount's *Entertainment Tonight* in key access time periods for the majority of the 90s, has been moved in some markets to earlier time periods and has seen its ratings slide a bit over the past two years. *Hard Copy* averaged a 3.1 national rating in the May sweeps, according to Nielsen Media Research—a figure decidedly below its national numbers from a few years back.

"Every show occasionally needs a retooling," says Bill Carroll, vice president and director of programming at Katz Media. "The show's ratings have slipped a little over the last few years, and its time periods have changed in a few markets. The show isn't going anywhere, since it is already cleared for the next few years. So a retooling looks like a good idea."

Hard Copy is renewed in more than 90% of the country for next season and in more than 50% of the country for the 1999-2000 season. ■

'60 Minutes II' in the works?

No deal yet on brand extension for CBS

By Steve McClellan

CBS News is downplaying reports that the news division has signed off on a second edition of *60 Minutes* and that *CBS Evening News with Dan Rather* executive producer Jeff Fager has been tapped to produce it. A second edition "is not a done deal," a news division spokesperson says.

Indeed, a second edition of the broadcast remains a gleam in the eye of corporate and entertainment executives who see the success that NBC and ABC have had turning single-edition magazines into multnight franchises.

Dateline has helped NBC News achieve annual pretax profits of \$115 million, NBC sources say, compared with annual losses of close to \$130 million in the early 1990s, before *Dateline* debuted. That success also earned anchor Stone Phillips a new multimillion dollar, multiyear deal to remain with the

show (B&C, June 29).

Annual profits at ABC News are now \$75 million, ABC sources say, in large part because of the 20/20 franchise, which has absorbed *PrimeTime Live* and will go to three nights in the fall.

60 Minutes is certainly one of the most profitable single programs in the history of television. Its contribution to CBS's bottom line over the past 30 years is said to exceed \$1 billion. Still, the news division has been in the red in recent years. But this year, analysts say, CBS News will turn a profit exceeding \$10 million. A second edition, corporate executives hope, would boost CBS News division profits even further.

CBS's top corporate brass are thrilled



that *60 Minutes* executive producer Don Hewitt has agreed to explore ways to make a possible second edition become a reality. "Obviously there's a lot of work ahead of us—but now that Hewitt's on board, it's fair to say a second edition is in development," one source says.

"This is an idea that is under very active consideration," is how CBS

News President Andrew Heyward describes the status of *60 Minutes II*. "Whether you chose to call that development, they are certainly overlapping terms. We are working on what this program would be, if we chose to do it."

While Hewitt has agreed to explore the possibilities, he has done so with very mixed feelings. "Don has made no secret of his concern that *60 Minutes'* reputation for excellence be preserved

Katie stays at 'Today'

NBC confirms that the network has reached an agreement with *Today* co-host Katie Couric to re-up with the show. Terms weren't disclosed, but sources say that Couric's new contract runs four years and will pay her some \$7 million a year. An NBC official declined to confirm how much the morning news star will be paid to remain with the program. Most in the industry believed all along that NBC would pay whatever it took to retain Couric.

Today is the leader by a wide margin among the morning network news shows. It has been doing as well or better in the salable demographics than ABC and CBS combined and commands about half of the almost \$400 million in advertising spent on the three shows annually. At deadline last week, NBC had issued no release about Couric—because, a spokeswoman said, the co-host had not yet signed the new contract. "We've reached an agreement," the spokeswoman said, although she said that she didn't know why the contract wasn't signed yet or when it would be.



Couric re-ups for a reported \$7 million per year.

—Steve McClellan

no matter what we do down the road," says Heyward of Hewitt. "I share that concern."

A second edition wouldn't premiere before midseason next year. No executive producer for *60 Minutes II* has been named, and the news division spokesperson denies that Fager has been tapped for the post. But as one of the network's top producer talents (he produced for *60 Minutes* before joining *Evening News*), Fager has to be considered a candidate, sources say.

Among the big three, NBC has been the pioneer in extending a magazine across multiple nights. Next season *Dateline* goes to five nights from four. After a shaky start in 1992, when a botched story on GM trucks almost killed the show in its first season, the series has become a highly rated and profitable enterprise. Sources say that the program's profits have grown 40% annually since 1995. ■

Wolf says shows can fly without pilots

Producer's knock on expensive system begins to open some doors

By Joe Schlosser

Head the one about the TV producer who died and was given a choice by St. Peter of whether to go to heaven or hell? After being shown an idyllic videotape of sex and partying in hell, he chose hell—only to discover when he got there that it was all fire, brimstone and torture. "This isn't what I saw in the video," he complained to the devil. "Oh, that was the pilot," the devil replied.

The story isn't new, but *Law & Order* producer Dick Wolf uses it to illustrate his continuing criticism of the pilot system: What gets on the air each year often bears little resemblance to the expensive first cuts that network executives see. It is a criticism that is starting to draw some support.

Plots and characters in pilots that are picked up are tweaked endlessly, Wolf argues. The vast majority of pilots are junked, and only a tiny percentage of shows that do make it to the schedule are renewed for a second year.

His solution: Junk the pilot system and make decisions about shows based on good scripts and short video vignettes that demonstrate the chemistry between characters.

"The pilot system is insane," he

says. "No other industry in the world would accept this kind of failure rate." Wolf's proposal to do away with the pilot system might itself have been dismissed as lunacy 10 years ago, when networks could still count on fat operating profits and relatively little cable competition. With profits shrinking and pressure from investors to cut costs, his ideas are getting a more receptive hearing.

"The pilot system is probably not the most economically sound system, and we are all looking for alternatives," says ABC Entertainment President Jamie Tarses.

For each of the 37 new shows that made this year's fall schedule, three or four didn't. Comedy pilots cost \$1 million—\$1.3 million apiece to produce, while dramas cost \$2 million—\$2.5 million apiece—tens of millions of dollars shelled out by networks and studios for wasted material.

The figures get even starker when you look at shows that return for a second year. Networks paid as much as \$120 million for 49 drama pilots for the 1997-98 season, and only 14 made the schedule, Wolf estimates. And only one of those dramas—*Ally McBeal*—is returning for a second season.

Wolf figures that networks and stu-

dios could cut costs by tens of millions of dollars if they simply paid writers \$100,000 to write scripts and had producers make 10-minute "proof-of-concept" presentations.

"You don't have to make pilots," he says. "You can tell in 10 minutes whether there is chemistry between the actors or not." Pilots don't give any better indication of a series' longevity than a good script, Wolf contends. His prime example: *Law & Order*. Rejected eight years ago by CBS, it was finally picked up by NBC's Warren Littlefield, who worried that the show couldn't keep up the pace of the pilot. Today, the program is the longest-running drama on TV, and last year it won an Emmy for best drama series.

Networks, of course, have long made special deals with such top producers as *ER*'s John Wells to put shows on the air based on rough sketches. But they've been much more reluctant to make such commitments to lesser-known producers, worrying that they'd lose their shirts on ill-formed ideas.

As networks start producing more of their own fare while cutting costs, they may be forced to consider doing without full pilots. "The whole concept of a full pilot is in question," Tarses says. "I wouldn't rule anything out." ■



STATION BREAK

By Dan Trigoboff

No news

The departure of top news personnel in St. Petersburg, Fla., has locals wondering whether Paramount plans to pull the plug on WTOG(TV)'s news broadcasts and possibly those of other Paramount stations. When contacted, WTOG general manager Mike Conway said only that "I'm not going to comment on rumors."

But the absence of corporate confirmation has done little to calm fears inside; several members of the news staff have been contacting nearby stations about jobs. At least two stations have pitched the idea of providing a branded news product for WTOG under contract, but so far the station has not indicated much interest.

The recently announced departures are sports anchor and former Tampa Bay Buccaneer Beasley Reece, news anchor Patrick Emory and—in particular—Steve Schwaid, who is the station's news director and the corporate news director for all 18 Paramount stations. Schwaid is leaving for Philadelphia's WCAU(TV). Emory's departure in the spring was reportedly related to disagreements with station management.

Local broadcasters say that although WTOG has news talent, it is not cost-effective to support a substantial news department in order to offer a single daily newscast—particularly in a market crowded with broadcast and cable news outlets doing four hours or more of news daily. "They

lose out on economies of scale," says one. "The expense is tough to justify with one broadcast." WTOG also has direct competition at 10 p.m. from the local Fox affiliate, WTVT(TV).

Ghost with the most

WBX(TV) Cleveland plans to bring back—presumably from the dead—Cleveland broadcast film host "The Ghoul," who haunted area TV and radio stations from the early 1970s until the mid-1980s. The popular wild-haired host, brought



The Ghoul gets to work in Cleveland.

to afterlife by Ron Sweed, began at WKBF(TV) Cleveland and was syndicated at various times to San Francisco, Los Angeles, Boston and Philadelphia. For a while The Ghoul relocated to Detroit. The Ghoul will host a weekly movie on Fridays, beginning this week.

On display

Quincy Jones Broadcasting has leased 22,000 square feet at New Orleans Shopping Center for WNOL-TV and says it will use the heavily trafficked location to "bring the station closer to our audience." Senior VP and GM Madlyn Bonnot says the master control areas and production suites

will be glass-enclosed for public view. In addition, a retail store is planned for the location.

The station also touts its proximity to both the Superdome and the new sports arena and says that it will begin marketing its production and post-production facilities aggressively to sports networks.

Let me stand next to your fire

Sioux Falls, S.D., ABC affiliate KSFY-TV reports that its campaign to purchase thermal imaging cameras for local firefighters has exceeded expectations, raising enough for three cameras. (One was the initial goal.) KSFY-TV General Manager Jack Hansen reports \$52,000 raised so far, with more coming in daily.

The cameras are valuable to firefighters because they can identify people in smoke and fire-filled structures as well as sense hot spots in walls, ceilings and floors. They also can be used to find victims in highway accidents and severe storms.

Brown joins Lee Broadcast

Davenport, Iowa-based Lee Enterprises has named Colleen Brown—currently president and general manager of NBC affiliate and Gannett station KPNX(TV) Phoenix—vice president of its broadcast group.

Brown joins Lee after 19 years with Gannett. Gary Schmedding, president of the broadcast group, says that Brown's talent for strategies and "operational excellence" will help to improve operations as the group moves toward digital broadcasting. Portland, Ore.'s KOIN (TV) has plans for transi-



Colleen Brown moves to Iowa.

tion to digital by Nov. 1999. Lee's other eight stations are scheduled to convert by May, 2002. Brown is a member of the NAB board of directors in addition to being active in various Phoenix civic groups. She has held executive positions in Greensboro, N.C.; Flagstaff and Kingman, Ariz., and Denver.

A coincidence?

Under the headline *U*bove, a letter-writer to the Orlando *Sentinel* asked: "Has anyone else noticed that since the wildfires in Central Florida have become the focus of local television news coverage, the area's crime rate appears to have fallen?"

Low-power LMA

St. Joseph, Mo.-based *S*News Press & Gazette will take over management of California's Coachella Valley low-power Fox affiliate, KDFX-TV, in November. *News Press & Gazette* purchased KESQ-TV in nearby Palm Desert in 1996. *News Press* will run KDFX under an LMA assigned from Los Angeles-based Lambert Television. *News Press* will also run KEYC-TV in El Centro, Calif., under an LMA with Pacific Media.

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



GET WITH THE PROGRAM

By Joe Schlosser and Michael Stroud

Twentieth drops Shoemaker

Magic Johnson will be going it alone on his latenight syndicated talk show. Johnson's sidekick, comedian Craig Shoemaker, has been dropped from the three-week-old show. A Twentieth Television spokesperson confirmed that Shoemaker is gone, but would not elaborate on his dismissal. The Twentieth spokesperson also said Shoemaker will not be replaced; bandleader Sheila E. will have a more active role in the show. When the show launched, Shoemaker sat next to Johnson at the start of the show and then did his own mini-monologue or comedy routine each night. His role was quickly downgraded after the first week to a member of Johnson's on-air comedy team. Shoemaker, who was added to the show just two weeks before it debuted, was unavailable for comment.



Grammer adds another two years to his 'Frasier'.

Raise for 'Frasier'

Frasier star Kelsey Grammer's salary will rise 40%, to more than \$400,000 per episode, as part of a deal with Paramount Television that will

keep his production company with the studio through the end of the century, sources say. Grammer's deal also includes an undisclosed piece of the show's back end profits. Grammer's Gramnet Productions, based at Paramount, made comedy *All Fired Up* and pilot *All Together Now* for NBC. Meanwhile, NBC agreed to pay more than \$3 million an episode to Paramount to extend the show for at least two seasons beyond its upcoming sixth, sources say. NBC and Paramount officials declined comment, and Grammer couldn't be reached.

'Fawly' connection

CBS has ordered nine episodes of John Larroquette's *Payne* for midseason. The show is based on Britcom *Fawlty Towers*, which was a hit for ex-Python John Cleese in the late 1970s in Britain and was imported to the U.S. by PBS. *Payne* features Larroquette in the Cleese role as a reluctant innkeeper. It is not the first attempt to duplicate the comedy. Bea Arthur of *Maude* fame starred in an extremely short-lived adaptation, *Amanda's*, on ABC in 1983.

Genius?

No, sitcom acting

Saturday Night Live alumnus Jon Lovitz has emerged as a top candidate to take over slain actor Phil Hartman's place on the NBC comedy *NewsRadio*, sources say. Lovitz was close friends with Hartman, who had also been an *SNL* veteran. Another *SNL* regu-

lar, Rob Schneider, and Patrick Warburton, who played Elaine's boyfriend on *Seinfeld*, are also said to be candidates for the role.

'Sentinel' returns to duty

UPN has brought back its previously benched action series *The Sentinel* and has ordered two comedies for midseason. UPN ordered 13 episodes of *The*



'The Sentinel' is set for a midseason return.

Sentinel, about a police detective with heightened senses, following a fan letter and phone campaign for the show, which ceased its run at the end of last season. The network also ordered six episodes apiece of Castle Rock Television's *Nicki* and Jim Henson Productions' *Home Team* for midseason. The shows join its animated series, *Dilbert*, as midseason pickups.

Natural born killer bees?

Are the Not Ready for Prime Time Players ready for the big screen? NBC is considering a proposal to co-finance with Paramount Pictures a series of movies based on *SNL* sketches in return for a piece of potential profits.



Steve Harvey will continue to host 'Showtime.'

'Apollo,' we have liftoff

After a series of setbacks, Western International Syndication has announced that production for the 12th season of *It's Showtime at the Apollo* will begin in August. The syndicated series has been cleared in more than 80% of the country and will continue to be hosted by comedian Steve Harvey.

Fit for syndication

Phoenix Communications Group is syndicating a pair of cable fitness programs for the first time: *Fitness Beach* and *Flex Magazine*. Both had their first runs on EPSN2. The shows are available as half-hours or in an hour block for fall 1998.

Fox teams with Mindless

Mindless Entertainment has signed a production deal with Fox Television Studios to produce comedy, drama and reality pilots for Fox Broadcasting, FX and Fox Family Channel. The minds behind *Mindless* are Gary Auerbach (*Singled Out*, *The Jon Stewart Show*) and Mark Cronin (*Singled Out* and various Howard Stern projects).

Study blasts Baltimore news

Says crime stories out of proportion to problem, but pollster says data don't support conclusion

By Dan Trigoboff

A study of Baltimore TV concludes that the emphasis of local news on crime is scaring people out of the city, even as crime rates drop.

But local TV defended its coverage, and the study's pollster quickly distanced itself from the report's more critical findings.

In his Project on Media Ownership's *It's A Crime: The Economic Impact of Local TV News in Baltimore*, New York University Professor Mark Crispin Miller says that "anchors and reporters dwell obsessively on local crime and other telegenic instances of pain and suffering.

"Despite their obvious talent, and despite their clear concern for Baltimore's well-being, those professionals are over-zealous in their crime coverage, which...crowds out other, more important stories."

Miller, who has lived in Baltimore for years while teaching at Johns Hopkins University, says that the problem is not poor news judgment but "great commercial pressure from on high." He found that nearly 40% of local newscasts from four stations studied over a three-week period this spring was devoted to crime, and nearly 10% to accidents and disasters. That left little time, he concluded, for reporting on government, education, business the environment or health.

Reaction to the study from local news leaders was predictable and negative. Katherine Greene, who was news director at WBAL-TV until last week (she is now at Washington's WTTG) disputes Miller's conclusions and his notion of corporate pressure: "We're like the viewers. We get sick of crime coverage too." She concedes that WBAL-TV's maxim of "live, local, late-breaking" lends itself to crime coverage, but "the safety issue makes crime one of the most important stories."

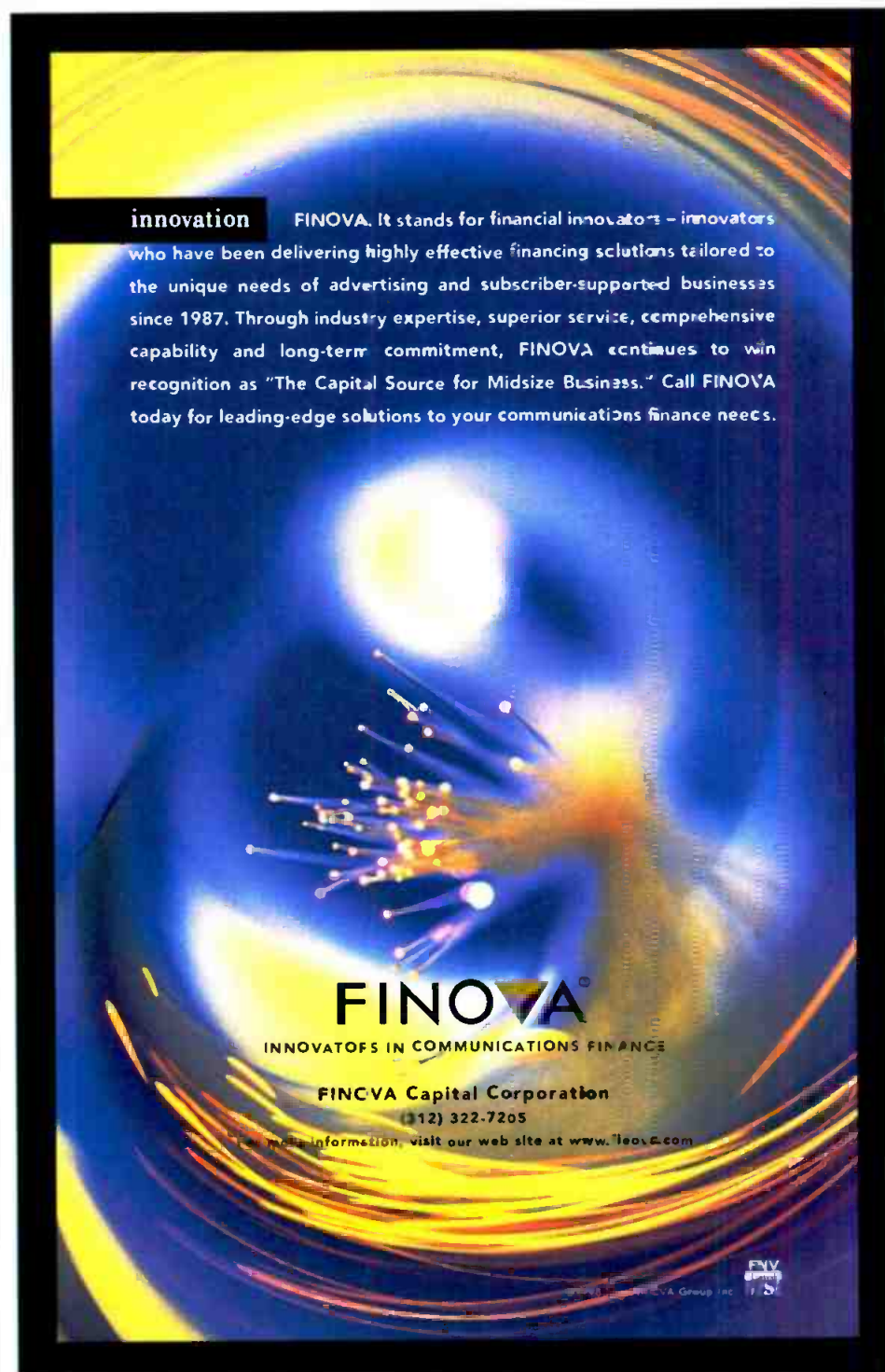
Yet Miller's study suffered quickly from a defection from its ranks. Public Agenda, a New York-based research group that polled Baltimore viewers for the study, said that Miller's findings distorted the data to support Miller's bias.

Public Agenda's *Crime, Fears and*

Videotape, a second part of the study, supports Miller's notions that area residents had considerable fear about crime, that "good news about declining crime rates has yet to penetrate" and that many polled think local crime cov-

erage is unfair to minorities. But Public Agenda also finds that fear of crime is based partly on experience, and that, overall, local TV "gets good marks from Baltimore area residents."

Miller says he was surprised by Public Agenda's reaction and called the complaints "trivial and ridiculous. What we have here is a difference of opinion on tone." ■



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JUNE 22-28

Broadcast network prime-time ratings according to Nielsen



PEOPLE'S CHOICE

For the second week in a row, news magazines accounted for half of the top 10 shows; veteran '60 Minutes' was number one.

Week 40	abc	CBS	NBC	FOX	U/PIN	WB
	7.1/13	6.4/11	5.9/11	4.2/8	1.7/3	2.6/5
MONDAY	8:00 50. America's Funniest Home Videos 5.5/10 9:00 6. 20/20 9.2/16 10:00 20. The Practice 6.7/12	8:00 20. Cosby 6.7/13 30. Ev Loves Raymd 6.2/11 65. Cybill 5.0/9 79. George & Leo 4.3/7 11. 48 Hours 8.2/14	72. Suddenly Susan 4.7/9 70. Caroline in/City 4.8/9 72. Caroline in/City 4.7/8 76. Veronica's Closet 4.4/7 9. Dateline NBC 8.4/15	90. Damon 3.3/6 92. Getting Personal 3.2/6 57. Ally McBeal 5.3/9	106. Love Boat: The Next Wave 1.9/4 111. Clueless 1.6/3 116. Clueless 1.4/2	93. 7th Heaven 2.9/5 97. Buffy the Vampire Slayer 2.4/4
TUESDAY	8:00 43. Soul Man 5.6/11 8:30 57. Smthng So Right 5.3/10 9:00 17. Home Imprvmt 7.2/13 9:30 33. Two Guys, A Girl 6.0/11 10:00 33. NYPD Blue 6.0/11	38. JAG 5.8/11 33. CBS Tuesday Movie— Million-Dollar Babies, Part 2 6.0/11	56. Mad About You 5.4/11 39. NewsRadio 5.7/11 8. Frasier 8.6/15 12. 3rd Rock tr/Sun 8.1/14 2. Dateline NBC 10.3/18	65. Fox Tuesday Night Movie—Desperado 4.9/9	113. Moesha 1.5/3 110. In the House 1.7/3 111. Malcolm & Eddie 1.6/3 113. Good News 1.5/3	102. Buffy the Vampire Slayer 2.2/4 104. Invasion America 2.1/4
WEDNESDAY	8:00 39. Spin City 5.7/12 8:30 27. Dharma & Greg 6.3/12 9:00 20. Drew Carey 6.7/12 9:30 79. Ellen 4.3/8 10:00 14. PrimeTime Live 7.9/14 10:30	57. The Nanny 5.3/11 66. The Simple Life 4.9/9 27. Public Eye with Bryant Gumbel 6.3/11 43. Chicago Hope 5.6/10	66. 3rd Rock tr/Sun 4.9/10 72. NewsRadio 4.7/9 57. 3rd Rock tr/Sun 5.3/10 50. Working 5.5/10 23. Homicide: Life on the Street 6.6/12	33. Fox Summer Movie Special—Legion of Fire: Killer Ants 6.0/11	113. The Sentinel 1.5/3 99. Star Trek: Voyager 2.3/4	106. The Smart Guy 1.9/4 104. The Smart Guy 2.1/4 97. The Wayans Bros. 2.4/4 96. Steve Harvey 2.5/4
THURSDAY	8:00 79. One Life to Live Special 4.3/9 8:30 9:00 95. Prey 2.6/5 9:30 10:00 43. ABC News Thursday Night 5.6/10 10:30	43. Promised Land 5.6/11 13. Diagnosis Murder 8.0/15 27. 48 Hours 6.3/12	15. Friends 7.6/16 17. Suddenly Susan 7.2/14 5. Seinfeld 9.7/18 2. Just Shoot Me 10.3/19 2. ER 10.3/19	39. World's Wildest Police Videos 5.7/12 87. New York Undercover 3.7/7		
FRIDAY	8:00 57. Sabrina/Witch 5.3/12 8:30 63. Boy Meets World 5.1/11 9:00 82. Reflections on Ice 4.2/9 9:30 10:00 7. 20/20 8.9/18 10:30	62. Kids/Darndest 5.2/12 50. Candid Camera 5.5/12 76. Family Matters 4.4/9 70. Step by Step 4.8/10 39. Nash Bridges 5.7/11	63. Dateline NBC 5.1/12 50. NBC Friday Night Movies—Dying to Belong 5.5/11	89. Beyond Belief: Fact or Fiction? 3.6/8 90. Millennium 3.3/7	KEY: RANKING/SHOW [PROGRAM RATING/SHARE] • TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED • TELEVISION UNIVERSE ESTIMATED AT 98.0 MILLION HOUSEHOLDS; ONE RATINGS POINT IS EQUAL TO 980,000 TV HOMES • YELLOW TINT IS WINNER OF TIME SLOT • (NR)=NOT RANKED; RATING/SHARE ESTIMATED FOR PERIOD SHOWN • *PREMIERE • SOURCES: NIELSEN MEDIA RESEARCH. CBS RESEARCH • GRAPHIC BY KENNETH RAY	
SATURDAY	8:00 94. Timecop 2.8/7 8:30 9:00 43. ABC Saturday Night Movie—The Real McCoy 5.6/12 9:30 10:00 10:30	82. Dr. Quinn, Medicine Woman 4.2/10 75. Early Edition 4.6/10 23. Walker, Texas Ranger 6.6/14	76. NBC Saturday Night Movie—The Brady Bunch 4.4/10 87. Profiler 3.7/8	66. Cops 4.9/12 50. Cops 5.5/13 43. AMW: America Fights Back 5.6/12		
SUNDAY	7:00 7:30 85. Wonderful World of Disney—Lassie 3.8/8 8:00 8:30 9:00 30. ABC Sunday Night Movie—Abandoned and Deceived 6.2/11 9:30 10:00 10:30	1. 60 Minutes 10.6/23 10. Touched by an Angel 8.3/16 15. CBS Sunday Movie— Mary and Tim 7.6/14	85. TV Censored Bloopers 3.8/8 19. Dateline NBC 7.1/14 23. Frasier 6.6/12 50. Working 5.5/10 43. Law & Order 5.6/10	84. World's Funniest! 3.9/9 30. The Simpsons 6.2/13 33. King of the Hill 6.0/11 26. The X-Files 6.4/12		116. Nick Freno 1.4/3 108. The Parent 'Hood 1.8/4 99. Sister, Sister 2.3/5 99. Jamie Foxx Show 2.3/4 102. Unhap Ever After 2.2/4 108. Alright Already 1.8/3
WEEK AVG	5.6/11	6.3/12	6.2/12	4.9/10	1.7/3	2.2/4
STD AVG	8.0/14	9.2/16	10.0/17	6.8/11	2.7/4	3.0/5

Radio network to broadcast to U.S., Europe simultaneously

Programming described as 'radio with a conscience'

By Elizabeth A. Rathbun

Radio Voyager Network hopes to be the first 24-hour network to simultaneously reach Europe and the U.S. with "radio with a conscience."

Founders Paul Bartishevich and William Torrey are investigating satellite providers that reach the continental U.S. and Europe. They plan to have Radio Voyager broadcasting from studios in Washington starting Sept. 15.

Torrey, formerly director of Voice of America Europe, says that Radio Voyager—which will be provided free to affiliates—is not meant to replicate that federal government-sponsored service, which folded in January 1997. However, it is modeled on VOA's English-language format of contemporary "music and more," which he says was a runaway hit in Europe.

The two founders are convinced it will be a hit in the U.S., too. "The



domestic radio marketplace is a bit stale," Torrey says. Adds Bartishevich, "There is no question in my mind [that] there is room for a new radio format. None."

With about 30 radio stations sold on the idea in Europe, Bartishevich and Torrey are launching their quest for U.S. affiliates. They hope to have 40 to 50 lined up by launch time.

Besides two minutes of network advertising per hour, 12 minutes of local programming and two minutes of news at the top of the hour from United Press International, Radio Voyager will feature "information bursts" of up

to 90 seconds each, four times an hour. These bursts will address such issues as race, the environment, health and new technology (hence the slogan, "radio with a conscience").

The bursts will be developed by civic and educational groups, including the Wildlife Conservation Society and the Center for Marine Conservation. Sponsorship will come from corporate sponsors and foundations to be announced. Listeners can follow up on a topic by going to Radio Voyager's future Website.

"A Radio Voyager listener, at the end of an hour [and] whether they want to or not, will have absorbed a great deal of information," Torrey says.

"We want to have global reach," but without a credo of "profit at any cost," Bartishevich says.

Radio Voyager is targeting a wide demographic of English-speaking, better-educated 18-to-44-year-olds. That adds up to a potential audience of nearly 750 million, Radio Voyager press materials say. It will be a market-exclusive service, so "we'd like to have a station in every market, and we see that as a reasonable goal," Bartishevich says. ■



Conan on the radio

Late, late-night talk show host Conan O'Brien soon will be heard in day-parts other than the wee hours of the morning (or late evening in the Central time zone). United Stations Radio Networks (USRN) says that highlights of O'Brien's opening monologues from his nightly NBC TV show will be offered in daily

two-minute features starting Aug. 1. USRN says that more than 200 stations already have signed on for *Conan on Radio* and will **Cool Radio.**



Kicking off 'Conan' are (l-r): USRN Chairman Dick Clark; VP/radio syndications Beth Tepper, VP/programming Andy Denmark and senior VP/ad sales Jim Higgins.

be afforded market exclusivity. The redheaded host's daily comedy bits have a major national sponsor, international hair salon chain Supercuts. The syndicated strip will be packaged by Market Leader (which also spins TV's *Wheel of Fortune* for radio) and produced and distributed by USRN. Highlights of O'Brien's monologue, taped nightly before a studio audience, will be sent by satellite to affiliates the following day.

Big Apple revenue up more than 7%

Advertising revenue in the New York market jumped 7.2% (to \$214.1 million) in the first five months of this year, according to the accounting firm

of Miller, Kaplan, Arase & Co. Local sales for January-May climbed 7.5%, to just under \$180 million, while national sales rose 5.9%, to \$34.6 million.

Auto dealers (at \$4.886 million) and TV stations/networks (\$3.245 million) were the largest-spending categories so far this year, with utilities/communications/cellular in third place (\$1.96 million), followed by financial services (\$1.6 million) and health care (\$1.57 million).

Ad revenue for May—\$52.4 million—was 5.7% higher than in May 1997. Local sales increased 6.1%, to \$44.7 million, and national business for the month rose 4.1%, to \$7.7 million, according to New York Market Radio (NYMRAD).

Hallmark, Henson buy into Odyssey

Two companies pay \$100 million for major interest in cable channel

By Donna Petrozello

Hallmark Entertainment and Jim Henson Productions have found an outlet for their family-oriented programming in Odyssey Channel.

Henson/Hallmark sank \$100 million in cash and programming into Odyssey Channel last week, precipitating yet another evolution for the family values network and giving the two companies instant access to 30 million cable subs (far easier than launching a network in the current market).

In return for their investment, Hallmark and Henson will split a 45% stake in the channel, creating a four-way partnership with Odyssey's existing owners—Liberty Media Corp. and the National Interfaith Cable Coalition.

Bringing in new partners reduces Liberty Media's stake in the channel from 49% to 32.5% and NICC's share from 51% to 22.5%, according to a Liberty spokesperson. Odyssey is expected to generate about \$21 million in ad sales and revenue fees in 1998, according to Paul Kagan Associates. According to sources familiar with the network's expenses, it would barely have broken even this year if the ownership and programming structures had remained unchanged.

The restructuring reduces yet again NICC's share of the channel it founded in 1988 as Vision Interfaith Satellite Network (VISN).

Between 1988 and 1995, the channel was the Faith & Values Channel. NICC formed an ownership partnership with Liberty Media in 1995 and renamed the channel Odyssey. The NICC maintained its majority share and managing control of the network within the Liberty partnership until last week's announcement.

Cable industry sources say that Liberty Media, which has kept Odyssey afloat in lean financial times, was actively seeking partners to rejuvenate the channel. Odyssey's average ratings in prime time typically hover in the .1 to .2 range, though ratings for some of its movies hit



Hallmark Chairman Robert Halmi, who produced 'The Odyssey' miniseries (above) with help from Jim Henson Productions, is teaming up with Henson on a new Odyssey, the cable channel.

a peak .4 or .5 rating. Odyssey claims 30 million subscribers through carriage over 1,500 basic cable systems, Primestar and the C-band signal.

Cable industry sources speculate that Henson and Hallmark were attracted to Odyssey as an outlet for creative projects that mesh with Odyssey's wholesome, family-oriented agenda. The NICC also concluded that Henson and Hallmark would be appropriate partners, say sources familiar with the deal.

Hallmark's library includes Hall-

mark Hall of Fame productions and the series *Lonesome Dove*, among other family fare. Its upcoming projects include a 10-part series on the Bible, a special on Noah's Ark and a profile of Mother Teresa.

Liberty Media, Hallmark and Henson are keeping mum on any specific programming changes that may result from the restructuring. Industry sources say Odyssey not only will draw heavily on the Henson and Hallmark libraries but also will provide a platform for originals. One source describes Henson and Hallmark as a good fit with the network because their original projects are often message-driven.

However, Odyssey is not expected to renege on certain programming promises it has made to operators—including promising not to entirely abandon its religious offerings. Odyssey's regular series include the animated *Davey & Goliath* along with interdenominational church services. In prime time, Odyssey slates several off-net series, including *Trapper John, M.D.* ■

IP telephony: Does AT&T have its number?

Telco is putting its local phone ambitions in the hands of a new, untested technology

By John M. Higgins

By deciding to rely on Tele-Communications Inc.'s cable systems as its route into consumers' homes, long-distance giant AT&T Corp. is betting on a promising but unproven technology—IP telephony—to traffic telephone calls the way America Online traffics Web pages.

In many ways, IP—for Internet protocol—telephone services seem like an ideal solution for cable operators seek-

ing to extract completely new revenue out of the millions of miles of copper they have strung across America. The same cable networks that are prepped for high-speed Internet service are expected to be readily adapt to carrying telephone calls along the same pipe. A phone call will be parsed into millions of digital packets that are merged into a pipe with thousands of other calls—then sorted out and sent to the appropriate phone on the other end.

This is different from telephone ser-

vice offered on limited basis by MSOs like Cox Communications Inc., MediaOne Group Inc. and Cablevision Systems Corp. Those operations are "circuit-switched"—they traffic voice over cable to a conventional telephone switch, which treats it much like an ordinary phone call.

TCI President Leo Hindery says that he believes in IP telephony "passionately, absolutely passionately. The economics are so compelling, the quality is so high."

But IP telephony is unperfected. Some companies are using digital IP over dedicated networks—notably Qwest, which made a splash recently by agreeing to acquire fifth-ranked long distance carrier LCI Communications. But no one has tried it over anything as widespread and "noisy" as a cable system, and severe kinks need to be ironed out.

"It's more deplorable than deployable," says an executive at one major MSO that's been looking at IP telephony. The biggest snag is "latency": delays in the travel of some voice data packets as they course through the networks. Other problems include the inability to readily offer such common telephone features as call waiting and call forwarding—and even a dial tone.

Those problems probably will be solved by software improvements. "There are some big speed bumps, but they're fixable speed bumps," the executive says. Some industry executives and analysts believe that IP telephony will be ready for the market in 18-24 months. But others worry that it will take as long as five years.

A few basic elements of IP telephone over cable that are particularly important: IP telephony does not actually use the traffic-jammed Internet, only its standards. IP telephony is dramatically more affordable than other methods if operators already are investing the capital to widely deploy cable modems that can do double duty. One big impediment remains power—ensuring that each element of the network has a backup electricity source. However, if AT&T can save money on local access payments to Baby Bells, the long distance carrier may be able to get a reasonable return even if other operators cannot.

"Internet protocol" evokes images of foreign college students using headsets attached to their Packard Bell PCs to make virtually free calls home via their Netcom accounts. Those calls are often



"It's in the access market where work still needs to be done."

—Cox's Mark Davis

broken up as bits of conversation get clogged up with spam and other unwanted material.

But calls over a cable system would get switched to a separate dedicated network with much higher, controllable quality. "Most people think IP telephony is telephone over the Internet," says Bear Stearns & Co. analyst Ray Katz. "They

don't realize what we're talking about is using IP protocol—this is the key here—on a managed network. IP protocol on the unmanaged Internet is a whole different ball of wax."

Even so, latency delays are a major issue. IP telephone conversations pause the way Home Box Office movies occasionally get snagged coming out of their digital file servers. The data packets don't all line up in a row the way they're supposed to. Missing a few seconds of "Ghost" is one thing, but interrupting Grandma's phone conversation is another.

"You know how e-mail goes: Sometimes all the pieces don't get put together for a couple of days?" says Sanford

AT&T outlines TCI upgrade costs, telephony strategy

AT&T estimates it will spend \$4.4 billion to modernize and maintain TCI cable systems over the next five years, as well as an average cost of \$400 per customer to provide IP telephony in TCI markets.

AT&T plans to spend \$1.3 billion to upgrade 90% of TCI systems by 2000, with TCI spending \$500 million on upgrades before the deal closes. Additional maintenance costs are estimated at \$1.3 billion per year, or \$35 per video subscriber, for the systems. And upgrading to digital set-tops is estimated at \$1.8 billion, or \$175 per sub.

David Nagel, AT&T chief technology officer and president of AT&T Labs, provided those estimates in a briefing last week on technical integration and costs related to the merger. To enable telephony, AT&T foresees attaching external network interface unit boxes to homes, with a modem interface inside enabling 10 Mb/s Internet connection speeds.

Assuming further upgrades to enable packet telephony, costs of \$400 to \$500 per customer are projected for those choosing phone service only and \$300 to \$400 per customer for those adding telephony to existing cable service, according to Lew Chakrin, AT&T vice president of corporate business development. The figures are based on an estimated 30% penetration of 17 million households with IP telephony service. Next year's cable modems are expected to have built-in IP telephony capability or upgrade paths.

Packet telephony requires only 16 kb/s per line versus 64 kb/s for standard voice service, according to Nagel, who says that the type of circuit-switching used by TCI for IP telephony in its Hartford, Conn., system would be an interim step only. "Once you go to packet telephony, you get more efficient use of the whole system," he says.

Nagel called single-bill, one-stop shopping for TCI subs "imperative," with a fresh focus on service. "What I want is to make a simple phone call or—even better—click a Website and have someone show up a short time later and leave with everything working," Nagel says.

AT&T engineers want to explore integration of AT&T Internet technologies with @Home—including new chat and talk technologies introduced last week—as they look to offer a range of Internet access services at various speeds.

—Richard Tedesco

C. Bernstein & Co. analyst Tom Wolzien. "The same thing happens here."

The CableLabs Packet Cable Group is addressing the latency issues, but the tolerances are extremely small. Voice signal latency as minute as 200 milliseconds—1/5,000 of a second—renders IP telephone non-competitive with Baby Bell standards. But a prototype with a built-in modem exists that would enable ready translation of an analog voice signal into packetized data.

"In the long-haul networks, all are showing great strides in making it work," says Mark Davis, Cox's director of engineering and telephone technology. "It's in the access market where work still needs to be done."

Costs are an issue. Assuming penetration hits some 20% of homes passed, the cost of conventional cable telephone runs about \$550-\$600 per telephone subscriber. That's about \$200 cheaper than estimates from about three years ago, when MSOs like TCI and Time Warner Cable backed off from the business.

One industry executive says that adding backup power to the system runs about \$20 per home passed, regardless of how many customers



Missing data packets are a problem for IP telephony.

—Sanford Bernstein's Tom Wolzien

eventually are signed up. Each line added requires about \$25-\$50 in head-end controller costs and \$75-\$100 per line in phone switch costs. Each phone subscriber requires a network interface unit (NIU) connecting the cable system to household phone wiring that runs about \$350 per home.

IP telephony won't be cheaper, and may be more expensive. Switches will be replaced by simpler Internet routers if they prove able to handle the traffic. The functions of the NIU will be handled by a third-generation cable modem that can handle both talkers and surfers. However, the cable modem needs to be accompanied by a line card that will interface with the household telephone wiring and do things that a cable system cannot do, like shoot electricity through the wiring to make the phones ring when someone calls.

Those costs—except the line card—may come down. But if IP telephony isn't cheaper, why bother? Because the cable modem does double duty. It can offer consumers phone and high-speed Internet service, bringing in two revenue streams from the same \$350 piece of equipment.

And TCI's vision has been to incorporate cable modems in digital set-top boxes and widely deploy the equipment that otherwise serves to expand channel capacity. TCI Chairman John Malone sees consumers surfing from their TV sets to interact with *Buffy the Vampire Slayer* for just a little money.

AT&T can try a cheaper route by configuring its system to handle long-distance calls only. That partly avoids the system-reliability issues but also cuts the revenue potential. Other complicating issues include the condition of TCI's plant, which is below the standards of some of its peers. Voice traffic isn't very tolerant of noise in the system, and TCI's is not highly regarded on Wall Street. TCI's Malone defends his systems as "equal to" those of TCI's peers and notes that the company is far ahead in deployment of digital cable.

However, that neglects one of TCI's major motives for pursuing digital so strongly: Its systems lack the capacity to readily add more channels any other way. ■

Price Colman and Richard Tedesco contributed to this story

FCC's cable rules up for review

By Chris McConnell

As they plan their postmerger cable strategy, AT&T executives and others in the cable industry will be keeping an eye on the FCC's cable ownership limits.

Regulators late last month proposed tinkering with the limits on the number of cable systems that a company can own. Current regulations set the limit at 30% of homes passed nationwide, although the FCC has never enforced the rules because of an ongoing court challenge.

The commission asked whether the 30% cap should remain and whether the limit should be based on the percentage of subscribers rather than on the percentage of homes passed.

Cable lawyers say that the dormant rules could loom large on the industry's horizon should they survive the court challenge. Several point to Tele-Communications Inc., which they say is near the current cap.

"With the flurry of deals announced over the last several months, it is clear that TCI has breached, or will soon breach, the 30% limit," Commissioner Gloria Tristani said, adding that she would have preferred the FCC to start enforcing the limits now. "Under these circumstances, the 30% limit we are reaffirming today may be rendered moot unless the stay is lifted."

Lobbyists say a key issue will be how the commission defines system ownership. In a companion rulemaking, regulators asked how the attribu-

tion rules should treat partnerships and joint ventures among companies.

"That could be a concern," Washington cable lawyer Wesley Heppler says of the effort to define cable ownership. Heppler and others say that the outcome could significantly affect the number of subscribers attributed to TCI.

Cable lawyer Arthur Harding applauds the commission for bringing up the attribution issues before pending deals close.

The National Cable Television Association's Daniel Brenner and other cable lawyers, meanwhile, also welcome a provision of the proposal that asks whether the ownership limits should consider the presence of all multichannel distributors in the market—not just cable systems. ■

"I understood at a very young age that the news media interprets news."



Jack T. Pottle

President and
Chief Operating Officer
Fanch Communications, Inc.

Member
C-SPAN Board of Directors

“When I was a child in Denver, whenever we would personally see something newsworthy, my father would sit me down, and we would read the coverage of that event in both local newspapers. We would monitor the kind of pictures that they would show of candidates and analyze them according to whether the papers were endorsing the candidate or not. I understood at a very young age that the news media interprets news. There is an inherent bias in what they do.”

“When I was at Colorado College, I spent time living in downtown Chicago in an urban studies program doing community organizing in low-income communities. The program focused around housing issues at a time when there was a big HUD scandal in Chicago. It was a fabulous thing to do—getting away from campus and learning about a different aspect of life.”

“I have three children. I have a son who is a sophomore at Cornell, a daughter who is a senior in high school and a son who is in third grade. I probably look at education as most parents do, in that I really just want to make sure that my children get a solid grounding. I want to make sure our children can read well, write well and have an appreciation of American history and culture. I think my children have received an extraordinary education—we live in a multicultural community with great schools and dedicated educators—it’s been terrific.”

“I still find cable an immensely exciting business. It’s a business that changes every day. There’s always a new challenge to confront. From a cable perspective, my mentor was June Travis. I hope I have been able to pick up some of her strengths and talents as a manager—caring about the individuals who work for the company, understanding that the strength of the cable business is the men and women who, day after day, go out and serve our customer.”

“What we try to do is provide a breadth of programming to our customers. And C-SPAN is a part of that breadth, which is important to us. What I enjoy C-SPAN for is simply the unvarnished news—showing our government at work without any interpretation. That’s the brilliance of C-SPAN.”

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GI buys TCI set-top centers

TCI gets GI stock in exchange for assets and licensing rights to HITS service business

By Donna Petrozzello

In a deal that some analysts described as a logical next step in the deployment of digital, Tele-Communications Inc. reached a definitive agreement last week to turn over its authorization center business to General Instrument Corp. for an estimated \$576 million in stock.

Terms of the deal call for GI to transfer 21,356,000 shares of its newly issued stock to TCI. In return, GI acquires the assets and licensing rights to operate the digital set-top authorization center business for subscribers to TCI's Headend-in-the-Sky (HITS) service.

The shares represent about 10% of the fully diluted equity shares of the

GI General Instrument



company, according to General Instrument.

GI stock traded last week at an average \$26-7/8 per share.

TCI's HITS authorization center oversees distribution and billing for programming distributed via HITS. Last week's agreement brings a deal crafted last December a step closer to completion.

Acquiring operational control over the HITS authorization center is a natural fit for General Instrument, which plans to distribute at least 15 million advanced Next Level digital set-top boxes over the next three to five years.

GI already has deployed more than a million interactive digital cable set-top terminals and more than 500 digital headends. The company reported annual sales of \$1.8 billion for its cable and satellite TV operations last year.

The deal benefits TCI, which has committed to buying 6.5 million–11.9 million of the 15 million GI boxes in exchange for a 16% equity interest in GI/Next Level.

In addition, TCI Ventures gains a 10% equity interest in GI as a result of GI's acquisition of the digital authorization business from TCI's HITS.

The deal does not affect TCI's control of the programming content of HITS.

"With this deal, TCI consolidates two assets," says Gary Farber at Cowen & Company. "TCI has plans to order 6.5 million to 11.9 million digital set-top boxes, and TCI is a significant owner of General Instrument. This also rounds out what GI is offering in terms of digital services."

General Instrument is expected to encourage sales of its authorization center services to small and midsize MSOs who might otherwise establish the same type of service in the individual headends in each of their systems.

"The HITS authorization center eliminates the need for individual services in the headends of separate cable systems," says Dan Sutorius, senior director of marketing for digital network systems at General Instrument.

"That's key for small and midsize operators because maintaining the authorization services at the individual headends can be costly." ■



CABLE'S TOP 25

PEOPLE'S CHOICE

Two ESPN shows airing June 28 made it into basic cable's top 10: the Yankees-Mets game and NASCAR's Save Mart/Kragen 350.

Following are the top 25 basic cable programs for the week of June 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

Rank	Program	Network	Day	Time	Duration	Rating Cable	U.S.	HHS (000)	Cable Share
1	South Park	COM	Wed	10:00P	30	5.1	2.6	2,533	8.4
2	WWF Wrestling	USA	Mon	10:00P	63	4.5	3.3	3,281	7.3
3	MLB: N.Y. Yankees vs. N.Y. Mets	ESPN	Sun	8:00P	192	4.3	3.2	3,150	7.7
4	WCW Monday Nitro	TNT	Mon	10:00P	60	4.2	3.2	3,094	7.0
5	WWF Wrestling	USA	Mon	8:57P	63	4.1	3.1	3,007	6.5
5	WCW Monday Nitro	TNT	Mon	8:00P	60	4.1	3.1	3,003	7.7
7	WCW Monday Nitro	TNT	Mon	9:00P	60	4.0	3.0	2,918	6.7
8	NASCAR: Save Mart/Kragen 350	ESPN	Sun	4:20P	187	3.8	2.9	2,846	9.3
9	Movie: 'An Unexpected Life'	USA	Wed	8:59P	121	3.7	2.8	2,759	6.4
10	The Brady Bunch	NICK	Sun	9:30P	30	3.5	2.6	2,543	5.8
11	The Brady Bunch	NICK	Sun	10:00P	30	3.2	2.4	2,345	5.4
11	Blues Clues	NICK	Mon	9:30A	30	3.2	2.4	2,307	11.8
13	Thunder	TBS	Wed	9:06P	69	3.1	2.4	2,310	5.4
13	Movie: 'Die Hard'	USA	Fri	9:00P	150	3.1	2.3	2,284	6.1
13	Rugrats	NICK	Sat	10:00A	30	3.1	2.3	2,282	11.0
13	Rugrats	NICK	Tue	7:30P	30	3.1	2.3	2,226	6.0
13	Road Rules VI	MTV	Mon	10:00P	60	3.1	2.2	2,122	5.0
18	The Brady Bunch	NICK	Sun	9:00P	30	3.0	2.2	2,172	5.1
18	Blues Clues	NICK	Wed	9:30A	30	3.0	2.2	2,151	11.6
18	The Brady Bunch	NICK	Thu	9:00P	30	3.0	2.2	2,147	5.2
18	The Real World VII	MTV	Tue	10:00P	30	3.0	2.2	2,110	5.1
22	The Brady Bunch	NICK	Mon	9:00P	30	2.9	2.2	2,137	4.6
22	Rugrats	NICK	Thu	7:30P	30	2.9	2.2	2,121	5.9
22	Blues Clues	NICK	Tue	9:30A	30	2.9	2.2	2,110	11.5



EchoStar gives nod to Noggin

EchoStar Communications Corp. is the first DBS operator to sign up for Noggin, the 24-hour educational cable network and online site that is a joint venture of Nickelodeon and The Children's Television Workshop. EchoStar says it will roll Noggin out on its DISH network in January, 1999, when the channel is expected to debut. EchoStar's DISH is available to 1.3 million homes. DISH's other MTV Networks' offerings include TV Land, the East Coast and West Coast feeds of Nickelodeon, MTV, M2, MTV Español and VH1.

E! tops 50 million

Speaking of noggins, E! Entertainment Television President Lee Masters didn't really shave his head for last week's trade ad trumpeting the network's sub count. E! has topped the 50 million-subscriber mark (after gaining 4 million new subscribers in the first half of 1998, according to the network and Nielsen Media Research). Masters, who says that the network also signed on more than 4 million new subs in 1997, expects E! to hit the 53 million mark by the end of this year.



Noggin's Tom Ascheim

Noggin gets new head

Nickelodeon President Herb Scannell has named Tom Ascheim general manager of Noggin. Ascheim will oversee programming, operations, online content and marketing of Noggin. MTV Networks' affiliate sales department will take over the channel's distribution. Scannell says, Ascheim has been Nickelodeon's VP of business development, publishing and multimedia since 1997. In that role, he helped to develop Noggin.

Basic cable booming

More U.S. homes tuned into basic cable last week (June 22-28) than to programs on the Big Four broadcast networks, according to a data from Nielsen Media Research and the Cable Advertising Bureau. Using Nielsen data, the CAB reported that

cable garnered an average 22.8 million households while ABC/CBS/NBC/Fox combined tallied an average 22.6 million homes. Cable's household delivery marked a 19.5% gain over the same week last year. In prime time, basic cable ratings hit an average 23.2 last week, compared with a 23.0 average rating for the Big Four networks. That's an 18.4% increase over last year, according to the CAB and Nielsen. For the same week, basic cable's average prime time share hit 44.9, equal to the Big Four's share. But although the share average was equivalent for cable and broadcast, the total marked nearly a 17% increase for cable over the same period last year and a 7.2% slip in share for the broadcast networks.

'Cool' stuff

Starting July 4, Sci-Fi Channel debuts *CNET Cool Tech*, a half-hour series that will become part of Sci-Fi's two-hour "digital domain" weekend programming block. *Cool Tech*, like other programs in the digital domain block, will be produced by CNET Inc., a leading producer of programs about technology issues and the Internet for Websites and TV networks. *Cool Tech* will preview high-tech consumer gadgets. Other CNET shows in the Sci-Fi block include *CNET Central*, *The New Edge* and *The Web*.

CABLE

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CTAM urges marketers to take control, defend customers

'Market marketing,' advises President Beales

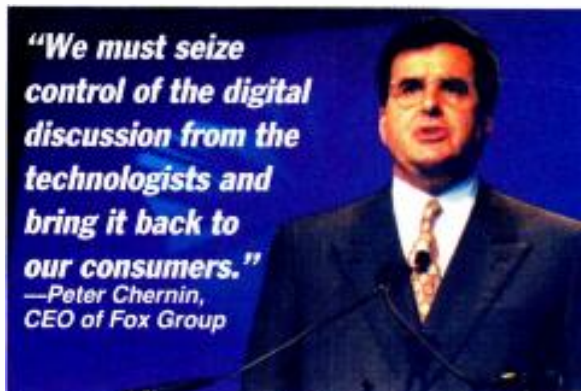
By John M. Higgins

Attendance at CTAM's annual convention set a new record as cable marketing executives gathered to ponder how to sell a flood of new products.

More than 2,700 system and marketing executives attended the annual conference in Chicago last week to explore the theme, From

Chaos to Control, which focused on issues of selling new cable products that are beginning to hit the market.

One recurring theme was the importance of marketing executives taking control of processes within their companies rather than merely creating clever advertising and promotion plans. The executives said that marketers need to drill home the needs of



their customers at every stage of product development and delivery, something particularly crucial as MSOs craft high-speed online, digital video and telephone services.

"We must seize control of the digital discussion from the technologists and bring it back to our consumers," said Peter Chernin, CEO of Fox Group, which includes News Corp.'s U.S.

film, TV and publishing units. Marketers' role inside their organizations "must be to act as advocates and defenders for our customers" to ensure that they shape the technologies rather than having technology "forced down their throats."

CTAM President Char Beales had a similar message, reiterating her contention that executives need to "market marketing" within their organizations. She related the experience of a marketing executive new to the industry who sat in on a meeting about digital set-top boxes. Topics discussed included cost, technical capabilities, relationship with vendors, delivery dates and pricing. "Everything was given consideration—except the single most important item, the customer."

She noted that MediaOne and Cablevision Systems Corp. have elevated the role of marketing executives in recent reorganizations, with Cablevision actually making one system marketer co-president of its largest regions. Networks such as Comedy Central, HGTV and E! Entertainment Television have done a particularly good job of elevating marketing, she added.

Next year's conference is scheduled for July 21 in San Francisco. ■

Primestar gets February day in court

Justice also agrees to drop charges against GE Americom

By Paige Albinak

Cable-owned DBS company Primestar is scheduled to take up its case against the Justice Department Feb. 1, 1999, U.S. District Judge June Green told the parties in a hearing last Tuesday.

The Justice Department in May sued Primestar, which is trying to complete a \$1.1 billion purchase of the satellite assets owned by News Corp. and MCI's joint venture ASkyB, on the grounds that its proposed deal is anticompetitive.

The trial date falls between the November date suggested by the government and the May date requested by Primestar. Said the 84-year-old judge upon making the assignment: "This trial date is firm if this court is still living."

Although it seems that Primestar would prefer to get the trial under way quickly to get into the market as soon as possible, the DBS company preferred to schedule the trial later because the "com-

plaint is fairly complicated. Some of the issues the government has taken on will require a fair amount of effort to address," says one Primestar attorney. "The government sat on this thing for 10 months, and now they are in a big hurry."

The parties still are trying to negotiate an agreement so that Primestar, under the umbrella of TCI Satellite Entertainment, can operate a high-power DBS company using ASkyB's full continental U.S. satellite slot at 110 degrees west longitude. New Primestar CEO Carl Vogel told institutional investors at a conference two weeks ago that the Justice Department wants a clean sweep of Primestar's cable owners: Time Warner/Newhouse (30%), Comcast (10%), MediaOne (9%) and Cox (9%).

Joel Klein, assistant attorney general for antitrust, last week was not ruling out the possibility of resolving the case without going to trial. "Many cases come to a consent decree before they come to litigation. Only 10% to 15%

of cases end up in litigation," Klein said during a Media Institute luncheon speech last week in Washington.

The Justice Department also agreed last week to drop its charges against General Electric's satellite division, GE Americom, which holds a 5% stake in Primestar. GE had argued that it is not a cable company and therefore the Justice Department had no case against it.

During the same hearing last Tuesday, the Justice Department asked Primestar attorneys how AT&T's proposed \$48 billion acquisition of TCI would affect the proposed Primestar merger.

Primestar attorneys said that successful completion of an AT&T acquisition of TCI would eliminate all of TCI's interests in Primestar. At press time, Klein did not know whether the Justice Department's antitrust division (which he controls) or the Federal Trade Commission—the two agencies that vie for antitrust cases—would win oversight of the AT&T and TCI merger. ■

WKOW-TV goes digital

Launches test signals at WKOW-DT Madison, Wis.

By Glen Dickson

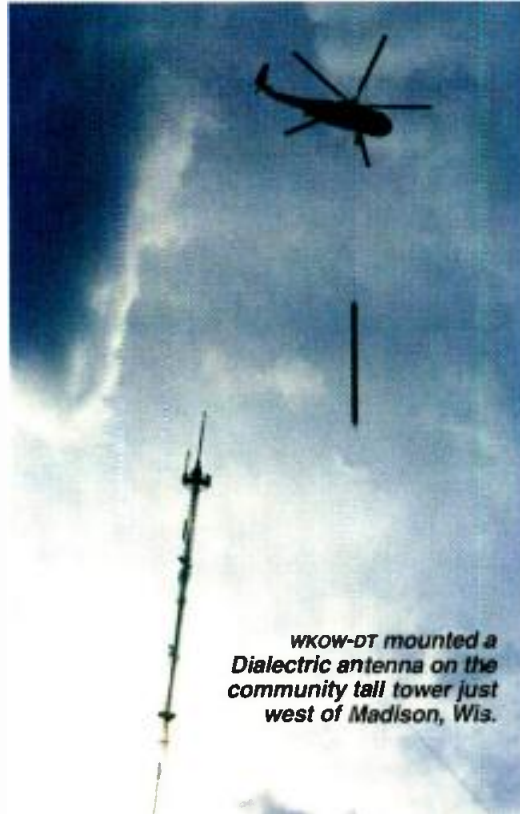
WKOW-TV, the Shockley Communications ABC affiliate in Madison, Wis., is now on the air with a digital signal. WKOW-DT is broadcasting on ch. 26, its permanent digital channel assignment, from a new Comark digital transmitter and Dielectric antenna that have been installed at the community candelabra tall tower (1,450 feet) just west of Madison.

WKOW-DT is unique among fledgling digital stations in that it is using a channel combiner to merge its NTSC and DTV UHF signals—which are adjacent on chs. 27 and 26—and feed them to a single antenna for broadcast. The channel combiner has been manufactured by Dielectric with input from Comark, which had to modify its exciter units for the application.

"We're the first one to go the air in the 'N minus one' configuration," says Terry Kelly, executive vice president of Schockley Communications, who hopes to accumulate a lot of useful test data from WKOW-DT.

"The combiner's a prototype device, but it could have lot of impact," he says. "Potentially, stations could even share their transmission line with a competitor. From our first digital signal tests, there appears to be minimal interference with [ch.] 27. We have to do some careful electronic testing, but we're very encouraged by what we're seeing."

For now, WKOW-DT is transmitting only digital test signals, but Kelly expects to be broadcasting video in the next few weeks. The station also plans to be ready to pass through ABC's HDTV programming, such as *Wonderful World of Disney*, when it starts this fall. WKOW-DT has ordered a 720P-capable Harris/Lucent encoder, which is to be delivered in early September. Kelly says that WKOW-DT also is going to be a beta site for ABC's digital downlink system,



WKOW-DT mounted a Dielectric antenna on the community tall tower just west of Madison, Wis.

which the network will use to send 45 Mb/s DTV feeds to the handful of O&Os and affiliates that will begin DTV service in 1998.

"We hope to have a downlink unit in August," Kelly says. "We'll go on air with whatever ABC provides us with in HDTV, coincident with their network launch. They're trying to get started in October."

The station is converting its master control room and production control to a 360 Mb/s digital infrastructure. WKOW-DT also has ordered a Snell & Wilcox upconverter that it will use to take signals from 60i digital or NTSC to 720P. Kelly says the station will also try to use the Snell & Wilcox unit to perform aspect ratio conversion from 4:3 to 16:9 so early buyers of HDTV sets don't have to watch WKOW-DT's picture with blank side panels.

"There's no completely satisfactory solution to that," Kelly says. "Until we start shooting in widescreen, the best of all worlds is aspect ratio conversion."

Kelly says that WKOW-DT is having discussions with local consumer electronics retailers on how they can jointly promote DTV in Madison, which he thinks is a ripe market for early DTV adopters because of its low unemployment rate and highly educated populace. "Since we are on first, we have some time to see how can we drive demand in this market."

STATIONS BROADCASTING IN DIGITAL

Station	Owner	Network affiliation	Analog ch.	Digital ch.
WFAA-TV Dallas	A.H. Belo	ABC	8	9
KXAS-TV Dallas	NBC/LIN	NBC	5	41
KOMO-TV Seattle	Fisher Broadcasting	ABC	4	38
KCTS(TV) Seattle	KCTS Television	PBS	9	41
WRAL-TV Raleigh, N.C.	Capitol Broadcasting	CBS	5	32 (exp.)
KITV(TV) Honolulu	Hearst-Argyle	ABC	4	40
WLWT-TV Cincinnati	Hearst-Argyle	NBC	5	35
WETA(TV) Washington	Greater Washington Educational Telecommunications Assn.	PBS	26	34 (exp.)
WHJ-TV Washington	Industry-sponsored	Industry-sponsored	N/A	30
WCBS-TV New York	CBS	CBS	2	33 (exp.)
KOPB-TV Portland, Ore.	Oregon Public Broadcasting	PBS	10	35 (exp.)
WBFF(TV) Baltimore	Sinclair	Fox	45	46
WNLV(TV) Baltimore	Sinclair	WB	54	40
WS3-TV Atlanta	Cox	ABC	2	39
KHOU-TV Houston	A.H. Belo	CBS	11	31
WKOW-TV Madison, Wis.	Shockley Communications	ABC	27	26

Exp. = experimental

WCNC-TV chooses Sony SX

Charlotte station investing more than \$1 million in format

By Glen Dickson

WCNC-TV Charlotte, N.C., is converting its news acquisition, production and playback operations to Sony's Betacam SX digital tape format. The A.H. Belo station and NBC affiliate has invested more than \$1 million in SX gear, including 14 DNW-9WS 4:3/16:9 switchable camcorders, 14 DNW-A75 VTRs, five DNW-A225 portable editors and four DNW-A22 players.

According to John Dolive, WCNC-TV director of engineering, the station has been considering a new format to replace its aging Betacam SP equipment for a year. Dolive says that SX's backwards-compatibility with SP tapes was a big factor in his decision.

"I never really seriously considered anything other than SX," he says. "Sony has been a good company, and they've always had a migration path with their tape formats. They also have a strong relationship with Belo, and I've personally had a strong relationship with Sony. While I see that Panasonic has a good



WCNC-TV will acquire news footage with Betacam SX camcorders.

format with DVCPRO, I preferred to stay with Sony." Dolive also says that the price Sony offered to Belo was "very competitive."

Belo, in fact, has been one of SX's strongest customers. Other Belo stations to buy Betacam SX gear include KXTV(TV) Sacramento; KMOV(TV) St. Louis; KGW(TV) Portland, Ore.; WFAA-TV Dallas; KHOU-TV Houston; KENS-TV San Antonio; WHAS-TV Louisville, Ky., and WVEC-TV Norfolk, Va.

WCNC-TV expects to have all of its Betacam SX gear by November, when the DNW-A75 decks will be available for delivery. In the meantime, the station is using some loaner DNW-A30 playback-only decks for its news playback, feeding them with Betacam SP tapes. Dolive expects to receive the SX editors, viewers and cameras in August.

WCNC-TV currently uses Avid NewsCutter nonlinear editors to perform its daily news edits, and that will continue after it implements SX.

"We shoot on SP and bring it back to edit on Avid," Dolive says. "Then once it's edited on the Avid, we dub it back to SP for playback. Now we'll acquire on SX, dub it to the NewsCutter to edit and dub it back to SX for playback to air [probably using an SDI interface between the Avid and Sony machines]."

Dolive admits that WCNC-TV's editing setup adds a step, because editors have to dub the final edited piece back to tape for playback. But he says that editors would still need to view an edited piece before it airs, and he thinks the extra time the dub takes is made up for by the overall speed of nonlinear editing.

"There may still be some things that our editors feel would be quicker with strict tape-to-tape editing," he says. "But overall, they're happy with the functionality of the Avid." ■



By Glen Dickson

Bringing HDTV to stadiums

Sports production technology supplier SporTVision Systems has snagged a one-year contract from the National Football League to serve as technology consultant for new and renovated football stadiums. "We are on the verge technologically, with DTV transmission starting this fall in limited markets and HDTV product being talked about seriously by the networks," says SporTVision COO Jerry Gepner. "And 19 stadiums are going to experience some sort of

major construction in the next few years." Gepner says that the advent of DTV production affects stadium design in a number of areas.

Disc treatment for Goodwill Games

Tape House Digital, New York, handled the visual effects for "Disc," a 30-second spot for the 1998 Goodwill Games. In the spot, a huge digitally

created gold disc, imprinted with a map of the world, hovers over the Manhattan skyline and emits golden light over the city. Tape House Director



Discreet Logic's Inferno gave this Goodwill Games spot its golden cast.

of Visual Effects Michel Suissa and his compositing team used Discreet Logic Inferno along with Sparks plug-ins to create the disc; the spot's golden light treatment was creat-

ed and colored in Inferno.

TVN taps GI

Satellite television programmer TVN Entertainment, which provides pay-per-view movies and special events to the C-band backyard dish market and to cable operators, has chosen General Instrument to provide it with HDTV encoding equipment. The equipment will be used for a high-definition programming service that TVN plans to launch in early 1999. TVN Chairman Stu Levin says that GI has assured TVN that TVN's signal will pass through GI's 4DTV digital C-band IRDs or DCT-1000 digital cable set-tops to HDTV television sets—no matter which format of HDTV service TVN offers.

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N2K links with Disney, ABC Radio

Online music marketer dons mouse ears, expands ABC Radio audience

By Richard Tedesco

N2K Inc. struck a strategic deal last week with Buena Vista Internet Group, Disney's Web unit. N2K gets a piece of the action for Disney music sales online and a platform for creative development with ABC Radio.

The most immediate effect of the union was an online Disney Music boutique, Disney Music, at N2K's Music Boulevard site, offering all the music from Disney's animated films. It's a departure from the core audience that N2K has developed online with its Jazz Central Station site—but what the deal lacks in hip musical style it should make up for in monetary return.

It certainly won't hurt the ascendant fortunes of N2K, which is poised to hit \$50 million in online revenue, according to analysts' projections. Most important, it puts N2K in business with Disney and with ABC Radio, which seeks to aggressively grow its network online.

When ABC Radio and N2K launch GoRadio sometime later this year, all



Music lovers will be able to get to Disney Music from Music Boulevard.

27 of the radio network's owned stations will be online with linked sites. N2K will help stations to design sites and to gear up for online purchases.

The multifaceted deal raises the possibility of N2K—which is also the official retailer for ABC.com—co-producing recordings of music specials that air on ABC, according to J.J. Rosen, president of N2K's Music Boulevard Network. Rosen casts this deal as

another of the "important strategic partnerships," such as those struck with America Online and Netscape.

N2K plans to work closely with ABC Radio to develop the sites, according to Rosen. He says that the main objective with GoRadio is "to create a top-quality Web presence" for ABC stations with news, artist interviews and other N2K content. Private "labels" will be created for each station, with PC users able to cherry pick DJ selections, according to a source familiar with the plans.

ABC Radio saw the opportunity to improve its stations' profile and profit from a share of recording sales revenue. N2K is creating the umbrella site for the stations. "They offer a unique bundle of music-related services," says Rick Mandler, general manager of new media for ABC Radio, who also says that ABC is "intrigued with the possibilities" of linking with an online music label.

Myriad possibilities exist for cross-packaging of content between the various Disney entities and N2K and for localized online music marketing. ■

Comcast Online cops new content partners

By Richard Tedesco

Comcast Online has created 13 partnerships with major providers to make its Comcast@Home service and its Website more popular destinations for PC users.

American Movie Classics, Bravo, E! Online, The Weather Channel, SonicNet and The Box are among the high-profile providers whose content Comcast will cache. Some content will be custom-tailored for Comcast's @Home customer base. "We want people to make use of our home page," says Gaurav Suri, Comcast Online's director of content.

Comcast plans to expand its music events repertoire in cooperation with SonicNet, according to Suri. Comcast has had success with live musical events recently, drawing several thousand @Home customers for streamed performances by pop singer Christopher Cross and Southern rockers Lynyrd Skynyrd. Both events will be repeated, Suri says. The Cross performance, which has been taped, included a chat session with the performer.

Comcast@Home online users will



There's plenty to do InYourTown.

be able to order videos for The Box cable video service online at special rates, according to Suri (the regular rate is \$2.50 per video).

AMC plans to present a new hybrid, American Pop: on-air and online components will provide retrospectives on the movies and related—and unrelat-

ed—pop culture. The episodic series will be produced in full-motion video to take advantage of @Home's access speed. AMC also will create a virtual Five & Dime Store where viewers can interact online to trade memorabilia for Comcast's InYourTown sites.

On the practical side, Bloomberg will provide the same services that it provides online, including radio and TV clips accessible through InYourTown. Classifieds2000 will provide regionalized classified listings in a range of categories. SmartRoute, the national online travel service, will help Comcast customers find their way around.

The Weather Channel will provide regionalized forecasts. In addition to its creative content, E! Online eventually will create a localized movie service for InYourTown.

Other content providers for Comcast Online include AccuNet, a Web directory service, and OnHealth.com, which provides city health guides.

The overall objective, Suri says, is to attract more @Home subscribers with enhanced content that also improves the 'Net experience for all PC users in markets where Comcast presents InYourTown.

Nationally, @Home now claims more than 100,000 subscribers among its major MSO partners. Comcast Cable's systems have some 25,000 customers for its version of the service. ■

CableSoft set to launch MediaOne

Interactive service to offer variety of virtual channels

By Richard Tedesco

CableSoft Corp. starts toward its year-end goal of 500,000 users for its interactive TV service on three systems with a launch on MediaOne's Jacksonville, Fla., system next month.

Nearly 100,000 MediaOne customers will be able to see a dozen readily accessible screens of information on their TVs, configured as virtual channels delivering the latest local weather, traffic, sports and lottery updates, restaurant listings and classified ads drawn from local newspapers. Windows NT servers at the system headends will broadcast the content through the channel's vertical blanking interval to the set-top for display on-screen. "To us, it was paramount to be scalable," says Sonia Khademi, president of CableSoft. "We need the eyeballs."

In addition to providing half-hour updates of local weather and traffic reports that are refreshed every three

minutes, CableSoft will offer a FastYellow local business directory on-screen as well.

By year's end, the company expects to add some 270,000 subscribers from Tele-Communications Inc.'s Pittsburgh and Hartford, Conn., systems to the 175,000 subs who eventually will be able to access the service via MediaOne in Jacksonville—once the necessary advanced analog boxes have been rolled out.

Meanwhile, Khademi claims that CableSoft is close to striking deals with Cablevision Systems Corp. and Time Warner Cable as part of its strategy to establish footholds in urban systems with several MSOs.

CableSoft's open-platform approach enables it to translate data from a range of sources. It recently announced content deals with The Weather Channel, ESPN's Sports-Ticker, JDTV, CinemaSource, LottoNet and SmartRoute to provide localized services in each market. Instead of waiting for the local weather report or local team results to roll around, busy cable viewers can access the information instantly. "What we capitalize on are type A personalities that want information quickly," Khademi says.

CableSoft splits revenue from banner ads sold locally by the cable operators as well as from classifieds repurposed from local newspapers. Advertisers' payments for their ads to appear on-screen are shared by the paper, the operators and CableSoft, according to Khademi.

The Burlington, Mass.-based company is emphasizing simplicity in its approach, both technologically and aesthetically. It opted to put software in set-tops, rather than adding a box atop the TV, and to keep the on-screen elements—including click-on options—basic. "It looks simple because we made it simple," Khademi says. "Every time we started to complicate things, we started to lose people." ■

ACTV launches Dallas interactive sports test

ACTV Inc. has begun co-producing enhanced sports programming with Fox Sports Southwest on Tele-Communications Inc.'s cable system in the Dallas area.

A handful of households on the system have begun receiving interactive broadcasts of Texas Rangers and Houston Astros baseball games, according to David Alworth, executive vice president of ACTV Entertainment. Alworth did not say when the service will be introduced commercially on the TCI system, but a source says that TCI is contemplating a rollout later this summer at an undetermined price.

ACTV offers sports viewers 60 interactive options that are available while they view TV events in real time, including on-demand replays and Star Cam, an alternative camera shot of a star home-team player. ACTV concluded a successful test of its nascent service in the Los Angeles area last year. ACTV also expects to launch commercially in Los Angeles.



—Richard Tedesco

CHANGING HANDS

The week's tabulation of station sales

TVs

Construction permit for **KMWB(TV)** Harrison, Ark.

Price: \$1.8 million

Buyer: Carmen-Harrison LLC, Hartsville, Tenn. (Ruth Payne Carmen, principal); no other broadcast interests

Seller: ACME Television Licensees of Tennessee LLC, St. Louis (Douglas Gealy, principal); owns six TVs

WYOW(TV) Eagle River, Wis.

Price: \$421,000

Buyer: Shockley Communications Corp., Madison Wis. (Terry K. Shockley, president); owns/is buying six TVs, three AMs and three FMs

Seller: Northwoods Educational Television Association, Eagle River, Wis. (Lyle Evans, principal); owns three FMs

Facilities: Ch. 34, 2,000 kw, ant. 1,092 ft.

Affiliation: ABC

COMBOS

WTAD(AM), WBRJ(FM), WQCY(FM) and **WMOS(FM)** Quincy, Ill.

Price: \$2.35 million

Buyer: StaRadio Corp., Kildeer, Ill. (Jack Whitley, president); owns/is buying five AMs and 10 FMs

Seller: Citadel Communications Corp., Bigfork, Mont. (Lawrence R. Wilson, president/19.1% owner; ABRY Broadcast Partners II LP, 37.2% owner); owns 63 FMs and 26 AMs

Facilities: WTAD(AM): 930 khz, 5 kw day, 1 kw night; WBRJ(FM): 106.7 mhz, 25 kw, ant. 328 ft.; WQCY(FM): 99.5 mhz,

PROPOSED STATION TRADES

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

THIS WEEK

TVs \square \$2,221,000 \square 2
 Combos \square \$4,710,000 \square 3
 FMs \square \$11,826,435 \square 4
 AMs \square \$350,000 \square 7
 Total \square \$19,107,435 \square 16

SO FAR IN 1998

TVs \square \$4,743,343,000 \square 50
 Combos \square \$1,490,230,107 \square 162
 FMs \square \$525,251,672 \square 192
 AMs \square \$346,328,408 \square 137
 Total \square \$7,105,153,187 \square 541

SAME PERIOD IN 1997

TVs \square \$3,731,488,000 \square 58
 Combos \square \$5,601,634,904 \square 176
 FMs \square \$1,464,262,798 \square 211
 AMs \square \$191,370,895 \square 111
 Total \square \$10,988,756,597 \square 556

SOURCE: BROADCASTING & CABLE

27 kw, ant. 751 ft.; WMOS(FM): 103.9 mhz, 3 kw, ant. 289 ft.

Formats: WTAD(AM): news/talk/sports; WBRJ(FM): news/talk; WQCY(FM): AC; WMOS(FM): talk

Broker: Media Venture Partners

WJEH(AM) and **WMGG(FM)** Gallipolis, Ohio

Price: \$1.45 million

Buyer: Legend Communications of Ohio LLC, (W. Lawrence and Susan K. Patrick, principals); owns KZMO-AM-FM Greysbull, Wyo., and KZTS(AM) Tacoma, Wash.

Seller: Wagner Broadcasting Corp., (Lynn Turner and Ruth Pellegrinon, principals); no other broadcast interests

Facilities: WJEH(AM): 990 khz, 1 kw; WMGG(FM): 101.5 mhz, 50 kw, ant. 492 ft.

Formats: WJEH(AM): gospel; WMGG(FM): classic rock

Broker: Patrick Communications

WWTK(AM)-WVOJ(FM) Lake Placid/Avon Park, Fla.

Price: \$910,000

Buyer: Cohan Radio Group, will be in Sebring, Fla. (Peter Coughlin, president); owns WJKE-FM Stillwater, N.Y.

Seller: Casey Communications Inc., Sebring, Fla. (John Casey, president); no other broadcast interests

Facilities: AM: 730 khz, 500 w day, 340 w night; FM: 99.1 mhz, 10,000 w, ant. 500 ft.

Formats: AM: talk; FM: country

Broker: Donald K. Clark Inc.

FMs

WDOY(FM) Fajardo, P.R.

Price: \$8.25 million

Buyer: Spanish Broadcasting System of Puerto Rico Inc., Miami, Fla. (Pablo Raul Alarcon Sr., president); owns/is buying 10 FMs

Seller: Pan Caribbean Broadcasting Corp., Fajardo, P.R. (Richard Friedman, principal); owns WMDD(AM) Fajardo, P.R.

Facilities: 96.5 mhz, 11.5 kw, ant. 2,795 ft.

Format: Top-40, tropical

WZZP(FM) Atlantic City, N.J.

Price: \$2,922,500

Buyer: Spring Broadcasting of New Jersey LLC, Rockville, Md. (William C. Sherard, principal); owns/is buying nine AMs and 20 FMs

Seller: Radio-Vision Communications II Limited Partnership, Atlantic City, N.J. (Joseph M. Jacobs, principal); no other broadcast interests

Facilities: 107.3 mhz, 25 kw, ant. 197 ft.

Format: dark

Construction permit for **Scott City, Mo.**

Price: \$403,935

Buyer: Zimmer Radio of Mid-Missouri Inc., Cape Girardeau, Mo. (Jerome R. Zimmer, president); owns seven AMs and seven FMs

Seller: Viands Enterprises Inc., St.

Z-Spanish merging with Achievement Radio Holdings

TSG Associates II Inc. (TSG), parent company of Achievement Radio Holdings (ARH), will transfer its six radio stations—valued in excess of \$27 million—to Z-Spanish Media Corp. and then acquire a controlling interest in Z-Spanish. The merger will combine ARH's six stations with Z-Spanish's 21. Those 21 stations will retain their same licensee but TSG will be allowed to elect a majority of members of the Z-Spanish board of directors.

This deal is preparatory for (but not part of) TSG Capital Group's partnership with three Hicks Muse broadcasting entities—Chancellor Media, Capstar Broadcasting and LIN Television—formed with intent to buy a 20% nonvoting equity in Z-Spanish for \$25 million (B&C, June 22). That deal is expected in the near future.

The six stations which ARH is transferring control of are KGOL(AM) Humble, Tex.; WNDZ(AM) Portage, Ind.; WBPS(AM) Dedham, Mass.; KZSF(AM) San Jose, Calif.; WYPA(AM) Chicago, and KZMP(AM) Fort Worth, Tex.

Z-Spanish (Amador S. Bustos, president) produces three different 24-hour Spanish-language music formats for its 21 stations and its additional 26 affiliates nationwide.

TSG has two presidents: joint owners Duane E. Hill and Cleveland A. Christophe, both of Stamford, Conn. They also are presidents of PAR Holdings Inc.

—Kristine Lamm

Louis (William B. Viands, president); applying for four new FMs

WAVI(FM) Christiansted, V.I.

Price: \$250,000

Buyer: American Beeper Radio Network LLC, St. Croix, V.I. (Robert Leonardis, president); no other broadcast interests. [In Jan. 19 B&C, buyer was reported as Knight V.I. Radio Corp. That deal did not close.]

Seller: St. Croix Wireless Co. Inc., San Juan, P.R. (John T. Galanes, president); no other broadcast interests

Facilities: 93.5 mhz, 9.6 kw, ant. 740 ft.

Formats: Caribbean

Broker: Gordon Rice Associates

AM

WJRD(AM) Russellville, Ala.

Price: \$75,000

Buyer: McCurry Broadcasting Co. Inc., Madison, Ala. (Rene McCurry, president); no other broadcast interests

Seller: SIS Sound of Russellville Inc., Russellville (William A. Grant, principal); owns WZPO(AM) Jasper, Ala.

Facilities: 920 khz, 1 kw day, 43 w night

Format: Country

Continues on page 63

Big Deals

The following station-sale applications, previously reported in BROADCASTING & CABLE, were made public last week by the FCC:

KOKH-TV Oklahoma City; WRGT-TV Dayton, Ohio; WTAT-TV Charelston, S.C.; WVAH-TV Charelston, W.V.

Price: Estimated \$950 million-\$1 billion (B&C, March 2)

Buyer: Sinclair Broadcast Group Inc., Baltimore (David D. Smith, president/28.1% owner); owns/is buying/has LMAs with 57 TVs, 36 FMs and 23 AMs

Seller: Sullivan Broadcasting Company III Inc., Boston (Dan Sullivan, president);

Facilities: KOKH: ch. 25, 1,410 kw visual, 141 kw aural, ant. 600 ft.; WRGT: ch. 45, 5,000 kw visual, 151 kw aural, ant. 1,171 ft.; WTAT: ch. 24, 5,000 kw visual, 497.5 kw aural, ant. 1,800 ft. WVAH: ch. 11, 51 kw visual, 5.1 kw aural, ant. 1,722 ft.

Affiliations: All Fox

KTAR(AM)-KKLT(FM) and KMVP(AM) Phoenix; WESH(TV) Daytona Beach, Fla.; KCCI-TV Des Moines, Iowa; WLKY(TV) and WLKY(AM) Louisville, Ky.; WDSU(TV) New Orleans; KETV(TV) Omaha; KOAT-TV Albuquerque and satellite KOCT(TV) Carlsbad, N.M.; WXII(AM) Eden/Winston-Salem and WXII(TV) Winston-Salem, N.C.; WGAL(TV) Lancaster, Pa.; WYFF(TV) Greenville, S.C.

Price: \$1.85 billion (\$1.15 billion in stock, \$700 million acquisition of debt) (B&C, June 1)

Buyer: Hearst-Argyle Television Inc., New York (co-CEOs Bob Marbut, chairman, and John G. Conomikes, president; Hearst Corp., 78% owner) owns/is buying 25 TVs, two FMs and five AMs

Seller: Pulitzer Broadcasting Co., St. Louis (Ken J. Elkins, president; Pulitzer Publishing Co., owner [Michael E. Pulitzer, president/23.2% owner]); no other broadcast interests

BY THE NUMBERS

BROADCAST STATIONS

Service	Total
Commercial AM	4,724
Commercial FM	5,591
Educational FM	1,961
Total Radio	12,276
VHF LPTV	559
UHF LPTV	1,515
Total LPTV	2,074
FM translators & boosters	2,928
VHF translators	2,248
UHF translators	2,752
Total Translators	7,928
Commercial VHF TV	558
Commercial UHF TV	651
Educational VHF TV	125
Educational UHF TV	242
Total TV	1,576

CABLE

Total systems	11,600
Basic subscribers	64,800,000
Homes passed	93,790,000
Basic penetration*	66.1%

*Based on TV household universe of 98 million
Sources: FCC, Nielsen, Paul Kagan Associates
GRAPHIC BY BROADCASTING & CABLE

JOURNAL BROADCAST GROUP

has acquired

KIXD-FM

Tucson, Arizona

from

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



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HELP WANTED TECHNICAL

Chief Engineer. The Wicks Broadcast Group has an immediate opening for a Chief Engineer. The successful candidate must have a minimum of 3 to 5 years experience as a chief or assistant with a thorough knowledge of FCC regulations, transmitter operations and maintenance as well as studio operations. The ideal candidate also must have strong computer skills. Fax resume and a cover letter to Rex Tackett, President, Wicks Broadcast Group at 210-698-5339. EOE.

HELP WANTED PROMOTION

S.E. Florida Modern Rocker seeking an aggressive promotions director/PT air talent. Good pay/benefits in Sunny FL! Rush your tape, resume and samples to: Radio 7 c/o, D. Brunelle, 8 Moran Court, Lawrence, MA 01841.

SITUATIONS WANTED MANAGEMENT

Top GM for key urban markets. Station sold. Looking for challenging GM or GSM position. Great trainer with team effort. Reply to Box 01391 EOE.

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

LEASED PROGRAMMING

Produce, host your own radio show, and generate hundreds of qualified Leads 50,000 watt NYC radio station. Call Ken Sperber 212-760-1050.

TELEVISION

HELP WANTED MANAGEMENT

President and CEO. WDCN Public Television Corp., Nashville, TN. Experienced senior executive with successful broadcasting and major fundraising expertise to lead new non-profit corporation that plans to become the licensee of WDCN, Channel 8. Will direct all operations and administrative activities. Will manage the executive team and report to the chairperson of the board of directors. Ten years of increasingly responsible and successful experience in television management and in major fund raising required. Must have prior experience in working with civic and business communities. Compensation commensurate with qualifications and experience. Letter/resume postmarked no later than August 7, 1998 to Richard F. Warren, c/o Boul. Cummings, Connors and Berry, 414 Union Street, Suite 1600, Nashville, TN 37219. No phone calls. AA/EOE.

Manager, Media Relationships. The Sun-Sentinel, a division of the Tribune Company, a leading multi-media company, has a challenging position within their Electronic Publishing division for a Manager, Media Relationships. This position is responsible for maintaining records of all partnership agreements and assures accountability of Sun-Sentinel and the partners to their terms; manages and maintains all contact reports and information about our media partnerships and serves as the company's central communication channel for this information; manages the fulfillment of partnership agreements, including the proactive agreement of trade inventory, the allocation of broadcast time within Sun-Sentinel (within parameters set by the company) and the booking of air time, as well as related in-paper advertising obligations. This position also assists with the budgeting and other finance-related reporting of media partnership performance. The Sun-Sentinel is located in Fort Lauderdale, Florida on fashionable Las Olas Boulevard. We offer a competitive salary and a comprehensive benefits program (including Employee Stock Ownership and Employee Stock Purchase Plans). If you would like to work in a stimulating workplace and spend your free time in South Beach, weekends in Key West, shopping one of the world's largest outlet malls, or cheering four different sports teams, send your resume to: M.Callahan, Human Resources, Sun-Sentinel, 333 S.W. 12 Ave., Deerfield Bch., FL 33442 or e-mail your resume to mcallahan@tribune.com. The Sun-Sentinel values diversity and encourages those who share our vision to apply. EOE. Sun-Sentinel supports a drug-free, smoke-free work environment.

Established Group Operator has immediate openings for TV General Managers. Excellent opportunity. Sales and Management experience required. Must be able to build strong management teams and provide leadership to accomplish station and company goals. Application treated confidentially. An Equal Opportunity Employer. Reply to Box 01395.

HELP WANTED SALES

WTVR-TV in Richmond, Virginia, a Raycom Media station, has an immediate opening for a National Sales Manager. Looking for a National Sales Manager to coordinate national sales efforts in accordance with company goals and objectives, including budgetary responsibility, and market-related research and analysis. Provide support, data, and recommendations on specific national business as well as overall direction of national sales effort. Previous national sales experience necessary. Please send resume, no later than July 15, to Amy Carney, General Sales Manager. No phone calls please. WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. Pre-employment drug screening required. We are an EOE and qualified minorities and females are encouraged to apply.

Traffic Assistant for Chicago WJYS-TV who is detail oriented, organized, has computer skills and 2 years experience in television traffic functions. VCI experience is a plus. Responsibilities will include creating daily broadcast log, input of program timings, building program formats, cataloging and inserting promos/psa's. must be able to meet deadlines, communicate with syndicators and work closely with Program Director, master control and sales staff. Please resume to 708-633-0382.

ACCOUNT EXECUTIVE

ABC7 is seeking an experienced Account Executive with at least three to five years' experience in major market television sales. Must have excellent communication, presentation and organizational skills. Marketing/Developmental experience a must. PC skills using Windows software is preferred.

Send resume to: Al Reyes, Director of Diversity Programs & Community Relations, ABC7 Los Angeles, Dept. AES/BC, 4151 Prospect Avenue, Los Angeles, CA 90027. Equal Opportunity Employer.



National TV Sales Manager, KSAT-TV (ABC), a Post-Newsweek Station. Direct selling of commercial air time to national clients; negotiate/close sales contracts; effective use of research data and materials; help plan and execute station's sales programs; extensive travel. Qualifications: Prev. TV national sales exp.; ability to manage heavy volume of detail and change. Mail resume to Randy Schmidt, GSM, KSAT-TV, 1408 N. St. Mary's, San Antonio, TX 78215. *No phone calls please.* Any job offer contingent upon successful completion of pre-employment physical including drug screen; verification of references and education. EOE/M-F/DV/ADA.

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.*

SALES MANAGER

ABC7 Los Angeles has an immediate opportunity available for an experienced Sales Manager. In this key role, you will be responsible for both local and national sales for the station.

To qualify, you must have at least 5 years sales or sales management experience in a major or local television market. Comprehensive knowledge of client promotions is essential and strong leadership abilities are necessary. Knowledge of inventory control and traffic systems is required.

We offer competitive benefits and lots of opportunity in the nation's #2 market. If you have a positive attitude and are ready to go to work in a challenging and exciting environment, please mail your resume to: ABC7, Attn: A. Reyes, Dept. SM/BC, 4151 Prospect Ave., Los Angeles, CA 90027. Equal Opportunity Employer. No phone calls, please.



Local Sales Manager. Number 1 network affiliate in a small southwest market is looking for a proven leader and motivator. Position requires solid leadership, management, analytical, team building, and presentation skills. Responsible for establishing rates, inventory control, management of department, budget and revenue forecasting. Familiarity with Columbine and BMP. Candidates must have a history of outperforming the competition and success with non-traditional revenue opportunities. Reply to Box 01393 EOE.

Account Manager: WESH-TV, Orlando, Florida, NBC affiliate in a top 25 growth market, is seeking an aggressive individual with strong communicative and negotiating skills and who is proficient in analyzing and interpreting statistical data. Four years previous television sales experience preferred. College degree preferred. If you are interested in applying for this position, send resume to Claudia Wickham, Local Sales Manager, WESH-TV, PO Box 547697, Orlando, FL 32854. *No phone calls!* An Equal Opportunity Employer.

National Sales Manager. An ABC television station in the Southeast is seeking an individual with a proven track record in National Sales. The successful candidate will be able to work closely with the Rep firm, assist in managing inventory and establishing rates, have computer skills, and have a general understanding of marketing principles. To apply send cover letter and resume to: Human Resources Dept., PO Box 2349, Knoxville, TN 37901. No phone calls, please. Drug testing required. EEO Employer. Women and minorities are encouraged to apply.

National Sales Manager. Paramount Stations Group in New Orleans, WUPL-TV, UPN 54, seeks an aggressive leader for the position of NSM. Responsible for maximizing national sales efforts through working closely with national rep firm. Candidate must have good communication and organizational skills with a minimum of 3 years local sales or national rep experience. Send or fax resume to: GSM, WUPL-TV, 3850 N. Causeway Blvd., Suite 454, Metairie, LA 70002 or 504-828-5455. WUPL is an EOE.

HELP WANTED TECHNICAL

WCBS Radio, New York's leader in AM and FM radio news, is looking for an experienced

CHIEF ENGINEER

The professional we seek has a minimum of 10 years' experience as a Chief Engineer, high power RF and audio experience, and possess excellent communication and computer skills. SBE Certification is required.

Send/Fax (212) 247-7918 your resume to: Mark Olkowski, Director of Technical Operations & Engineering, WCBS Radio, 888 Seventh Avenue, 10th Floor, New York, NY 10106.



Equal Opportunity Employer M/F.

Chief Engineer needed for Florence/Myrtle Beach, South Carolina. CBS affiliate. WBTW-TV13 is owned by Spartan Communications, Inc., a leading pioneer broadcast company for over 50 years. Mail of fax letter of application with resume to: Bone & Associates, Inc. Attention: WBTW Position. Six Blackstone Valley Place, Suite 109, Lincoln, RI 02865. Fax 401-334-0261. EOE/M-F.

WANT TO RESPOND TO A BROADCASTING & CABLE BLIND BOX ?

Send resume/tape to:

Box _____,

245 West 17th St.,

New York, New York 10011

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



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

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

MIS Manager. Provide computer and information support for all station departments. Maintain and administer IBM AS/400 applications, including Enterprise Traffic and Films system. Maintenance and support of the station's Local Area Network. Implement and manage system upgrades, purchases and software inventory. Degree in Computer Sciences or equivalent and four years relevant experience required. Must be proficient in Novell Netware, Windows 95 and Enterprise. Need solid working knowledge of Windows applications including MS-Word, Lotus 123, MS Office 97 and Groupwise E-Mail. Experience in IPX/SPX and SNA Protocols essential. Familiarity with AS/400 strongly preferred. Experience in Website platforms and Internet technologies highly desirable. The station requires a highly motivated, team-oriented individual with the ability to work independently in a fast paced environment. Strong organizational skills and the ability to prioritize multiple tasks with a variety of people and departments. Excellent oral and written communication skills. Proven record of confidentiality and dependability. WNYW-TV, HRD-MISMGR, 205 East 67th Street, NY, NY 10021. EOE.

Transmitter Maintenance Engineer. KTRK Television seeks an experienced, motivated transmitter maintenance engineer to join our technical staff and assist the Transmitter Supervisor with daily operations and maintenance. We will be performing major upgrades of two transmitter sites in 1999. Qualified applicants must have a minimum of 5 years experience with high power VHF and/or UHF television broadcast transmitters and related equipment. A thorough knowledge of FCC rules, as well as formal electronics training. SBE certification and or FCC license is also required. KTRK-TV offers a very competitive salary and excellent benefits package. Interested applicants should send their resume to: James W. Stanley, Director of Engineering, KTRK-TV, 3310 Bissonnet, Houston, TX 77005. Resumes may also be faxed to 713-663-4623 or emailed to: james.w.stanley@abc.com No phone calls please. Equal Opportunity Employer. M/F/V/D.

Chief Engineer. KRGV-TV, the ABC affiliate in the Rio Grande Valley, Texas, is looking for a Chief Engineer. Candidates should have 3-5 years solid experience as a Chief or Assistant Chief. Should be thoroughly familiar with transmitter operations and maintenance, studio operations, FCC regulations, and computers. The ability to manage personnel and budget effectively is a must. Send resumes and salary requirements to Ray Alexander, General Manager, KRGV-TV, PO Box 5, Weslaco, TX 78599 or Fax 956-973-5003. EOE.

A South Florida based Television Network is looking for a Chief Engineer. Duties include: daily oversight of Engineering Operations and Broadcast Equipment Maintenance, budget responsibilities and assistance to Director of Engineering. Skills required: excellent people skills to handle culturally diverse staff, good technical skills as well as good admin. abilities. Exp. with C-band and Uplinks is important. A General Class FCC license and/or SBE certification a plus. Reply to Box 01394 EOE.

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

Chief Engineer. Growing UHF station in small midwestern market looking for a high energy individual. We need a person that has hands on experience, but can build a great engineering department. The right person should have experience overseeing building projects, good communication skills and the desire to work as part of the team. Send resume to Owl Engineering, 8899 Hastings St. NE, Minneapolis, MN 55449.

Weekend Sports Anchor/Reporter. WKBN-TV, Youngstown, OH, is seeking a *Full-Time Weekend Sports Anchor/Reporter.* The candidate must have at least 2 years of on-air experience. Duties will also include producing and editing. Send tapes and resumes to: WKBN-TV, Sports Dept., 3930 Sunset Blvd., Youngstown, OH 44512. EOE.

Staff Meteorologist. Immediate opening in state-of-the-art operation including WSI, Earthstation and Earthwatch. Join our "weather only" team! Experience preferred but entry level applicants with potential will be considered. Meteorology degree required. EOE. Rush tape and resume to Paul Hagar, Chief Meteorologist, KMEG-TV, 700 Floyd Blvd., Sioux City, IA 51105.

Videotape Photographer. WDAF, a FOX owned and operated television station, is seeking an experienced videotape photographer. Will be required to shoot and edit videotape under pressure of newscast deadlines. The qualified applicant will have a minimum of two years experience in shooting news videotape for a commercial TV station. Must be able to work independently in gathering information in the field as well as shooting tape. Please send audition tape which includes examples of your use of lighting, off-the-shoulder material, sports coverage, and live shots. For consideration, please send resume and tape to WDAF, Human Resources Department, 3030 Summit, Kansas City, MO 64108. EOE M/F/V/D.

HELP WANTED NEWS

NEWS PRODUCER

KGO-TV, an ABC owned station, is seeking a show producer with excellent writing, producing, and leadership skills. Must have a minimum of 5 years newswriting experience preferably in a major market. Should be a solid journalist with a creative presentation and a great attitude. Application deadline is July 17, 1998. Please send resume, cover letter and complete show tape to:

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



An Equal Opportunity Employer

Top 40 CBS affiliate seeks the following: *M-F 5 and 5:30pm Anchor:* We're looking for a dynamic journalist with anchoring experience, stellar reporting skills and a powerful live presence. *Weekend Co-anchor:* Looking for individual to co-anchor our primary weekend newscasts, contribute to the editorial process, and report 3 days a week. *Reporters (2):* We need aggressive, hyper competitive self-starters who generate their own story ideas. Candidates must have superb live skills, comprehend the value of video and sound, and be team players. *Weekend Assignment Editor:* with global perspective who refuses to just rely on news releases and scheduled events to "fill" the newscasts. *Photojournalist:* Applicants will value NPPA standards, work well with reporters, but also turn photo pieces on their own when appropriate. *All positions require previous experience, a superb command of the language and ability to maximize television news storytelling techniques.* Forward resume and non-returnable tape to Margie Candela, WWMT-TV, 590 W. Maple, Kalamazoo, MI 49008.

The leading Spanish language newsteam in the state of Texas is expanding its operation!!!

Be a member of this award winning team. If you are energetic, talented, self-directed, we have the following positions to fill:

- | | |
|----------------------------|------------------------------------|
| PRODUCER | CHYRON-MAX OPERATOR |
| REPORTERS | AUDIO OPERATOR |
| PHOTOJOURNALISTS | STUDIO CAMERA OPERATOR |
| SPORTS REPORTER P/T | STUDIO ENGINEER P/T |
| TAPE EDITOR P/T | DIRECTOR/TECHNICAL DIRECTOR |
| WEATHER ANCHOR | MAINTENANCE ENGINEER |

KXLN-TV 45 in Houston, Texas. An Univision Owned & Operated station. Has a great opportunity for you to join our team. We offer competitive pay and great benefits. Mail your resume (including salary requirements) With non-returnable tape (if applicable) to: Human Resources Director (List Job Title) KXLN-TV 45, 9440 Kirby Drive Houston, TX 77054 Equal Opportunity Employer



Television Director. Must be able to direct fast-paced, heavy story count, and graphic-intensive newscasts. Must be able to perform under pressure, meet deadlines and communicate well with crew and producers. Must be familiar with Grass Valley 3000 switcher, Abekas DVE and Pinnacle Still Store. Chyron Infnit and Sony 370 studio cameras. Must be able to switch own newscasts on occasion. Prefer minimum 5 years experience in a major market either directing or technical directing newscasts. Degree in communications or related field desired. Qualified applicants will be motivated, creative and able to meet strict deadlines. Please send resume and cover letter to Jeff Jeandheur, Production Manager, KPRC-TV, PO Box 2222, Houston, TX 77252. EOE/Drug free.

Promotions Producer - Topicals. WAFF-TV is searching for a writer/editor to produce daily news topicals. If you have talent and the ability to learn quickly, we will train you. Prove you are a star and we will treat you like one. College degree and at least one year promotion experience desired. Calls welcome 256-564-5648. Send resume and tape to: WAFF-TV, PO Box 2116, Huntsville, AL 35804, ATTN: Human Resources. EOE.

Producer/Writer for TV News Special Project Team. Enterprise, produce, and write special reports for WKMG-TV news shows. Produce daily consumer and medical stories. Knowledge of Newstar, AVID, and Internet research a plus. Minimum of 5 years experience writing and producing news reports. Send tape/resume to Director of Special Projects, WKMG-TV, 4466 John Young Parkway, Orlando, FL 32804. Deadline: July 27, 1998. EEO.

Photojournalist. WNWO-TV NBC 24 seeks a photojournalist to join our award winning staff and use all brand new DVC Pro equipment. At least one year experience shooting news and production required. Bachelor's degree in Communications or related field preferred. Send resume and non-returnable tape to: Grant Zalba, WNWO-TV, 300 S. Byrne Rd., Toledo, Ohio 43615. Deadline: July 8, 1998. No phone calls please. WNWO-TV is an Equal Opportunity Employer.

Newscast Producer!! WFLA-TV in Tampa is looking for newscast producers. We want producers with sharp, people oriented writing skills. You must be able to craft a well rounded, informative newscast with high production values. You must have a clear vision on what makes a newscast hot and relevant to the community. The right candidate must have at least 4 years producing experience. Must be available immediately. Send tape, resume and references to: WFLA-TV, Personnel Dept., 905 E. Jackson Street, Tampa, FL 33602. No phone calls please. WFLA-TV is an Equal Opportunity Employer, M/F, drug-free workplace with pre-employment drug screening.

News Director: We're looking for a leader to take charge of the news department of a major network affiliated station in a top 75 northeast market. Applicant should have at least 3 years experience in news management. Station is well equipped, committed to news and needs a proven performer as news director. Reply to Box 01397 EOE.

News Reporter. Enterprise, research, report, write, present news stories as needed and assigned. Live reporting in field and on set required. Live presentation skills, including ability to ad lib, communicate smoothly and effectively required. Must have ability to work a beat, enterprise stories on a daily basis and aggressive, thorough reporting skills. Computer assisted reporting experience helpful, knowledge of newsroom computers preferred. No beginners. Minimum two years reporting in a commercial broadcast newsroom. Writing samples, resume and non-returnable tape: Pahl Shipley, News Director, KOAT-TV, 3801 Carlisle Blvd., NE, Albuquerque, NM 87107. Drug free workplace. KOAT-TV is an Equal Opportunity Employer.

News Producer. If you are an excellent news producer with strong leadership skills, the number 1 television news operation in Kansas City is looking for you. KMBC-TV has an opening for a quality news producer. Do you know how to showcase great video and sound? Do you know how to use graphics to give a newscast style? Can you turn daily news into exceptional newscasts? If you answer "Yes" to all these questions, send a non-returnable tape, a resume and references to Barbara Maushard, Executive Producer, KMBC-TV, 1049 Central, Kansas City, MO 64105. Women and minorities encouraged to apply. EOE.

News Director. WKBN-TV, Youngstown, OH, a CBS affiliate and the #1 news in very competitive, top 100 market seeks aggressive, goal oriented person with strong producing, writing, marketing, managing, computer, and people skills. Two years news director experience preferred and college degree. Ability to work within budget a must. Applications held in strict confidence. Send resume with salary history to: Youngstown Television, LLC, Attn: Executive Assistant, 3930 Sunset Blvd., Youngstown, Ohio 44512. EOE.

News Director. KFSN-TV (an ABC Owned Station), located in the California Central Valley, is seeking a dynamic leader, with a proven track record, to head its News Department. The ideal candidate will have 4+ years news management experience in television journalism and newscast production. This individual will be responsible for all daily news gathering operations, long term planning, personnel management, and financial management and budgeting. Candidate must have a Bachelor's Degree and be currently employed in television news management. Send resume to: KFSN-TV, Personnel Dept., 1777 G Street, Dept. BC, Fresno, CA 93706. KFSN-TV is an Equal Opportunity Employer. Women and minorities are encouraged to apply.

News Director. KRGV-TV, the ABC affiliate in the Rio Grande Valley, Texas is looking for a top-notch news director to join our #1 news team. Strong producing, writing and marketing skills, along with a keen eye for local news are required. Qualified candidates must be established journalists with fiscal management experience and 3-5 years in a news management position. Send resume and letter of application with salary range requirements to Ray Alexander, General Manager, PO Box 5, Weslaco, Texas 78599 or Fax 956-973-5003. EOE.

News Assignment Manager. Responsible for enterprising, researching and developing news stories and allocation of resources - including satellite truck, helicopter with Wescam and six remote bureaus. Long-term and special event coverage included. Work with News Director on scheduling and budgeting. Minimum three years news management experience as a producer or assignment editor. Knowledge of computer assisted reporting and newsroom computer systems helpful. Must be great with people, motivated, understand breaking news and deadline pressure. Resume and non-returnable tape: Pahl Shipley, News Director, KOAT-TV, 3801 Carlisle Blvd., NE, Albuquerque, NM 87107. Drug free workplace. KOAT-TV is an Equal Opportunity Employer.

Assistant News Director/Assignment Manager: WIFR, CBS in Rockford, is looking for an experienced hands-on, take-charge person to run the daily newsroom operations. If you're aggressive about assignment, story selection, enterprise reporting, production values, journalism, and leadership, you may be our person. No phone calls. No beginners. T&R's to Ray Wilck, News Director, WIFR-TV, 2523 N. Meridian Road, Rockford, IL 61101. EOE.

Assistant News Director. Manage day to day newsroom operations. Responsible for all aspects of editorial and presentation. Assist News Director with personnel, planning, and budget implementation. Busy #1 newsroom with statewide coverage, helicopter and satellite truck. Minimum three years in a newsroom management position. Experience as a reporter and/or producer preferred. Knowledge of newsroom computers helpful. Must be a news junkie who exists to win all aspects of coverage, especially spot news and breaking news. Resume, cover letter and references: Pahl Shipley, News Director, KOAT-TV, 3801 Carlisle Blvd. NE, Albuquerque, NM 87107. Drug free workplace. KOAT-TV is an Equal Opportunity Employer.

Assignment Editor. WNWO-TV NBC 24 seeks an aggressive, self-starting Assignment Editor. Applicants should have a degree in Journalism or related field. One year experience in a newsroom and knowledge of Northwest Ohio is also preferred. Responsibilities include developing and maintaining sources through phone contacts, coordinating reporter and photographer assignments, and monitoring radios for breaking news. Send resume and references to Grant Zalba, WNWO-TV, 300 S. Byrne Rd., Toledo, Ohio 43615. Deadline: July 10, 1998. No phone calls please. WNWO-TV is an Equal Opportunity Employer

Assignment Editor-Minneapolis: Suburban cable news station seeks idea person who can also report and substitute on the anchor desk. You'll manage a staff of reporters and photographers with state-of-the-art equipment, including brand new live truck. Tape and resume to: Dan Schillinger, News Director- Cable 12 News, 6900 Winnetka Ave., N. Brooklyn Park, MN 55422.

HELP WANTED RESEARCH

MANAGER- TELEVISION RESEARCH

STUDIOS USA, a leading supplier of television programming for syndication, network, and cable is looking for an experienced professional for its audience research department. This is a unique opportunity to get in on the ground floor of a dynamic new company. The ideal candidate has:

- 3+ years of television research experience with a syndicator, network, station or rep firm
- Exceptional PC skills including Word, Excel, and Power Point
- Hands-on experience with Nielsen and other research related software
- Thorough knowledge of all types of television programming
- Outstanding written presentation skills

If you are seeking a new challenge or looking to set-up, please fax resume and salary requirements in confidence to (818)866-5041.

Research/Special Projects Coordinator - WWMT-TV, serving Kalamazoo, Grand Rapids, Battle Creek and Southwest Michigan has an opening for an energetic, outgoing individual as Research/Special Projects Coordinator, to create and coordinate sales marketing promotions, special projects and research. This person must be able to prepare and maintain television ratings and research information. Preferably have knowledge of Nielsen ratings and television avails systems. Strong computer skills, including Microsoft Word, Excel and Powerpoint are a must. Print layout and design helpful. Please send or fax resume and cover letter to: WWMT-TV, Margie Candela, 590 W. Maple Street, Kalamazoo, MI 49008. Fax: 616-388-8228.

Research Analyst. Maintain TvScan Avail System; input all station program changes, estimates and rationale. Assist Sales Department in areas relating to sales pieces and sales presentations. Applicant should be detail oriented with good organizational skills, knowledge of Power Point or Harvard Graphics. Word and Excel. 1+ years of broadcast experience. Reply to Box 01398 EOE.

HELP WANTED CREATIVE SERVICES

Television/Artist/Designer. WB17 Philadelphia seeks a designer to produce graphics and animation for on-air, news and print. Candidate should be experienced in Photoshop, Illustrator. After Effects, Strata Studio Pro, Media 100 and Paintbox. Resumes and tape to: Art Director, WPHL-TV, 5001 Wynnefield Avenue, Philadelphia, PA 19131. EOE. No phone calls please.

Creative Services Director. WATL-TV WB36, the #1 WB affiliate in the country, is looking for a creative services director with cutting edge skills that motivate viewers. You are responsible for the image and positioning of all station media, directing a talented staff, and working with agency for placement of advertising. No phone calls. Please send demo reel. If qualified, please send or fax resume to Human Resources Department, WB36!, One Monroe Place, Atlanta, GA 30324. Fax 404-881-3755. No phone calls please. EOE.

HELP WANTED PUBLIC RELATIONS

Community Affairs Director. KMPH FOX 26 has an immediate opening for a Community Affairs Director. One to three years previous experience in television community affairs, news or promotion is required. Successful candidate will be responsible for supervision and implementation of station's public service projects and events. Strong writing, producing and speaking skills are required. On camera experience helpful. Candidates should be able to demonstrate previous community involvement. Send resume and video tape to: Personnel Dept., KMPH FOX 26, 5111 E. McKinley Ave., Fresno, CA 93727. Applications will be accepted until 7/17/98. No phone calls please. An EOE - M/F/D. Women and minorities are encouraged to apply.

HELP WANTED PROMOTION

TV Promotion Writer/Producer. Outstanding opportunity available at CBS affiliate. AVID editing experience preferred, as is a broadcasting degree and one year experience. Duties include, but not limited to, writing, shooting, and editing. Send resume and VHS tape ASAP: WMBD-TV, Dept. KCB, 3131 N. University, Peoria, IL 61604. EOE.

Promotion Junior Producer/Promo Assistant. Develop your promotion skills in the 80's market at NBC affiliate WAFF. Duties include: writing/producing psa's, promos, event planning, logs. Degree required. Must have some experience writing and editing, non-linear knowledge a plus. Calls welcome 256-564-5648. Send resume and tape to: WAFF TV, PO Box 2116, Huntsville, AL 35804, ATTN: Human Resources. EOE.

HELP WANTED MISCELLANEOUS

WFXP-TV is seeking to fill the following positions: Reporter, Videographer, National Sales Manager, Local Sales Manager, Account Executive, Traffic (Coordinator), Promotion Assistant, Sales Assistant, Accounting Assistant (part time). Please send resume (and tape if applicable) to WJET-TV, ATTN: Personnel, 8455 Peach Street, Erie, PA 16509. No phone calls please. WFXP-TV is an Equal Opportunity Employer.



As one of the fastest growing, most progressive broadcast groups in the nation, SINCLAIR COMMUNICATIONS, INC. owns and/or provides programming services or has agreements to acquire 57 stations in 37 separate markets, and owns, provides sales and programming services to, or has agreements or options to acquire 50 radio stations in 11 separate markets. Sinclair's television group will include ABC, CBS, FOX, NBC, WB and UPN affiliates. As our phenomenal growth continues, we seek the one element which gives us the edge on the competition and the power to stay on top-the best people in the business. If you are a motivated team player with a successful track record, an opportunity may await you at Sinclair.

- **Charleston - WCHS-TV/ABC National Sales Manager**
Seeking an experienced leader and manager to become a part of a dynamic sales management team. Must be able to establish strong relationships and have the ability to grow national shares. Minimum of 3 years television sales experience. Columbus and Tapscon. Previous management desirable. Send resume. BC#120
- **Indianapolis - WTTV-TV/WB Promotional Director**
Immediate opening for an aggressive, creative individual to plan and implement the station's marketing strategies. Experience in TV promotion and production a must. Individual will manage staff of producers and graphic designers responsible for producing on-air promotion and on-air look. Will also handle outside media and publicity. Send resume and tape. BC#121
- **San Antonio - KABB-TV/FOX Chief Engineer**
San Antonio's FOX affiliate is seeking a Chief Engineer with five years experience and complete knowledge of broadcast equipment and transmitter systems. Send resume. BC#122
- **Sinclair Radio of St. Louis - KPNT/WVRV-FM Assistant Radio Engineer**
Seeking an experienced Asst. Engineer to work in expanding St. Louis facility. Candidate should provide working knowledge of remote broadcast equipment and technique used to produce quality broadcast. Basic knowledge of electronics, audio and RF technology, and computer skills, including networking a plus. Send resume and cover letter. BC#123
- **Tri-Cities - WEMT-TV/FOX Local Sales Manager**
Successful candidate must have proven leadership abilities with emphasis on coaching AE's and quality customer service abilities. A proven track record of new business development and a thorough knowledge of quantitative research a must. Candidates must have a track record of outperforming the competition and an aggressive pursuit of non-traditional revenue opportunities. 3-5 years of TV experience and sophisticated computer skills a plus. Quality of life in this market is excellent! Send resume BC#124
- **Various Locations Account Executives**
Must be able to handle agency business and develop new business. Strong negotiation and communication skills, thorough knowledge of ratings/research tools and working knowledge of computers a must. Send resume. BC#125
- **Various Locations Engineering Personnel**
Join a leader...Chief, Assistant Chief and Broadcast Maintenance Engineers needed in various Sinclair markets. FCC license and/or SBE certification required. Must have proven ability to work as a team member, manage resources, lead people and problem solve. Send resume. BC#126
- **Various Locations Video Designer/Graphic Artist**
Execute original animations and graphics for use in video and print media for the station. Must be able to communicate and work closely with sales, news and promotions and meet tight deadlines. Must be technically proficient with computer design and video production equipment. Good people skills a plus Send resume. BC#127

Mail your resume in confidence immediately to: Broadcasting & Cable, 245 W. 17th Street, NY, NY 10011, Attn: Job # _____



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KTVI/FOX 2 St. Louis. Engineer - (Regular FT). Master control switching, switching live newscasts and operation of ENG microwave vehicles, automated video cart machine, 1" and 1/2" VTR's, TV broadcast audio consoles and robotic camera pedestals. 3-5 years major market broadcast studio and ENG operation experience. Able to work all shifts. lift 25 pounds, excellent driving record. *Account Executive - (Regular FT).* Ability to prepare sales presentations and position growth of the station. Strong ability in new business development. Maintain all paperwork/reports related to sales activities and properly service all accounts. 2-4 years local sales experience required. Entry level communication and organizational skills and strong attention to detail a must. College degree preferred. For consideration, forward resume and letter to: KTVI/FOX 2, Human Resources Director, 5915 Berthold Avenue, St. Louis, MO 63110. Job Line: 314-644-7414. No phone calls, no faxes please. KTVI offers an academic credit internship program for registered college students.

HELP WANTED PRODUCTION

Television Production Assistant: Applicant must have a minimum of one year's professional broadcast experience. Experience should include still store, character generator, studio camera, and console operation during live newscasts. Chyron INFINITI experience a plus. Send resume to: Production Manager, WTVD NewsChannel 11, ABC, P.O. Box 2009, Durham, NC 27702. No phone calls please. EOE.

Graphic Artist. NBC 6/WCNC-TV, a subsidiary of A.H. Belo, is recruiting for a Graphic Artist to join our growing staff. Must be able to work flexible hours as needed, including weekends and holidays. Proven experience on a paint system (we currently use Quantel). News graphics experience a major plus. Experience in animation preferred (After Effects, Adobe Premiere). Macintosh platform and the following programs: PageMaker, Illustrator, and PhotoShop are a plus. Weather graphics experience is beneficial. Qualified applicants need to send your tape, resume and salary history to: NBC 6, Human Resources Department, Attn: Position 98-17, 1001 Wood Ridge Center Drive, Charlotte, NC 28217. EOE M/F/V/H.

Frederiksen TV a top direct response advertising agency is seeking to fill new positions in our Washington, D.C. area office. Applicants for the Head of Production should have 3-5 years production management experience. Demonstrated ability to manage in a fast growth multiple office environment. You will be responsible for guiding our rapidly expanding production department to new heights of efficiency and profitability. The Writer/Director position requires 3-5 years writing/directing direct response advertisements (long and short form). He/she must be creative within time and budget constraints and familiar with Avid editing systems. The ability to produce a plus. Send resume (tape) to Frederiksen Television, Production Search, 2735 Hatland Rd., Suite 300, Falls Church, VA 22043.

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COO wanted for new International digital wireless cable company. Young management team w/corporate headquarters in Southern California. 3-5 years operating experience required w/BS EE or masters level business administration (or equivalent). Fax resume w/salary history to SkyNet International, Attn: Adam Sneller: 805-565-5457.

HELP WANTED TECHNICAL



ENGINEER

FOX Sports Net has an immediate opening for a motivated, independent worker to maintain all audio and video processing/distribution equipment, and perform analog & digital troubleshooting to component level. Position requires knowledge of Betacam, D2, UTS AVS2, Betacart, Flexicart, various Chyron systems, Quantel, Abekas, GVG and non linear systems. Minimum two years experience required and SBE certification preferred. Position is located in Century City, CA. Qualified candidates fax resume to 310-286-3847 or send to P.O. Box 67B66, Los Angeles, CA 90067. Attn: HRLATO. EOE

EABC, a broadcasting company located in Ft. Lee, NJ is looking to hire professionals for positions in our broadcast operations center.

Resumes are being accepted for:

- Transmission Engineers
- Shift Supervisors
- Master Control Operators
- Video Editors (Linear/Non-linear)

Please send resume with cover letter to:

EABC
One Bridge Plaza
Suite 145
Ft. Lee, NJ 07024
Attn: Broadcast Hiring

Studio Technician- responsible to repair, maintain and set-up video equipment. Will perform engineering and design duties. Send/fax resume to Human Resources Department: Cablevision of Raritan Valley, 275 Centennial Ave., Piscataway, New Jersey, 08855; 732-885-3889. EOE.

HELP WANTED REPORTER

Host/Reporter: FOX Sports New England has an excellent opportunity for a professional with in-depth knowledge of basketball and the NBA, with a general knowledge of all sports. Position requires 3+ years hosting or sports desk experience. Excellent writing and communication skills are a must. Prior field reporter/producer background highly desired. Ideal applicant will be a "team player" with the ability to operate in a live, fast-paced environment. Send resumes and tapes Attn: Director of Production, FOX Sports New England, 10 Tower Office Park, Woburn, MA 01801. Equal Opportunity Employer.

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Send resume/tape to: Box _____,
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Cox CableRep San Diego is looking for a Local Sales Manager for its Interconnect sales team. Qualified candidates will have a minimum of 5 years sales experience and preferably sales management experience in Broadcast Television, Radio or Cable. Experience selling Major League Sports a plus.

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**SALES
ADMINISTRATOR**

Fox Sports Net is seeking a Sales Administrator to work out of our Los Angeles office. Will act as liaison between traffic and sales administration for the processing of sales orders, makegoods and revisions to orders; work and post logs; handle repeats; resolve order problems; and effectively execute sales orders. Successful candidate will have 1-3 years' similar experience in television working as either a sales assistant or coordinator. Must have good communication and organization skills; the ability to work under pressure; a team player attitude; a willingness to learn; and good PC skills. Traffic background is helpful. Knowledge of a traffic system and college grad preferred.

For immediate consideration, please send resume and salary history to: **Fox Sports Net, Attn: Human Resources, Code: TR-SA, 5251 Gulfon St., Houston, TX 77081; or fax to (713)432-7836.** Equal Opportunity Employer.



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

EABC, a broadcasting company located in Ft. Lee, NJ is in need of a

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This position will be responsible for overseeing traffic coordinators, meeting deadlines and troubleshooting all traffic related questions. Computer experience is a must. Please send resume with cover letter to:

EABC
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Attn: Broadcast Hiring

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A Time Warner Company

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Turner Broadcasting seeks an experienced Senior Research Analyst to join its NY based ad sales research team for TBS/TNT Entertainment Networks. This highly motivated, detail oriented individual will be responsible for generating audience and marketplace analyses, effective sales positioning and support materials for the sales force. Ideal candidate will have 3-5 years related research experience at a cable or broadcast network, ad agency or other media research company. Knowledge of Nielsen Media Research national products, MRI and other syndicated research sources required. Strong written & verbal skills, strategic creative thinking and the ability to interpret data are essential.

For consideration please send/fax resume & cover letter with salary requirements to:

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420 Fifth Avenue
NY, NY 10018
Attn: Lisa Jakovac
Fax: (212)596-6397

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**Audience Research
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Atlanta based Turner Broadcasting System, Inc. is seeking a qualified audience research professional for the following position:

**RESEARCH PROJECT
MANAGER**

Candidate should have five years experience in television audience research and comprehensive knowledge of Nielsen Media Research methodology and software. The successful candidate will have superior analytical and writing skills, be able to handle several projects simultaneously and work independently. Experience with primary research and website development a plus. Position will also assist in training and supervision of a staff of research analysts. For consideration, please send resume and salary requirements to:

Connie Applewhite
TEN Research
1050 Techwood Drive
Atlanta, GA 30318



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HELP WANTED PRODUCTION

TV ART DIRECTOR

CNET: The Computer Network, producer of the TV programs CNET Central, TV.COM, The Web and The New Edge seeks a highly qualified art director for its expanding TV production in San Francisco.

Responsibilities:

Oversee, manage, and administrate art department dedicated to support of the television division. Complete design for upcoming new shows while supporting design for continuing projects. Provide artistic direction and support in creation and development of new programming. Provide artistic direction and support in creation of promotional and sales material. Establish and maintain creative standards. Manage day to day needs of existing programming. Manage staff. Generate short and long range plans based on established budget. Provide artistic direction and support for companion web site.

Required skills/experience:

5 years experience in television design, Paintbox, Illustrator, Photoshop, and Chyron required. AfterEffects, Premiere and Director experience also helpful.

If you are interested in this position please send resume to:

CNET: The Computer Network
Attn: Sean Lally
(email.) 415-623-2458
(mail) 150 Chestnut Street, San Francisco, CA 94111

Producer/Director- must have experience developing and directing TV programs. Excellent writing skills, good news judgement. Will work with community groups. Degree in communications. Send non-returnable tape. Send/fax resume to Human Resources Department; Cablevision of Raritan Valley; 275 Centennial Ave., Piscataway, New Jersey 08855; 732-885-3889. EOE.

ALLIED FIELDS

HELP WANTED PRODUCTION

Unit/Production Manager. We are a full service TV and radio news production and placement company working with Public Relations firms and major corporations offering a unique opportunity for an exceptional unit/production manager to join our team in this key role. The right candidate will have experience with booking crews, facilities, managing logistics, creating budgets, and working with clients on the following services: satellite media tours- press conferences- video news releases- b-roll packages- radio tours- sales, corporate and training videos. Bachelor's degree in broadcasting or communications preferred. Must have a strong ability with numbers, excellent organizational skills and be able to think and act quickly on your feet. Computer literate required. For consideration, fax resume to: 212-302-3013.

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email dupont@jm.columbia.edu
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DATEBOOK

MAJOR MEETINGS

July 8-10—WCA '98, 11th annual *Wireless Cable Association* convention and exposition. Pennsylvania Convention Center, Philadelphia. Contact: Susan Bishop, (202) 452-7823.

Sept. 17—*BROADCASTING & CABLE* Interface XII conference. New York Grand Hyatt, New York City. Contact: Cahners Business Information, (212) 337-7158.

Sept. 23-26—*Radio-Television News Directors Association* international conference and exhibition. San Antonio Convention Center, San Antonio, Tex. Contact: Rick Osmanski, (202) 467-5200.

Oct. 14-17—*National Association of Broadcasters* Radio Show. Washington State Convention and Trade Center, Seattle. Contact: (800) 342-2460.

Oct. 26-28—*Southern Cable Telecommunications Association*

Eastern Show. Orange County Convention Center, Orlando, Fla. Contact: Patti Hall, (404) 255-1608.

Oct. 27-29—*Society of Broadcast Engineers* national meeting and electronic media expo. Meydenbauer Center, Bellevue (Seattle), Washington. Contact: John Poray, (317) 253-1640.

Oct. 28-31—*Society of Motion Picture and Television Engineers* 140th technical conference and exhibition. Pasadena Convention Center, Pasadena, Calif. Contact: (914) 761-1100.

Nov. 9—*BROADCASTING & CABLE* 1998 Hall of Fame Dinner. Marriott Marquis Hotel, New York City. Contact: Cahners Business Information, (212) 337-7158.

Dec. 1-4—The Western Show, conference and exhibition presented by the *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif. Contact: (510) 429-5300.

THIS WEEK

July 6-10—"Harris/PBS DTV Express," DTV dual seminar series featuring technical and business operations seminars presented by *Harris Corp.* and *PBS*. East Lansing/Detroit, Mich. Contact: (888) 733-3883.

July 8-10—WCA '98, 11th annual *Wireless Cable Association* convention and exposition. See Major Meetings, above.

July 8-12—11th annual *International Teleproduction Society* forum and exhibition. Regal Biltmore Hotel, Los Angeles. Contact: (703) 319-0800.

July 10-12—"Covering the '98 Elections," workshop sponsored by the *Radio-Television News Directors Foundation*. Swissotel, Chicago. Contact: Kathleen Graham, (202) 467-5216.

July 11—*International Teleproduction Society* International Monitor Awards presentation and gala. Regal Biltmore Hotel, Los Angeles. Contact: Julie H.J. Chung, (703) 319-0800.

July 11-14—"Winning on a Higher Plain," *Cabletelevision Advertising Bureau* 5th annual Local Cable Sales Management Conference. Colorado Convention Center, Denver. Contact: Nancy Lagos, (212) 508-1229.

July 11-17—*National Association of Broadcasters* Management Development Seminar for Television Executives. Northwestern University, Evanston, Ill. Contact: John Porter, (202) 775-2559.

July 12—"Media Ownership: Trends, Challenges and the Future of African Americans in Media, Entertainment and Advertising," midyear conference of the *National Urban Media and Entertainment Association*. Spertus Institute and College, Chicago. Contact: (312) 661-9133.

JULY

July 13-17—"Harris/PBS DTV Express," DTV dual seminar series featuring technical and business operations seminars presented by *Harris Corp.* and *PBS*. Buffalo. Contact: (888) 733-3883.

July 16—35th annual *Broadcast Advertising Club of Chicago* Sports Day (golf and tennis outing). Indian Lakes Resort, Bloomingdale, Ill. Contact: (312) 440-0540.

July 17-18—*Oklahoma Association of Broadcasters* summer meeting. Shangri-La Resort, Afton, Okla. Contact: Carl Smith, (405) 848-0771.

July 19-22—*Women in Cable & Telecommunications* national management conference. JW Marriott Hotel, Washington. Contact: (312) 634-2330.

July 20-23—*New England Cable Television Association* 24th annual convention and exhibition. Newport, R.I. Contact: Bill Durans, (781) 843-3418.

July 22-24—*Montana Cable Telecommunications Association* annual convention. Grouse Mountain Lodge, Whitefish, Mont. Contact: Greg Herbert, (406) 628-2100.

July 22-26—SBCA '98, national satellite convention and exposition presented by the *Satellite Broadcasting and Communications Association*. Opryland Hotel, Nashville. Contact: Jennifer Snyder, (703) 549-6990.

July 23-25—*Southwest National Religious Broadcasters* convention. Dallas/Ft. Worth Mar-

riott, Ft. Worth, Tex. Contact: (918) 743-9188.

July 24-25—*Michigan Association of Broadcasters* annual meeting and management retreat. Shanty Creek Resort, Bellaire, Mich. Contact: Michael Steger, (517) 484-7444.

July 25-27—51st annual *California Broadcasters Association* convention. Doubletree Hotel, Monterey, Calif. Contact: (916) 444-2237.

July 27-31—"Harris/PBS DTV Express," DTV dual seminar series featuring technical and business operations seminars presented by *Harris Corp.* and *PBS*. Philadelphia. Contact: (888) 733-3883.

July 29-Aug. 2—*National Association of Black Journalists* 23rd annual convention and job fair. Grand Hyatt Hotel, Washington. Contact: (301) 405-8500.

AUGUST

Aug. 3—*The 1998 New York Festivals* International Television Programming and Promotion deadline for entries. Contact: (914) 238-4481.

Aug. 3-5—*Alabama Cable Telecommunications Association* annual convention. Marriott's Grand Hotel, Point Clear, Ala. Contact: Jennifer Robinson, (334) 271-2281.

Aug. 5-8—*Association for Education in Journalism & Mass Communication/Association of Schools of Journalism & Mass Communication* 81st annual convention. Hyatt Regency Baltimore, Baltimore. Contact: (803) 777-2005.

Aug. 7-8—"Sportscaster Institute," seminar sponsored by the *Texas Association of Broadcasters*. Arlington Hilton Hotel, Arlington, Tex. Contact: Michael Schneider, (512) 322-9944.

Aug. 11-13—*Kagan Seminars Inc.* Digital Household Summit. The Park Lane Hotel, New York City. Contact: Tim Akin, (408) 624-1536.

Aug. 13-15—*Nebraska Broadcasters Association* 65th annual convention. Holiday Inn, York, Neb. Contact: Dick Palmquist, (402) 778-5178.

Aug. 13-15—*Tennessee Association of Broadcasters* annual convention. Clubhouse Inn and Conference Center, Nashville. Contact: Jill Green, (615) 399-3791.

Aug. 19—*Hollywood Radio & TV Society* "kids day" newsmaker luncheon. Regent Beverly Wilshire Hotel, Los Angeles. Contact: (818) 789-1182.

SEPTEMBER

Sept. 2-4—*Texas Association of Broadcasters and Society of Broadcast Engineers* 45th annual convention and trade show. Hotel InterContinental, Dallas. Contact: (512) 322-9944.

Sept. 3-4—World Summit on Financing for Satellite Communications and Broadcasting, presented by *Euroconsult* and *Donaldson, Lufkin & Jenrette*. Le Grand Hôtel Inter-Continental, Paris. Contact: (212) 892-3000.

Sept. 9-11—*Women in Cable & Telecommunications* executive development seminar. Sylvan Dale Ranch, Loveland, Colo. Contact: Christine Bollettino, (312) 634-2335.

Sept. 11—1998 *MIBTP—Broadcasting Training Program* Striving for Excellence Awards. Museum of Television and Radio, Beverly Hills, Calif. Con-

tact: Patrice Williams, (818) 240-3362.

Sept. 11-15—1998 *International Broadcasting Convention*. Amsterdam, Holland. Contact: 011 44 171 240 3839.

Sept. 12-15—*NIMA International* annual meeting and exposition. MGM Grand Hotel, Las Vegas. Contact: (202) 289-6462.

Sept. 13-15—"Internet Services Over Cable Systems," technical workshop presented by the *Society of Cable Telecommunications Engineers*. Don CeSar Beach Resort, St. Pete Beach, Fla. Contact: Anna Riker, (610) 363-6888.

Sept. 14—SkyFORUM X, direct-to-home satellite TV business symposium presented by the *Satellite Broadcasting and Communications Association*. Marriott Marquis Hotel, New York City. Contact: Jennifer Snyder, (703) 549-6990.

Sept. 14-15—*National Association of Minorities in Communications* Urban Markets Conference. New York Hilton and Towers, New York City. Contact: (202) 965-0046.

Sept. 15—*International Radio & Television Society Foundation* newsmaker luncheon featuring FCC Chairman William Kennard, Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

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

Sept. 17—"The Challenge of Change in the New Millennium," seminar presented by *Women in Cable & Telecommunications*. TCI Site, San Jose, Calif. Contact: Laurie Empen, (312) 634-2353.

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

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

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

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

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

Sept. 27-29—*National Religious Broadcasters* eastern regional convention. Sandy Cove Conference Center, North East, Md. Contact: Ward Childerston, (310) 582-0285.

Sept. 28—"Convergence: The Five Burning Questions," conference presented by *The Carmel Group*. Westin Los Angeles Airport Hotel, Los Angeles. Contact: (408) 626-6222.

Sept. 29—Regional convention of the Pittsburgh chapter of the *Society of Broadcast Engineers*. Sheraton Inn, North Pittsburgh, Pa. Contact: Mary Pam Sprague, (412) 381-9131.

Major Meeting dates in red

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

Gadget lover ga-ga over digital

So is it better to buy a big new TV set now or wait for these high-definition sets we've been hearing so much about?

Gary Shapiro has heard that question once or twice.

The chief of the Consumer Electronics Manufacturers Association has been fielding queries about high-definition television throughout the decade. Now, with some two dozen stations poised to start broadcasting HDTV this November, his group's member companies are preparing to start selling the new sets, along with a host of other new digital products.

"People say this is a mature industry," Shapiro says. "My view is it's not. ... We're just at the beginning of this digital revolution, and there are going to be more and more products [that] will really change our lives."

He envisions more than new TV sets. Shapiro describes new digital gizmos that could lower the TV volume if the telephone rings, control the heating and lighting in your home and maybe even warn your car of an impending collision.

But don't let that keep you from driving over to Circuit City for a new television right now.

"There's never been a better time to buy a TV than today," Shapiro says. "Prices are always coming down, so they're always the lowest they've ever been in history, and quality is always going up." Which manufacturer? Shapiro says only: "As long as it's one of my members, it's a terrific product."

Shapiro has been in the business of boosting new consumer electronic products since the early 1980s, when he worked on the industry's effort to market a new thing called the VCR. As a lawyer for the Electronic Industries Association, Shapiro worked on the industry's battle over consumer taping of shows for home viewing.

The copyright battle culminated in a 1984 decision by the U.S. Supreme Court that off-air taping for home use is exempt from copyright law. Shapiro, who also chaired the Home Recording Rights Coalition, numbers that decision and his industry's efforts to defend the legality of video rentals among his career highlights.

"The fact that consumers can go into a Blockbuster store today and rent a video ... is something I feel I played a direct and major role in."

While representing the EIA as a lawyer



"We're just at the beginning of this digital revolution, and there are going to be more and more products [that] will really change our lives."

Gary Joel Shapiro

President, Consumer Electronics Manufacturers Association, Arlington, Va.; b. Aug. 28, 1956, New York; BS, economics, psychology, State University of New York—Binghamton, 1977; JD, Georgetown University Law Center, Washington, 1980; associate, Squire, Sanders and Dempsey, Washington, 1980-82; Electronic Industries Association, Washington: government and legal adviser, 1982-83; staff VP, 1983-85; general counsel, 1985-88; VP, 1988-89; VP/secretary/general counsel, 1989-1990; group VP, consumer electronics, 1990-95; current position since October 1995; m. Jan Wolf, Sept. 5, 1982; children: Steven, 13; Doug, 12

for Washington's Squire, Sanders and Dempsey, Shapiro had a chance to check out the association's convention. The trip, Shapiro says, sold him on the business of bringing electronics to the consumer.

"I was just entranced. I felt I wanted to be part of the trade show, and I wanted to be part of that industry."

Shapiro joined EIA (now the Electronic Industries Alliance) in 1982 and has been with the group ever since.

In 1995, when EIA created an association for consumer electronics, Shapiro became the new group's president. Shapiro praises his industry's provision of products that, in his words, enrich peoples' lives without causing cancer. "To me it's probably one of the best jobs in Washington."

It's also a job that gives Shapiro a chance to work in another business for which he professes enthusiasm: exhibitions. Each January, consumer electronics makers attract more than 90,000 people to their convention in Las Vegas. Shapiro, who chairs a trade group for trade shows known as the Center for Exhibition Industry Research, cheers the intense commerce that comes with conventions.

"That's always an exciting business, because it represents the free marketplace at work: buyers and sellers getting together in one place."

Shapiro predicts that high-definition sets will be the hot product at January's convention and adds that his current career goal is to make sure the product has a successful commercial launch.

"HDTV has been a goal [that] has sustained me in my job," he says.

Colleagues praise his devotion to that goal. Margita White, president of the Association for Maximum Service Television, cites Shapiro's work with her group on the Model HDTV Station Project, an experimental HDTV station in Washington.

"He's willing to stand up and speak his views," adds Washington communications lawyer Richard Wiley, who chaired the advisory group that oversaw development of the new TV transmission standard. "He's a good representative of his industry."

It's an industry that has more than new TV sets to sell, Shapiro is quick to add. He cites an array of upcoming products, such as the smaller compact discs that companies are getting ready to sell. "It's a terrific concept," Shapiro says. "I'm ready to go buy one." —Chris McConnell

BROADCAST TV

Michael Bonner, director, financial operations, SF Broadcasting (division of USA Broadcasting), named VP, business development, USA Broadcasting, New York.

Bob Richardson, director, engineering, WSPA-AM-FM-TV Spartanburg, S.C., named VP/director, engineering, Spartan Communications Inc. (parent).

Appointments at Sinclair Broadcast Group properties: **Dan Cohen**, general sales manager, KDSM-TV Des Moines, Iowa, joins KBSI(TV) Cape Girardeau, Mo., and WDKA(TV) Paducah, Ky., as GM; **Ted Stephens**, GM, KDSM-TV, named group manager. KDSM-TV, WYZZ-TV Bloomington, Ill., KBSI(TV) and WDKA(TV).

Brian Lang, director, sales, American Radio Systems, Buffalo, N.Y., joins WWCP-TV Johnstown, Pa., and WATM-TV Altoona, Pa., as VP/director, sales.

Sara Ahmad, assistant promotion manager, WTAE-TV Pittsburgh, joins WPMF(TV) West Palm Beach, Fla., as creative services director.

Wes Milbourn, general sales manager, WOWT(TV) Omaha, joins KFOR-TV Oklahoma City in same capacity.

Appointments at KTVT(TV) Dallas/Fort Worth: **Kymberly Redmond**, general sales manager, named VP, sales; **Dandy Killeen**, sports producer, KDFW-TV Dallas, joins as executive sports producer; **Babe Laufenberg**, analyst, the Dallas Cowboys Radio Network, joins as sports anchor, *11 News* at 10 p.m.

Terry Moir Cheplowitz, director, station operations, WEWS(TV) Cleveland, joins WKYC-TV Cleveland as director, new sales marketing and special projects.

Appointments at The Broadcast Image Group Inc.: **Joan Barrett**, VP, news, KPNX(TV) Mesa, Ariz., joins as executive director, management recruitment and product development; **Jennifer Perelstein**, director, talent recruitment, named VP/executive director; **Paul Dughi** named VP/executive director, The Producing School.

PROGRAMMING

Mona Metwalli, lawyer, Alexander, Nau, Lawrence & Labowitz law firm, joins

Bonneville Worldwide Entertainment, Los Angeles, as VP, business affairs.



Brett

Barrie Brett, executive director, Lifetime Television, joins Hearst-Argyle Television Productions, Boston, as executive producer, development.

Tom Ascheim, VP, business development, publishing and multimedia, Nickelodeon, New York, named GM, Noggin (children's educational television network).

Michael Clements, manager, current programming, Fox Broadcasting Co., Los Angeles, named director, comedy development.



Lazar



Corcoran

Appointments at Worldvision Enterprises, New York: **Alison Lazar**, account supervisor, Rachel McCallister & Associates, joins as director, publicity; **Terri Corcoran** named station relations manager.



Behunin



Wold

Appointments at Wold International, Los Angeles: **Leigh Behunin**, supervisor, technical operations, Globecast North America, joins as supervisor, customer service center; **Peter Wold**, director, operations, named director, production and field operations.

Appointments at UPN, Los Angeles:

Judith Weiner named VP, talent and casting; **Kelly Edwards**, executive director, comedy development, Fox, joins as VP, comedy development; **Maira Suro**, VP, series development, Spelling Entertainment Group, joins as VP, drama development; **James Bethea**, director, programming, named executive director, current programming; **Todd Lituchy**, director, research, Walt Disney Television, joins as executive director, program scheduling.

JOURNALISM

Scott Matthews, investigative news producer, joins WNYW(TV) New York as executive producer, investigative reports.

Fred Heller, program director, WJZI(FM) Milwaukee, joins Metro Networks as director, operations, Kansas City.

Jim LeMay, news director, WEWS(TV) Cleveland, joins WJLA-TV Washington as director, news.

Charlie Hoff, bureau chief, CNN, London, named deputy national managing editor and director of coverage, CNN, Atlanta.

Russ Riesinger, main anchor, WCHS-TV Charleston, W. Va., joins WCNC-TV Charlotte, N.C., as co-anchor, *6News* at 5:30 p.m.

RADIO

Michael Freedman, director of public affairs and executive producer of broadcast projects, The George Washington University, Washington, joins CBS News Radio, New York, as GM.

Jack Taddeo, senior VP, programming, SFX Broadcasting Inc., joins Capstar Broadcasting Corp., Chicago, as senior VP, programming.

Randall Bongarten, vice chairman, Sláger Rádió Rt. (national radio network in Hungary), joins Emmis Communications Corp. as president, Emmis International, overseeing Emmis's operations in Budapest, Hungary.

Scott Karnedy, VP/national sales manager, Knight Quality Stations, joins Chancellor Media Corp. as VP/director, sales and marketing, New York.

Jim Votaw, director, AM sales, Jacor San Diego, named market manager, Jacor Santa Barbara, Calif., cluster.

CABLE

Bill Tipping, national and international customer operations manager, Siemens Business Communications, Norwalk, Conn., joins CableSoft Corp., Burlington, Mass., as director, operations.

Appointments at TCI Communications Inc., Englewood, Colo.: **Elisabeth Shelton**, VP/assistant treasurer, becomes senior VP/assistant treasurer; **Jean Carlson**, assistant treasurer, named VP/assistant treasurer.

Dennis Prechtl, manager, sales resources development, Fox Family Channel, New York, joins NBC Cable Networks, Fort Lee, N.J., as director, affiliate research.

Appointments at International Channel, Englewood, Colo.: **Samara Cummins**, Southeast and Central sales and affiliate marketing manager, Access Television Network, joins as senior district sales manager, Atlanta; **Michael Gerd** joins as programming manager, Englewood; **Damon Johnson** joins as product manager, International Premium Networks and Canales ñ; **Kathy Myles** joins as director, marketing; **David Shear**, VP, operations, Rifkin & Associates Inc., joins as senior VP, affiliate relations and strategy; **Victoria Kent Harris**, VP, sales and marketing, named VP, marketing and communications.

Appointments at Viewer's Choice, New York: **Jennifer Feldman**, account representative, Mid-Atlantic, named regional marketing manager; **Lorelei Galardi**, manager, event sales, named associate director; **David Wengrod**, director, movie programming, named senior director; **Eileen Curran**, manager, program planning, named senior manager, program planning and scheduling; **Suzanne Bergman**, manager, affiliate marketing, named senior manager.

Appointments at TVN Entertainment Corp., Burbank, Calif.: **Jacquelyn Freilich**, VP, programming, BET Action Pay-Per-View, Washington, joins as director, programming; **Trisha Rice**, senior director, affiliate sales, *The Cable Guide* and *Total TV*, TVSM, joins as director, Southeast; **Neal Flyer**, area GM, Showtime Networks, Los Angeles, joins as director, Western region; **Steve Schacter**, executive director, Sierra Canyon, Chatsworth, Calif., joins as manager, affiliate sales and marketing, national division; **Brian Clark**, manager, affiliate sales, Home Shopping Network, joins as manager,

affiliate relations and marketing, Central region.



Singleton



Shuping

Appointments at INSP—The Inspirational Network, Charlotte, N.C.: **Loretta Singleton**, manager, direct response ad sales, The Family Channel, joins as director, commercial sales; **Ron Shuping**, director, production services, wsoc-tv Charlotte, N.C., joins as VP, programming.



Gonzalez

Isidro Gonzalez, director, advertising sales, The Weather Channel Latin America, Miami, joins GEMS Television, Miami, as VP, Panregional advertising sales.

Guillermo Federico Tabanera, director, program acquisitions, ESPN Sur, Buenos Aires, named GM.

Appointments at Turner Broadcasting System Europe Ltd.: **Julia Terry**, sales manager, named VP/sales director, responsible for CNN International's advertising sales in the UK, Netherlands and Scandinavia; **Werner Schopff**, sales manager, named VP/sales director, CNN International's advertising sales in France, Germany, Switzerland and Eastern Europe; **Martin Wright**, director, Turner Marketing Solutions Group, named VP.

Appointments at Discovery Communications Inc., Bethesda, Md.: **Roseanne Lopopolo**, executive in charge of production, Nickelodeon, joins Discovery Kids as supervising producer; **Christine Dobday**, account director, CKS Partners, joins Discovery Networks U.S. as



Lopopolo

director, promotions and partnerships, affiliate sales and marketing; **Jodi Rubin**, product marketing manager, Comsat Personal Communications, joins Discovery Networks U.S. as director, trade marketing and strategy, affiliate sales and marketing.

Brenda Lacy-Davis, director, business development, affiliate sales and marketing, MTV Networks, joins Fox Family Worldwide Inc., Los Angeles, as VP, business and legal affairs.

Tracy O'Shea, public affairs associate, Bresnan Communications, White Plains, N.Y., named project manager, public affairs and community development.



Lacy-Davis

TECHNOLOGY

Alec Shapiro, VP, marketing and business development, Panasonic Broadcast and Digital Systems Co., joins Chyron Corp., Melville, N.Y., as senior VP, sales and marketing, the Americas.



Shapiro

Appointments at Quokka Sports, San Francisco: **Les Schmidt**, CEO, MECON, joins as senior VP/CFO; **Thomas Newell**, executive VP/general counsel, GGP Productions LP, joins as VP, business affairs.

DEATHS

Robert E. Cobbins, 67, broadcaster, died of cancer at Vencor Hospital in Arlington, Va. Cobbins founded all-comedy station WJOK(AM) Gaithersburg, Md. He also started Time Sales, a Washington company that sold radio advertising time. Cobbins retired in 1987. He is survived by four children and six grandchildren.

Mark Harrington, 51, broadcast journalist, died June 25. Harrington, who helped to launch MSNBC, was VP/GM of the news cable network. He joined MSNBC in 1996 after working as senior VP, CBS Media, overseeing new business development and emerg-

ing technologies. Earlier in his career he was a producer for *CBS Evening News* in Washington and for CBS Sports. Harrington won an Emmy in 1974 for his role in producing *The Watergate Transcripts*.

George J. Nelson Wilson, 64, broadcaster, died of cancer June 25 at Stella Maris Hospice, Baltimore. Wilson had been president of LARCAN-TTC, a company that manufactures transmitters, since 1996. Before that he was president of LDL Communications from 1984-1996. He was a member of the board of directors of LeBLANC & Royle Enterprises, Oakville, Ontario, and an active member of the Association of Federal Communications Consulting Engineers. During his career he held management positions with Andrew Antenna, Raytheon Canada, Microwave Associates and Bayly Engineering. Wilson is survived by his wife, Gladys, and five children.



Wilson

Henry G. Saperstein, 80, producer, died of cancer June 24 at his home in Beverly Hills, Calif. As owner of UPA Production, Saperstein produced many television shows, including *Ding Dong School*, *Dick Tracy*, *The Gerald McBo-*

Oliver Ernest Treyz, 1918-1998

Oliver Treyz, 80, former president of television operations at ABC during the 1950s and 1960s, died June 14 at the Actor's Fund Nursing Home and Assisted Living Care Facility, Englewood, N.J. Death was from kidney failure caused by prostate cancer.



Treyz

Treyz's success at ABC was built on westerns, shows about private detectives and law enforcement officials, and his close ties to West Coast film companies. He pulled in the younger audiences by airing such action program as *77 Sunset Strip*, *Maverick*, *The Untouchables*, *The Rifleman*, *Cheyenne* and *Adventures in Paradise*. He aired those hour-long shows at 7:30 p.m., an hour before the competition, and created an advertising strategy that allowed several advertisers to buy commercial time for a program.

In December 1961, ABC broadcast *Bus Stop*, a show that dealt with adultery, suicide and violence, which attracted protest from a congressional committee. Treyz first defended his actions in the name of artistic freedom but later recanted, saying he had made a mistake. By then ABC's ratings had fallen, and Treyz was dismissed in March 1962. In the late 1960s he tried unsuccessfully to start a fourth network. He spent his remaining years as a consultant.

Treyz's powerful, poignant, yet short reign at ABC—he headed the television division from 1956-1962—was documented in then-network chairman Leonard Goldenson's book, "Beating the Odds." "Never did one man rise so far and so fast in broadcasting. And never did one man fall so low, or so quickly," he wrote. "When I brought him in as a network president, he was the right man at the right time. ..."

Treyz is survived by his sons, Donald and James, and two granddaughters. —Denise Smith

ing Boing Show and *The Famous Adventures of Mr. Magoo*—which aired on NBC in 1964—and many of the *Mr. Magoo* specials that followed. He was the advertising spokesman for the *Magoo* character and was executive producer of Disney's recent live-action "Mr. Magoo," starring Leslie Nielsen.

During the 1950s, Saperstein also handled merchandising for such television series as *Wyatt Earp*, *The Lone Ranger*, *Lassie* and *Roy Rogers*. He is survived by his wife, Irene; four children, and three grandchildren.

—Compiled by Denise Smith
e-mail: dsmith@cahners.com

Changing Hands

continued from page 49

WLAL(AM) Cobleskill, N.Y.

Price: \$75,000

Buyer: NY Communications LLC, Redondo Beach, Calif. (Robert B. Heckler, principal); no other broadcast interests

Seller: Candice Broadcasting Corp., Middleville, N.Y. (Joseph Lalino, president); no other broadcast interests

Facilities: 1190 khz, 1 kw
Format: News/talk, oldies

WSHY(AM) Shelbyville, Ill.

Value: \$75,000

New owner: New Evangelistic Center Inc., St. Louis (the Rev. Lawrence Rice, president); owns/is buying two TVs, three AMs and six FMs

Donor: WSHY Inc., Nashville (Bayard H. Walters, president); owns three

AMs and 14 FMs

Facilities: 1560 khz, 500 w day, 2.1 w night

Format: Adult contemporary

KRWB(AM) Roseau, Minn.

Price: \$60,000

Buyer: KNDK Inc., Langdon, N.D. (Bert Johnson, president); no other broadcast interests

Seller: Robert M. Obie, Roseau, Minn.; no other broadcast interests

Facilities: 1410 khz, 1 kw
Format: Oldies

WLOC(AM) Munfordville, Ky.

Price: \$35,000

Buyer: Hart County Communications, Horse Cave, Ky. (Dewayne Forbis, president); no other broadcast interests

Seller: Royse Radio Inc., Glasgow, Ky. (Henry G. Royse, president); owns WCLU-FM Munfordville and WCLU(AM) and WGBV(FM) Glasgow, all Ky.

Facilities: 1150 khz, 1 kw day, 61 w night

KOMH(AM) Pawhuska, Okla.

Price: \$25,000

Buyer: McCaslin Media Inc., Tulsa Okla. (Gay McCaslin, president); no other broadcast interests

Seller: KRIG Inc., Bartlesville, Okla. (Bruce H. Campbell, vice president); is also selling KRIG(FM) Nowata, Okla., and buying KCDL(FM) Cordell, Okla.

Facilities: 1500 khz, 500 w
Format: Oldies

KHOS(AM) Sonora, Tex.

Price: \$5,000

Buyer: Zacarias Serrato, Merkel, Tex.; no other broadcast interests

Seller: William Gail Garlitz; owns KYXX(FM) Ozona, Tex

Facilities: 980 khz, 1 kw day, 260 w night

Format: Christian

Tele-Communications Inc. exercised its option to buy shares of USA Networks Inc. at a

reduced rate on June 30, paying \$300 million for 15 million shares. The investment brings TCI's stake in USA back up to 21%, up from 18% earlier this year. TCI could have invested assets to bring its stake to 25%, but chose not to, according to sources close to each company. TCI's stake in USA was diluted after the network's acquisition of Seagram Co.'s Universal Studios in February. At that time, TCI was given the option either to contribute assets or \$300 million in cash to increase its stake in USA. TCI will have a similar opportunity following USA's acquisition of the remaining shares of Ticketmaster, an investment totalling more than \$400 million. Until July 30, TCI can buy USA shares at a

bargain rate of \$20 per share, a \$6 discount from USA's average trading price last week. USA says it expects TCI to take advantage of the offer by investing up to an additional \$160 million in cash.

IPO update: Cumulus Media Inc. completed its initial public offering last Wednesday, realizing \$391 million. The stock was expected to debut at \$15-\$17. Instead, it reached a high of only 14-3/8 before returning to its starting price of \$14. Trading under CMLS, 7.6 million shares of common stock sold, in addition to \$125 million in preferred stock and \$160 million in 10-3/8% senior subordinated bonds. The proceeds will go to complete \$280 million in pending acquisitions and to reduce outstanding borrowings. Cumulus Media, based in Milwaukee and headed by

Richard Weening, chairman, and Lew Dickey, vice chairman, has been on a buying spree of late. It owns or is buying at least 111 FMs and 50 AMs. Its most recent purchase was WZAT(FM) Savannah, Ga., for \$3.5 million (B&C, June 29). So far this year, it has been part of 27 deals, each worth more than \$1 million.

■ In its market debut, **Citadel Communications Corp.** was a stronger performer. Priced at \$16 after the market closed Tuesday, it reached as high as \$20 Wednesday before closing at 19-15/16. Citadel may be more attractive to investors based on president Lawrence Wilson's recent announcement that Citadel "will be acquired ultimately by someone else. ... [the] end game is to sell out." Under the ticker symbol CITC, 5.6 million shares were traded. Citadel, headquartered in Bigfork, Mont.,

owns or is buying 63 FMs and 26 AMs. Its principals include Wilson (19.1% owner) and ABRY Broadcast Partners II (37.2%). Citadel filed for an IPO to raise as much as \$115 million to pay off debt from acquisitions totaling \$121.1 million. Revenue for the company was \$116.8 million for its 99 stations, according to the company prospectus. In first quarter 1998, the company's net loss more than doubled from the same period in 1997, jumping from \$2.2 million to \$5.1 million.

J. Daniel Sullivan is building his television group, Quorum Broadcasting, by holding on to WFXV-TV and low-power WPNY-TV (formerly WUPN-TV) Utica, N.Y. The stations were to be part of the sale of Sullivan Broadcasting Co. to Sinclair Broadcast Group Inc., which closed last

Young puts KCAL, 11 other TVs on the block

The buyer of Young Broadcasting Inc. probably will be a company looking to make a major step up the ladder of TV household coverage, observers and analysts say. New York-based Young effectively put itself on the market last Monday (June 29), saying it has hired investment banking firm Lazard Freres & Co. LLC "to explore potential strategic alternatives ... including a merger or sale of the company."

"You have to consider anybody who wants to move up to be a major player" as a possible bidder for the TV group owner, a source close to the deal says. "This is a quick way to do it."

Players are groups that have the room to maneuver below the FCC's threshold of 35% of U.S. TV household coverage. Young reaches 9.1% of households with its 12 stations. That eliminates groups like Paxson Communications Corp., which already reaches 30.9%, and Tribune Co., which reaches 26.5%, according to BROADCASTING & CABLE's list of the top 25 TV groups (April 6).

Among the companies considered the likeliest bidders are acquisition-hungry Hicks, Muse, Tate & Furst Inc., which with its LIN Television Corp. reaches 7.2% of TV households; Sinclair Broadcast Group Inc., which reaches 13%, and Hearst-Argyle Television Inc., which with the recent acquisition of Pulitzer Broadcasting Co. reaches 14.84%. Emmis Communications Corp., which recently got into the television ownership

business, also could be a player.

"There'll be no shortage of interest in the television properties," says analyst Victor B. Miller IV of Bear, Stearns & Co.

Another scenario making the rounds repeats one that arose when Young's KCAL(TV) Los Angeles went up for sale by the Walt Disney Co. in January 1996: USA Networks Inc. Chairman Barry Diller acquiring at least that station to replace his KHSC-TV on ch. 46. A Diller spokesperson would not comment on "rumors and speculation."

Young owns 12 TV stations, the "crown jewel" of which is KCAL. The company also owns WTVO(TV) Rockford, Ill.; KWQC-TV Davenport, Iowa; KLFY-TV Lafayette, La.; WLNS-TV Lansing, Mich.; WTEN(TV) Albany, N.Y.; KELO-TV Sioux Falls/Mitchell, S.D. (with satellites KDLO-TV, KCLO-TV and KPLO-TV); WATE-TV Knoxville and WKRN-TV Nashville; WRIC-TV Richmond, Va., and WKBT(TV) LaCrosse and WBAY-TV Green Bay, both Wis.

Miller values the group at \$1.7 billion#\$1.89 billion. KCAL alone could be worth \$550 million#\$650 million, he says. Young paid \$385 million. Schroder & Co. Inc. puts the possible price of the group at \$1.7 billion#\$1.9 billion. It's not likely that KCAL and the other stations would be offered separately; a source close to the deal says Young wants to sell its stations as a group or merge into another company.

—Elizabeth A. Rathbun

Rainbow rolling out MSG Metro

While Cablevision systems across the New York City tri-state region are clearing channel capacity to make way for Rainbow Media's trio of New York regional information networks, Time Warner Cable of New York has not yet committed to carrying the MSG Metro channels.

Starting Aug. 5, Cablevision Systems Corp. will begin rolling out Rainbow's MSG Metro Guide, MSG Metro Traffic & Weather and MSG Metro Learning Center to the majority of its systems, which serve 2.4 million subscribers.

Rainbow has made a hefty \$100 million investment to create the three networks, which Rainbow President Josh Sapan describes as channels that "bridge the gap between localized information available on the Internet and sections of the Sunday newspaper." The channels will not be news-intensive, Sapan says, to prevent cannibalizing Rainbow's News 12 franchises and to minimize competition from cable news networks.

MSG Metro Guide, which will serve as a listings and review guide to entertainment and events, will feature regional arts coverage provided through an alliance with PBS affiliate wnet(tv) New York.

MSG Metro Traffic & Weather will provide 24 hours of

reports about regional traffic and weather conditions; Metro Learning Center will air so-called personal-growth programming as well as teen and adult-targeted educational shows, some produced in association with The Princeton Review.

Rainbow is still in discussions with Time Warner to gain carriage to TW's million-plus Manhattan subscribers. While sources familiar with negotiations contend that Time Warner is "basically committed to working with" Rainbow, other cable industry sources speculate that Time Warner may not commit to carrying all three MSG Metro channels in the configuration that Rainbow desires. Another source close to negotiations says that Rainbow will continue to roll out MSG Metro even without Time Warner's initial support.

Rainbow is seeking to line up MSG Metro channels in consecutive channel positions, preferably in the mid- and upper teens, following Rainbow's News 12 and wnet on ch. 13. Sapan contends that alignment will make the channels easier to find and will help viewers identify them as "fitting together like sections of a Sunday newspaper."—By Donna Petrozello

Wednesday. While Sullivan's 10 other stations went for about \$1 billion cash, Sinclair says it "agreed to permit Sullivan to sell [the Utica stations] to Quorum Broadcasting" before the closing for \$2.8 million. Sullivan paid \$3.2 million for the stations in February 1996. Like Sullivan Broad-

cast Group, Quorum is controlled by ABRY Broadcast Partners.

The FCC last Friday ruled that cable networks Outdoor Life and Speedvision could not make exclusive programming deals because three of the four partners in the net-

works (Cox, Comcast and MediaOne) are cable companies, making the networks vertically integrated. The law forbids cable programmers owned by MSOs from further improving their market share by being allowed to make exclusive programming deals. Out-

door Life and Speedvision had asked the FCC for a waiver claiming they needed to be able to sign exclusive contracts to encourage cable operators to carry the networks and that such a waiver was in the public interest because it encouraged program diversity.

Errata

The picture that ran with an item on the World Cup in the June 29 "Cutting Edge" column in the Technology department was incorrect; the picture was of a Panasonic nonlinear editor at PHoenix Communications in New Jersey, not a shot of the TVRS World Cup master control room with Tektronix equipment. The correct picture of the World Cup installation is shown here.



'NewsRadio' takes off

Columbia TriStar Television Distribution has cleared *NewsRadio* in more than 75% of the country for fall. The NBC sitcom, which recently suffered the death of star Phil Hartman, has been licensed in more than 100 markets and in all top 20 markets.

Clearances include wWOR-TV New York, KCOP-TV Los Angeles and WPWR-TV Chicago. CTTD executives say that nearly 50% of the deals are double-run pacts and that the majority of clearances are in late-fringe or access time periods. *NewsRadio* is licensed on a pure barter basis and is available for two years (1998-99 and 1999-2000). The studio announced the show's availability in syndication only last week, and CTTD sales executives are attempting to clear the show in a matter of weeks.—Joe Schlosser

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.

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COMMITTED TO THE FIRST AMENDMENT AND THE FIFTH ESTATE

More than serious

We didn't have breakfast with the NAB board during its annual get-together in Washington last week, but we can guess the menu: waffles. The board decided not to come out strongly against the revived NAB code that the Gore commission is planning to recommend as a new public interest requirement in the digital age—although its members also suggested that they were not in favor of such a code. (They voted to express "serious concern" rather than outright opposition.) We know why they didn't throw the gauntlet down with the fire of publishers whose freedom is being threatened, and by now most regular readers of this page should know too. Through the licensing process, the government has power over how broadcasters do business.

The NAB's members know what they should do: Program to their local viewers, not to their Washington audience. We trust they will soon upgrade their "serious concern" about a code to unequivocal opposition. Not to do so risks allowing this bad idea to take root in Washington and grow into one that can't be quashed.

A herd of scapegoats

TV, movies, computers and music are partly to blame for crime, divorce and babies born out of wedlock. That is the conclusion of a study backed by two former government officials with way too much time on their hands. The entertainment media play a role in shaping society, of course—but if they influence some negatively, they inspire others to become artists, civic and business leaders and pioneers in a host of fields.

We would like to ignore such studies, only this one is funded by the Pew Charitable Trust for something called the National Commission on Civic Renewal, which is associated

with the University of Maryland and carries the names of former Education Secretary William Bennett and former Sen. Sam Nunn. With the weight of these names and titles, the report could wind up being used as ammunition by critics of the medium who actually do wield power over television (see above). According to the study, the entertainment industry is culpable because it "[draws] us away from social relations and civic engagement; and because it helps liberate powerful instincts—toward violence, sexual license and the pursuit of immediate intense sensation—that a decent civic life seeks to moderate." And rock 'n' roll is the devil's music.

Bad apple

We certainly don't agree with the Rev. Al Sharpton that the Katz Radio memo that characterizes urban listeners as "suspects" can be extrapolated into a blanket indictment of the radio industry or of Katz Radio as "stacked against blacks and Latinos." But this memo had an ugly sound and deserves the attention it has received—to make sure that this is an isolated incident and attitude. The best person to ensure that, at least at Katz, is Jeff Marcus, Chancellor's new chief. The best way to combat unequal treatment of minorities is not with rhetoric and finger pointing but by changing attitudes and finding ways to increase their participation in the media.

The National Hispanic Foundation for the Arts is holding a forum in Washington to discuss ways of increasing minority opportunities in the media. Elsewhere, News Corp. has been talking with minority advocates about establishing a fund to seed minority investment in station ownership to the tune of as much as \$150 million. (We reserve judgment on the expected quid pro quo [a waiver on the ownership caps], but that doesn't change the value of the investment in minority ownership.) The success of that, and similar efforts, would be the best answer to the "suspects" memo.

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The screenshot shows the website's layout. At the top is the logo for "Broadcasting ONLINE & Cable". Below it is a navigation menu with links for "Online Daily", "Today's Job Bank", "Station Sales", "People", "Policy Briefing", and "Industry Calendar". A "SUBSCRIBE" button is also visible. The main content area features a "TODAY'S TOP STORIES" section with a headline "Powell: Spectrum not scarce" and a sub-headline "Broadcast spectrum is no longer scarce says FCC Commissioner Michael Powell". To the right is a "BREAKING NEWS" section with a "TOP OF THE NEWS" item about Comedy Central's "South Park" winning a personal best 8.2 rating. Below that is a "TODAY'S JOB BANK" section with a "Select a Job" dropdown and a "Submit" button. At the bottom right is a "Stock Watch" section with the text "Get the latest stock information". A sidebar on the left includes a "COVER STORY" section with a photo of Chuck Lillis and the text "Chuck Lillis Remakes".

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