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Vol. 127 No. 3 65th Year 1997

# NATPE

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**TOP OF THE WEEK / 5**  
**BROADCASTING / 31**  
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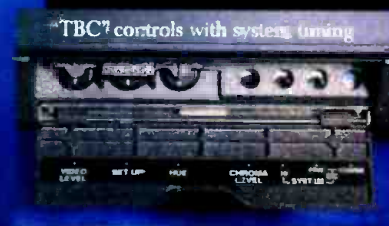
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# Fast Track

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**Broadcasting  
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January 20, 1997

## TOP OF THE WEEK / 5



**NATPE '97** The action on the floor at NATPE '97 in New Orleans kicked off a yearlong sprint among syndicators to lock up the most lucrative time periods available to first-run programming—prime access. Among major developments: King World Productions surprised some by clinching renewals for its access mainstays *Wheel of Fortune* and *Jeopardy!* on the ABC-owned station group through the 2001-2002 season. / **5**

**US West sets \$4.1 billion debt offering** The financing arm of US West Inc., parent of cable power US West Media Group and Baby Bell US West Communications, last week set a U.S. record with a \$4.1 billion debt offering. The move prompted speculation that US West might be gearing up to buy a big chunk of Time Warner Entertainment's (TWE) cable operations. / **9**

**Congressman seeks consensus on retransmission rights** Representative Rick Boucher (D-Va.) wants ASkyB and broadcasters to reach some agreement on an approach to local retransmission rights before he introduces legislation. / **20**

**FCC liquor ad investigation stalled** FCC Chairman Reed Hundt's efforts to investigate liquor advertising have stalled, a top aide says. There appears to be no clear direction on what steps to take, and most stations have decided not to accept the ads. / **20**



**WB network head Jamie Kellner is bringing his own money to efforts to buy TV stations in medium-size markets that will expand The WB's over-the-air distribution. / 8**

## BROADCASTING / 31

**Network chiefs propose summit on sweeps** Leaders of several networks, speaking on a NATPE panel, agreed that the current sweeps measurement process is deeply flawed. They also criticized overreporting, underreporting and out-of-home measurement. / **31**



**In his keynote address to the Association of Local Television Stations, HSN chairman Barry Diller last week urged broadcasters to trade political airtime for a more relaxed regulatory climate. / 38**

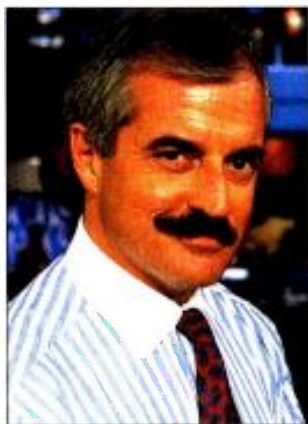
**GE invests \$1 billion in NBC brands** GE Capital has established a \$1 billion fund for use by NBC affiliates in extending their brands locally through local media ventures. / **35**

## COVER STORY

### **CBS's Andrew Heyward speaks**

Twenty-year CBS News veteran Andrew Heyward was named president of the division. Some argue that CBS News has never faced a tougher set of challenges. Heyward speaks with BROADCASTING & CABLE.

**Cover photo by Tom Sobolik/Black Star / 26**



## CABLE / 47

**WB will bring movies to TBS first** For the first time, Warner Bros. has sold the network-broadcast-premiere window of its movies to basic cable. Among the titles will be "Space Jam," "Mars Attacks!" and "Cobb." / **47**

**Cable rates jumped 7.8% in '96** Cable television subscribers in the U.S. saw average monthly bills for basic service climb 7.8% in 1996, and rates are likely to go up this year as well. / **47**

## Telemedia Week

**Ratings show 'Net gain for ESPN, Disney, TV Guide** ESPN's SportsZone drew strong ratings in fourth quarter 1996 Website ratings—based on home PC usage—from PC Meter, building on solid numbers registered during the third quarter. / **55**

**AmCy files bankruptcy** In the latest chapter of an offline drama, online cyber-network American Cybercast is filing bankruptcy and staying on the Web. / **56**

## TECHNOLOGY / 57

**Telstar 401 lost in space** Satellite operator AT&T Skynet Satellite Services abruptly lost contact with its Telstar 401 bird last week, sending technical personnel for syndicators and networks into a chaotic pre-NATPE week-end of securing backup capacity for their video feeds. / **58**

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## Top of the Week

# Making waves at NATPE

*Eyemark looks to revive 'PM Magazine'; KW games roll through 2002; WB, Geo team on nature show; 'Vibe' strikes chord*

By Cynthia Littleton  
**NEW ORLEANS**

**T**he action on the floor at NATPE '97 in New Orleans last week kicked off a yearlong sprint among syndicators to lock up the most lucrative time periods available to first-run programming: prime access.

Station sources say Eyemark Entertainment is preparing to take another stab at *PM Magazine*, the former Group W Productions local/national magazine strip that ended its 14-year run in 1990.

King World Productions proved the naysayers wrong by clinching renewals for its access mainstays *Wheel of Fortune* and *Jeopardy!* on the ABC-owned station group through the 2001-2002 season. The shows have also been renewed for three years on the A.H. Belo and LIN Broadcasting groups.

Access upgrades for Paramount's *Real TV* are starting from the top down, beginning with the show's switch in

Chung and Maury Povich.

Warner Bros. unveiled a new pact with National Geographic Television to develop a wildlife/adventure reality strip. Targeted for an access launch in fall 1998, the half-hour show is tentatively titled *National Geographic Tonight*.

A number of shows were unveiled at the convention, including Warner Bros.' weekly farce based on the "Police Academy" movies and a new Mike Hammer detective series, again with Stacy Keach, from MG/Perin. Nonetheless, the crop of new product on display was comparatively thin.

On the other hand, Warner Bros.' CityWeb and other broadcast-oriented online ventures emerged this year as a parallel market to the analog programming on display at the show (see box, page 6).

## Windows of opportunity?

Syndicators smell opportunity in access in fall 1998 because renewals are due and ratings for first-run strips are down almost across the board. But this year's convention also provided evidence that in syndication, the more things change, the more they stay the same.

*PM Magazine* is the latest familiar name and format to be pulled out of retirement for syndication. Warner Bros. confirmed last week that its revival of *The People's Court* is a firm go for next fall. Saban Entertainment is banking on the enduring appeal of one of TV's earliest children's franchises with *The All-New Captain Kangaroo*.



King World was 'rock solid,' renewing 'Wheel,' 'Jeopardy!'

Station sources say Eyemark decided to move forward with plans to resurrect *PM Magazine* after floating the idea to a handful of buyers. *PM Magazine*'s re-entry could complicate the picture for Paramount's *Hard Copy* and DreamWorks Television's efforts to launch the Chung/Povich project.

The CBS O&Os are understood to be considering replacing *Hard Copy* with *PM Magazine* as the prime access lead-in to *Entertainment Tonight*. Both *Hard Copy* and *ET*, which cost the CBS O&Os an estimated \$30 million-\$40 million per year, are due for renewals on the group in mid-1998.

At the same time, Paramount is grooming its freshman reality strip *Real TV* as a new companion for *ET* in some markets. As evidenced by the WCBS-TV arrangement, Paramount is shifting its focus on *Hard Copy* from access to early fringe, where the show has a history of performing well as a news lead-in in Chicago and other key markets.

For DreamWorks, the prospect of *PM Magazine* coming back on the CBS stations narrows the list of potential distribution partners for the show. A well-placed source says Eyemark passed on the opportunity to distribute the Chung/Povich project in meetings with DreamWorks officials at NATPE last week. Fox apparently has talked with DreamWorks about a possible network deal for the show.

Eyemark officials have been kicking around the idea of reviving *PM Magazine* ever since CBS's new syndication arm was formed last year in the wake



## Eyemark plans to revive 'P.M. Magazine.'

New York next fall from daytime on Tribune's WPIX-TV to *Hard Copy*'s 7 p.m. slot on WCBS-TV.

DreamWorks Television is said to be focusing on landing the NBC-owned station as the launch group for its high-profile project with Connie

of Westinghouse Electric Corp.'s 1996 acquisition of the broadcast giant. Eye-mark absorbed the assets of Westinghouse's Group W Productions, which distributed *PM Magazine* (known as *Evening Magazine* on then-Group W stations) from 1976 to 1990.

In its heyday, *PM Magazine* was carried by about 100 stations nationwide. The show offered affiliates an innovative, flexible format for blending local reports with nationally oriented segments supplied by Group W and other affiliates. Ironically, the revised model could wind up airing in tandem on the CBS O&Os with the show that sparked *PM Magazine*'s slow demise in the early 1980s: *Entertainment Tonight*.

### King World coup

King World Productions is bucking the conventional wisdom on how independent distributors are increasingly shut out of the best time periods on strong stations by in-house productions.

The ABC-owned group's early decision on a long-term renewal surprised many, since most of the existing contracts don't expire until 1998 or 1999. Industry experts estimate that ABC had been paying a weekly license fee of \$150,000-\$170,000 per week for *Jeopardy!* and *Wheel*. Given the shows' declining demographic ratings, rival station executives said ABC's license

fees were probably cut in half, which may have been one incentive for an early agreement.

Still, the surprise move immediately prompted speculation—apparently unfounded—that the renewal marked the first step toward Disney/ABC's acquisition of the cash-rich public company. Not true, said KWP Chairman Roger King: "King World is not for sale. Everyone can see we're out here renewing our shows. We're a very strong company."

King World may still lose its biggest asset next year if Oprah Winfrey opts to bow out of her hugely successful talk show after 12 years at the top. King World's talker *Rolonda* is still a question mark for next season, but renewals of the company's magazine strips *Inside Edition* and *American Journal* are starting to roll in, King said.

### 'Vibe,' 'Pictionary,' 'Wild Things' draw crowds

Good vibrations were running through the Columbia TriStar Television Distribution booth last Tuesday. CTTD logged its busiest sales day ever at NATPE with its new late-night strip *Vibe*.

By the close of the convention Thursday, the entertainment/talk show hosted by comedian Chris Spencer had been cleared in about 70% of the country, including all top 10 markets.

"The great thing about this show is

that everybody gets it," said Steve Mosko, CTTD's senior vice president, syndication. "We've got [producers] Quincy Jones and David Salzman and a breakout concept. Our customers are already convinced we've got a winner."

As it has for the past three years, Worldvision Enterprises left NATPE '97 with a head of steam. In two days of selling, Worldvision cleared *Pictionary* in 65% of the country and nine of the top 10 markets.

Worldvision scored a daytime clearance for *Pictionary* on New York's WCBS-TV, which also gave a big boost to the quirky hit, introduced at last year's convention. *Judge Judy*, one of only two new syndicated strips to hold its own in the ratings this season, is moving from a daytime slot on Chris Craft's WWOR-TV to an early fringe slot on WCBS-TV.

Buyers flocked to Paramount's new weekly wildlife hour *Wild Things*, sold in 70% of the country and 23 of the top 25 markets. The show promises to put a *Cops*-style reality twist on nature programming. Among the station groups getting ready to do the *Wild Things* are Chris Craft/United Television, Paramount, Sinclair and Clear Channel.

### 'Rosie' revenue forecast

*Wheel* and *Jeopardy!* aside, the big news on the renewal front at NATPE '97 came from—who else?—Rosie O'Donnell.

## Stations wooed to Web

Petry launches interactive service; Warner Bros. leads way with CityWeb

It's the same old NATPE story—programmers pitching TV stations, but with a multimedia twist.

This year, broadcasters are hearing from several new media outfits looking to build online networks revolving around local broadcasters' Websites.

Petry Television jumps into the fray today (Jan. 20) with its new Petry Interactive service ([www.petrynetwork.com](http://www.petrynetwork.com)), which aims to connect station clients of the Petry and Blair Television rep firms.

Petry Interactive will organize the information stored in its clients' Websites into an easily cross-referenced national database. Petry Interactive will also allow media buyers to conduct business and place buys via the online network, says division president David Moore.

The goal is to increase the value of online advertising by putting local online avails together in a package with national value to advertisers. Petry Interactive and its affiliates will split the national advertising revenue. The service was expected to bow today with 51 stations on board; Moore says he expects to have 100 stations signed by March.

Many general managers are skeptical about the

potential payoff of online advertising, but many also say they expect the online world to become a profit-generating arena for visionary broadcasters.

Even at the local level, online advertising can cover the costs of mounting and maintaining a station's Website, says Rod Bacon, vice president and general manager of WXIN-TV Indianapolis.

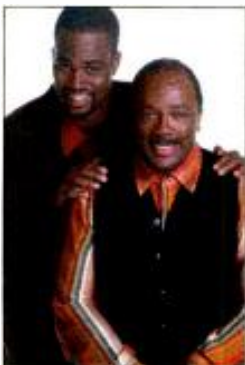
Warner Bros. Online's Jim Moloshok and other industry veterans view the convergence of the PC and the TV as an engine that will help drive growth in the next generation of broadcasting.

Warner Bros. Online and Telepictures Distribution are leading the charge with CityWeb, an online information and entertainment service patterned after the traditional market-exclusive network/affiliate relationship.

Although Warner Bros.' ambitious CityWeb venture was unveiled just two weeks ago, Telepictures has received multiple offers in major markets for the service, said Scott Carlin, executive vice president, Telepictures.

Telepictures is offering the advertiser-supported network for barter, in exchange for 2 1/2 minutes of barter time each week in affiliates' early fringe newscasts. —CL

Just seven months after the debut of *Rosie O'Donnell*, increases of 10 to 20 times the original price are not uncommon for the three-year renewals Warner Bros. is seeking for the show.



CTTD got a good 'Vibe' at its NATPE booth.

Contrary to recent speculation, Warner Bros. is renewing the show in markets 100 and below, but on a non-exclusive basis. As of first quarter 1998, Warner Bros. plans to run the show at 10 p.m. on the WeB—the ad hoc network of cable channels the studio hopes to build to strengthen the distribution of The WB in small markets.

On the other side of the fence, freshman talker *Pat Bullard* became the third new strip to die this season.

#### Mulling NATPE's future

There was also a healthy debate among buyers and sellers this year over the annual convention's role as broadcasting moves into a new era of megagroups such as Fox, Tribune and CBS.

The consensus seems to be that no matter how big the groups get, domestic syndication sales will always be a big part of NATPE. But the increasing participation by international companies, cable outlets, independent producers and new media companies is shifting the focus of the convention for the major distributors that drive the show.

There was considerable grouching from many quarters about the timing of this year's convention. NATPE '97 took place one week earlier than conventions in recent years, partly because of the mid-week timing of the holidays.

But some say they'd like to have the convention scheduled after the February sweeps to give buyers and sellers more time to evaluate the performance of the new fall entries. Next year's gathering (once again in New Orleans) is set for the third week in January.

Bruce Johansen, NATPE president, says he intends to raise the issue in meetings with NATPE members later this month. The convention is already booked through the next three years, but he says the organization is open to changing the date over the long term. ■

# Sellers on a roll in NOLA

By Cynthia Littleton

## NEW ORLEANS

**B**usiness was brisk on the first two days of the NATPE convention for most major distributors.

Most high-profile projects brought to the convention appear to be on track to launch later this year, station representatives said. Eyemark Entertainment's dynamic duo, *Martha Stewart Living* and *The Gayle King Show*, has cleared 140 markets covering 85% of the country.

Buena Vista Television's *The John Salley Show* is on the fast track for a June launch as a weekly, with the goal of expanding to a strip in January 1998. The late-night talk/variety hour has been sold in 76 markets covering 70% of the country.

Buena Vista's comedy/adventure weekly, *Honey, I Shrunk the Kids—The Series*, has aced 77 markets covering 67% of the country.

Warner Bros.'s revival of *The People's Court* filled out its top-three lineup by adding KCAL(TV) Los Angeles. As of press time, the hour strip was cleared in 75 markets covering 62% of the country. Warner Bros.' *Police Academy* has over 60% with 70 markets cleared.

All American Television's new talker *Arthel & Fred* passed the 50% mark and added a second NBC O&O clearance to its top-three market lineup of WWOR-TV New York, KNBC(TV) Los Angeles and WMAQ-TV Chicago.

Twentieth Television claims over 55% for its new daytime strip *The Home Team* and teen weekly *Student Bodies*.

Tribune Entertainment was well ahead of the action-hour crowd this selling season. Tribune's new entries, *Gene Roddenberry's Battleground Earth* and *Night Man*, were sold in 70% of the country by the first week of January.

Universal Domestic Television has covered considerable ground with *Team Knight Rider* in the few weeks since the update of *Knight Rider* was unveiled for fall 1997. The show is sold in 63 markets covering 70% of the country.

Rysher Entertainment did a lot of business at the convention on *Soldier of Fortune, Inc.*, topping the 70%

clearance mark with a lineup that includes WWOR-TV, WLS-TV Chicago and KCOP(TV) Los Angeles.

Western International Syndication topped 55% with *Conan: The Adventurer* in the first two days of the show.

Kelly News & Entertainment fielded a steady stream of interest in its FCC-friendly weekend game show block. *Click!* and *Peer Pressure* have been sold in about 65% of the country and in eight of the top 10 markets.

The *Know It Alls* express continues to roll out across the heartland. Regionalized versions of the local-color quiz show, developed by Brandon Tartikoff, are set to debut later this year in three states.

Florida's statewide affiliates for *Know It Alls*, distributed by Litton Syndications, include WPLG(TV) Miami, WFLA-TV Tampa and WKCF(TV) Orlando. The Texas lineup includes KXAS-TV Dallas, KPRC-TV Houston and KENS-TV San Antonio; the anchor station in Tennessee is WSMV-TV Nashville.

As of last Thursday, there was no official word on the sales progress of several proposed strips, including All American's game shows, ITC Entertainment's *Comedy Court*, Skyline Television Distribution's *LadyLaw* and Western International Syndication's *Great Day!*

On the renewal front, Universal is mounting a major renewal push for upgrades for *Sally Jessy Raphael* and *Jerry Springer*, the studio's newly acquired talkers from Multimedia Entertainment.

*Sally* and the rest of the top-rated talkers—*Montel Williams*, *Maury Povich*, *Ricki Lake* and *Jenny Jones*—are in good shape for renewals for 1997-98. Buena Vista sealed a number of three-year deals for *Live with Regis & Kathie Lee* during NATPE.

First-year action hours have had an easier time with renewals than in years past. *Viper*, *Tarzan*, *Sinbad*, *FX: The Series*, *Two* and *The Cape* are hanging on to their major-market clearances for season two.

Magazine shows are having a tough season, but all strips running this season are expected to return—even the three newcomers. Rysher Entertainment is working on a major creative overhaul of the late-night news-of-the-weird strip *Strange Universe*. ■

# Kellner in group buying stations for The WB

*CEA leads investors in search for up to 10 stations that will become affiliates*

By Steve McClellan  
NEW ORLEANS

**W**B network head Jamie Kellner is putting his money where his mouth is—he's spending part of his personal fortune to buy TV stations in medium-size markets that will expand The WB's over-the-air distribution.

Kellner told BROADCASTING & CABLE last week that he will be among the major investors in a group being put together by Communications Equity Associates. The group, Kellner says, wants to buy as many as 10 stations that would fill about a third of the 32 top-100 markets where The WB does not have a local TV affiliate.

The investor group's war chest is \$350 million–\$400 million, according to sources. "It's a lot of money," was all Kellner would say. "We will buy stations in markets where we don't have distribution." The group's first acquisition is expected to be KWBP(TV) Portland, Ore., owned by Peregrine Communications.

Kellner's investment in the CEA-backed group is one of several angles The WB is working to expand distribution. The network also is financing the application costs of several WB affiliates (Grant, Pappas and others) that want to start 41 new stations in or near the top-100 markets (B&C, Jan. 13).

Meanwhile, several major groups already aligned with The WB, including Tribune, Hearst and Sinclair, are looking to acquire additional stations. Last week Sinclair made a deal to affiliate two of its stations—WVTV(TV) Milwaukee and WTVT(TV) Birmingham, Ala.—with The WB.

When Kellner left Fox several years ago, his separation package totaled \$16 million, part of which he is putting toward the buy. WB executives stressed last week that neither the network (a joint venture of Time Warner, Tribune and Kellner, who owns 11%) nor any Time Warner division would invest in broadcast properties, largely because of cable crossownership restrictions. Kell-

ner, as an individual owner, is under no such restrictions.

CEA's commitment to the group, sources say, is a bet that Kellner can duplicate the growth he achieved at Fox for The WB. Such growth would boost the value of WB affiliates, as the value of Fox affiliates has grown with the expansion of that network.

The timing of the CEA group may be just right if—as many predict—the Supreme Court throws out the must-carry rules later this year. Without must carriage, it's expected that many stations, particularly those with limited viewership, will go on the block, creating a seller's market.

"We think must carry is going to go away," says Doug Gealy, executive vice president of Benedek Broadcasting, who in the next two to three months will join The WB to oversee the expansion of the network's WeB cable distribution platform in the bottom 111 markets.

Benedek and Smith Broadcasting were the first broadcast groups to agree to participate in the WeB project. That service will start operating in first quarter 1998, with a full-scale national rollout set for fall of that year.

Several other groups (and some individual stations) last week agreed to participate, among them Retlaw Broadcasting, U.S. Broadcasting, Lamco Communications, Federal Broadcasting, Corillera Communications, Quincy Broadcasting and Lone Star Broadcasting.

As of last week, The WB had commitments from groups and stations covering 70 of the 111 markets the WeB will cover—accounting for more than 5 million TV households. It's up to the local broadcasters to negotiate deals with cable systems in their markets to carry the WeB signal, which will be an



*Kellner is putting up his own money to buy stations and make them WB affiliates.*

in-pattern satellite feed of The WB and syndicated programming.

Local stations are in effect creating LMA stations on cable systems. The stations will sell all the local advertising and are being urged to supply local programming, such as newscasts. The local programs would be fed via a hardwire interconnect. The WB has commissioned IBM to create a computer server (Kell-

ner calls it "a network in a box") which, located at cable headends, will insert ad spots and local identification graphics that will give the cable channels the look of local TV stations. Cable systems will get 7.5%–10% of the gross ad sales, with the rest split between The WB and the local broadcasters.

The network also confirmed that *Friends* and *ER* will air exclusively on the WeB starting in fall 1998. At the same time, *Rosie O'Donnell* will debut on the WeB, but on a non-exclusive basis. Over-the-air stations will air *Rosie* in daytime or early fringe, while the WeB episodes will run at 10 p.m. Also being considered for the WeB is the new *People's Court*.

Those program deals, all are with co-owned Warner Bros. Domestic Television Distribution (WBTD), but the WeB has pitched other distributors as well and expects to sign a large number of outside program agreements.

Like the broadcast syndication package, *ER* will appear on the weekends on the WeB. *Friends* will double-run in prime time access. In the WeB deals, cable stations get double runs and WBTD will get double the amount of barter per run (compared to the regular syndication package). WBTD President Dick Robertson said the WeB deals would generate more revenue per show than he could get selling them station-by-station in smaller markets. ■

# Hicks closes in on 200

*Latest move is purchase of 32 Benchmark outlets*

By Elizabeth A. Rathbun

## WASHINGTON

**T**om Hicks seems intent on taking over the country's radio stations. Last week, the chairman of Hicks, Muse, Tate & Furst Inc. (and ultimate owner of Capstar Broadcasting Partners) said Capstar is buying 32 mid-size radio stations from Benchmark Communications for about \$173 million (see "Changing Hands," page 42).

Including Hicks's involvement in various other companies, the broadcaster controls—or will control—196 1/2 radio stations, according to BROADCASTING & CABLE's count. (The 1/2 is 50% interest in a Florida FM.)

"We will continue to actively pursue our buy-and-build strategy to create value in the rapidly consolidating radio industry," Hicks said in a news release.

Under the Telecommunications Act of 1996, there are no limits to how many stations Hicks can own nationwide. The only caps are local. In the biggest radio markets, for example, a broadcaster can own up to eight stations.

Capstar owns Commodore Media Inc. and is buying Osborn Communications Corp. and Community Pacific Broadcasting LP. Hicks owns 90.1% of GulfStar Communications Inc., while Hicks Muse owns 90% of Chancellor Broadcasting Co. and is buying three TV stations.

The cash merger with Baltimore-based Benchmark will give Capstar stations in five new states: Louisiana, Maryland, Mississippi, South Carolina and Virginia.

In June 1996 Benchmark said it was considering going public. In a release then, the company said: "We are NOT [emphasis theirs] selling radio stations."

### Jacor circles Toledo

Where Louisville, Ky., goes, so goes Toledo, Ohio—and that's to Jacor Communications Inc., which apparently has a plan to buy satellite radio stations that are far enough from certain cities to meet federal ownership caps, but close enough that they could be moved or powered up to reach those cities.

It seems that's what Jacor has done in Louisville over the past few weeks (see

"Changing Hands," page 43) and now is doing in Toledo. Jacor last week said it is buying WIMA(AM)-WIMT(FM) Lima, WBUR(FM) Fort Shawnee/Lima and WLWZ-FM St. Mary's/Lima, all Ohio. Lima is just 80 miles from Toledo, where Jacor already owns or is buying WSPD(AM)-WVKS(FM), WIOT-AM-FM and WRVT-FM. Jacor also is buying WAKS(FM)

Marysville, Ohio, which is near Lima. The price paid to Lima Broadcasting Co. for the Lima stations was not disclosed.

Also last week, Jacor speedily exercised its option to buy WVVE(FM) South Bristol Township/Rochester, N.Y., from Great Lakes Wireless Talking Machine LLC. Cincinnati-based Jacor acquired the option last month from American Radio Systems Corp. (ARS), which was forced to sell some of its Rochester holdings by the Justice Department. The price was not disclosed.

In an interesting parallel, ARS controls seven radio stations in Toledo. ■

# NAB ponders backing ownership expansion

*Association will debate supporting relaxation of rules*

By Heather Fleming

## WASHINGTON

**T**he National Association of Broadcasters board will consider abandoning its neutrality and backing further relaxation of TV ownership and attribution rules at its winter board meeting next week in Naples, Fla.

"There is a very strong movement among many board members for NAB to file comments [at the FCC] in support of further relaxation of ownership," says NAB President Eddie Fritts. "But I know that a number of board members also believe we should remain neutral."

A split NAB, in an unusual move, remained neutral over ownership issues during debate on the Telecommunications Act of 1996. The FCC now is considering changes to TV ownership and attribution rules—the method for determining what counts as an owned station. Under the attribution rule change, local marketing agreements (LMAs) would be subject to TV ownership and crossownership restrictions. Also being considered are changes to the FCC's local duopoly restrictions, radio-TV crossownership restrictions and policies for calculating national ownership reach.

NAB TV Board Chairman Jim Babb says his "sense is that people [on the board] are in favor" of relaxing the ownership rules, and he "assumes [the board] will take a position." Babb, president of LIN Television, favors

relaxation. Another board member said that not staking out a position "on such a high-profile" issue during debate on the Telecommunications Act was a "missed opportunity" that should not be repeated.

Joint Board Chairman Philip Jones, however, says the board is probably divided and may stay out of it. What may be moving the tide toward NAB's taking a position, Jones says, is that since passage of the act, some station owners that are philosophically against relaxation of ownership rules have since acquired LMAs with other stations.

"They may not be as vocal as they were because it would be kind of hypocritical," says Jones, president of Meredith Broadcasting. "They were adamantly opposed before, but will take a quieter role [now that they have] stuck their toes in the water."

William Ryan, former chairman of the TV board who is staunchly opposed to media concentration, is back on the board after a two-year hiatus. He returns as the Television Operators Caucus designee. Ryan was slated to become joint board chairman in 1995, but resigned from the board after it refused to oppose efforts to raise television multiple ownership limits and to discourage the spread of duopoly.

"The bill hasn't worked the way the legislators thought it would. Instead of more competition, there's less," says Ryan, president of the Post-Newsweek

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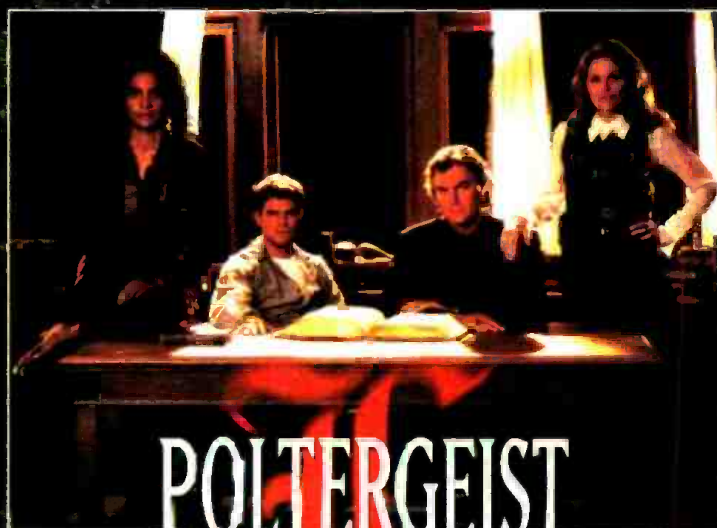


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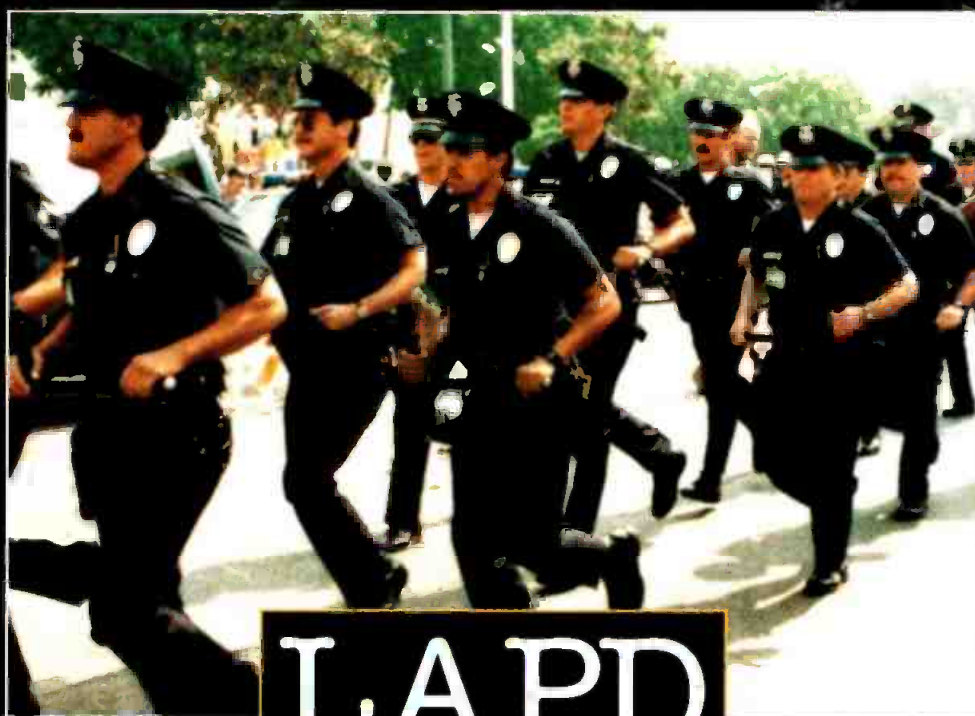
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Stations group. "There are fewer voices, fewer overall players."

Although he cautioned that it might be "premature" to assume a controversy is brewing among board members, Ryan says "it seems that it would be inconsistent to take a position on these ownership issues if [the NAB] didn't take a position on the bigger telecom-

munications bill."

Atop the radio board's agenda will be discussion of the Justice Department's review of radio mergers since passage of the Telecommunications Act. The industry is seeking more guidance from Justice as to which deals will be approved and which might throw up red flags.

William O'Shaughnessy, president of WVOX(AM)-WRTN(FM) New Rochelle, N.Y., suggested that the board take a broader look at "the question of who we are—are we an industry or are we a profession?" Within the industry, "there is unease about who we are," he said. "Can independent broadcasters survive in the face of all the consolidation?" ■

## Clarification sought on kids rule

*Broadcasters, FCC work on definition*

By Chris McConnell  
WASHINGTON

**B**roadcasters want more details from the FCC on how much flexibility they will have to preempt children's TV shows for sports.

A group of representatives from the networks and the National Association of Broadcasters met with FCC officials last week to discuss the new children's TV rules. The broadcasters are looking for a clearer idea of how often they can preempt shows for sports and still count the shows toward satisfying the new three-hour mandate.

The rule, adopted by the FCC last summer, requires stations to air three hours weekly of children's educational fare to insure a smooth license renewal at the FCC staff level.

The rule notes that "a significant number" of educational shows are now preempted by sports, but leaves it to FCC staff to determine "what level of preemption is allowable."

Broadcasters say they want more clues on what that level will be. "This gets to be a nightmare problem on the West Coast," says one industry source,

citing the number of preemptions occurring in the Pacific time zone.

An FCC official says earlier drafts of the children's TV rule specified the number of times stations could preempt a show and still count it as core programming. But officials struck the provision during negotiations over the rules last summer. FCC Commissioner James Quello cited the preemption language last July in criticizing the earlier draft as overly regulatory.

While maintaining that more information on the issue is needed, industry sources stop short of saying that the FCC should place a number on permissible preemptions.

Proponents of the rule also plan to keep an eye on the issue. Jeff Chester of the Center for Media Education says his group plans to contact commissioners to discuss it: "We're going to view any excessive preemption as a violation." Chester defines excessive as preempting a show more than two weeks in a row. ■



## TV, radio join inaugural parade

By Heather Fleming and  
Donna Petrozzello

WASHINGTON

**N**umerous TV and radio networks plan live coverage of President Clinton's second inaugural today (Jan. 20).

ABC, CBS and PBS will provide coverage from 11 a.m. to 1 p.m. EST, while NBC will cover the event 11 a.m.-2 p.m.

On the 24-hour news networks, MSNBC will simulcast NBC's inaugural program and provide additional coverage during the afternoon and early evening. MSNBC also plans a broad multimedia package on the Internet to complement its TV coverage. CNN will have live coverage 11 a.m.-4 p.m., followed by inaugural-focused programming until 10 p.m., when the

day's events are recapped. Fox News Channel (FNC) will cover the inaugural from 11 a.m. to 1:30 p.m. FNC also will offer Fox affiliates live satellite packages of the coverage.

C-SPAN will begin its coverage at 7 a.m. with an overview and will continue coverage throughout the day. That will be supplemented by coverage on its Web page with RealAudio, beginning at 11:30 a.m.

QVC, the 24-hour home shopping cable network, will cover inaugural events live, to promote the sale of inaugural souvenirs.

Leading radio news networks, including ABC Radio Networks, CBS Radio News, Westwood One Radio Networks and the Associated Press Radio Networks, will provide anchored coverage of inauguration ceremonies from 11:30 a.m. to 1:30 p.m. Most of the networks will also

provide special news updates beginning at 6 a.m. leading up to on-scene reports.

In addition, ABC Radio talk show host Tom Joyner will broadcast his morning show from Washington's Mayflower Hotel.

AP Radio's "All-News" network will feature live reports from the Capitol twice hourly, and the network's "AP Hotline" will have live, anchored coverage of all inaugural ceremonies.

Westwood One's Mutual News and NBC News will provide short-form reports from inaugural parties Monday evening, and Westwood One's CNN Radio will customize live, special reports of evening events.

CBS Radio will provide "morning after" special reports between 6:31 a.m. and 11:31 a.m. Jan. 21 covering inaugural parties and events of the previous evening. ■

# FCC readies DARS auction

By Chris McConnell

## WASHINGTON

**S**atellite radio proponents soon may have a chance to compete for licenses to launch their long-stalled projects.

FCC commissioners last week were reviewing a proposal to set rules for the digital audio radio satellite (DARS) service and place the service's spectrum on the auction block. Officials said a vote on the issue could come as early as this week, even though some commissioners only last week took their first look at the DARS proposal.

The proposal under consideration would allow the four DARS applicants to bid for 25 mhz of spectrum dedicated to the service. While the commission originally allocated 50 mhz to DARS, the 1997 Appropriations Act required the FCC to reallocate half the frequencies to a general "wireless" category.

The remaining spectrum would accommodate two of the four DARS applicants if the FCC were to stick with its original plan to divide the spectrum into 12.5 mhz slices.

Although the pending plan would allow only the four applicants to bid for the spectrum, it also would bar them from colluding to avoid bidding against each other, sources say.

"There will be an auction," one source says.

CD Radio Chairman David Margoese says any anti-collusion rules are fine with him. Margoese says the satellite radio proponent has no plans to merge with any of the other ventures, regardless of the FCC's rules.

But Lon Levin of DARS proponent American Mobile Radio Corp. (AMRC) says the proponents should be allowed to work together. "We want the ability to resolve each other's exclusivity," says Levin. "It's harmful to satellites to have auctions."

Levin and others also are concerned that services in nearby spectrum bands will interfere with satellite services. Levin says he would like to see stricter interference standards. Margoese, however, is confident the satellite operators will be able to work out any interference problems. ■

# Closed Circuit

## WASHINGTON

### FCC review

**P**arts of the FCC could see some reorganization this year. Sources say FCC Chairman Reed Hundt has requested a review of the Office of Engineering and Technology, the Office of Plans and Policy and other commission offices. The commission will be reviewing operations in the offices with an eye toward boosting efficiency and effectiveness, a source says. The review is expected to last about three months.

## NEW ORLEANS

### Jordan votes for NATPE

**A**mong the first-time NATPE attendees at this year's show was Westinghouse/CBS Chairman Michael Jordan, who says he was learning a lot about the television business just by walking around the floor. Jordan has been following the industry's debate on NATPE's role in the fast-changing industry, but the savior of CBS says he thinks the networking and socializing that goes on at trade shows can be a boon to any industry. NATPE's three-ring circus is markedly different from the last trade exhibition Jordan attended before Westinghouse bought CBS: an air show in Paris at which Westinghouse was pushing defense air-traffic control scanners.

## DENVER

### More TCI trouble

**M**uch to Tele-Communications Inc.'s chagrin, there may be a new chapter in the recent snafu over channel lineup cards. Late changes and miscommunication between TCI and an outside vendor delayed notification of programing changes to as many as 6.5 million TCI subs. Now, sources say, it will be another two to three weeks before new cards go out and, in some cases, the cards will be less than complete. The cards reportedly will include the new lineup of cable networks that subscribers will get, but won't indicate what channels the networks are on.

### 'For Sale' signs

**R**umors are swirling that several players in the Primestar Partners DTH venture are preparing to sell their stakes. Sources say Comcast and Continental are doing the spadework for selling their 10.4% (each) interests. Potential buyers? This is an open question, although Tele-Communications Inc.'s satellite spin-off, TCI Satellite Entertainment (which includes TCI's Primestar by TCI's 20.9% stake), is one likely candidate. Still unresolved is what Time Warner will do with the more than 31% stake it holds principally and through a subsidiary.

## HOLLYWOOD

### 'Badly' needed executive producer

**T**he jury is still out on who is next in line to become executive producer of *Men Behaving Badly*, NBC's freshman comedy that has yet to break out as a bona fide hit. Steve Levitan (creator of NBC's midseason *Just Shoot Me*) and Chuck Lorre (*Cybill*) are among those reportedly offered the job after co-executive producers Neil Thompson and Gary Murphy stepped down late last year. Levitan, who has co-executive-produced *Frasier*, was reportedly trying out the job last week on the Carsey-Werner show, which to date has averaged a 7.9 Nielsen household rating/12 share.

## WASHINGTON

### 'Working Girls' on wwrc?

**N**ews/talk WWRC(AM) is slated to pick up *Working Girls with Frances and Cassandra*, a risqué Saturday evening radio talk show originating at WMET(AM) Gaithersburg, Md. *Working Girls*, co-host, transsexual Cheryl Ann Costa (aka Cassandra), said WWRC aired the show several mornings during the week of Jan. 6-10 and is likely to add the show to its Saturday evening schedule within the next few weeks. Costa describes the show as "women's locker-room talk."

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# Boucher wants ASkyB, broadcasters to reach consensus

*Local retransmission rights likely on congressional agenda*

By Heather Fleming  
WASHINGTON

**B**efore he takes to Capitol Hill ASkyB's case for retransmitting local TV signals, Representative Rick Boucher (D-Va.) wants broadcasters and ASkyB to reach some consensus.

Based on a ruling last year by the Library of Congress's Copyright Office, ASkyB—the DBS venture of Rupert Murdoch's News Corp. and MCI—thinks it can retransmit local TV signals under existing cable and satellite copyright law. But it seeks legislation to secure the right.

"I support the approach that ASkyB is recommending, but the advice I've given to News Corp. is that they need to have an agreed-upon approach with broadcasters to an amendment to the Home Satellite Viewers Act," Boucher said in an interview. "If they can reach an agreement with the broadcasters, they will have little difficulty in processing the legislation."

Under the current system, affiliates of the same network with overlapping "Grade B contours"—a broadcast signal's coverage area—have the right to object to retransmission of the local net-

work signal by a DBS operator within the overlapping area. What would make more sense, Boucher says, is to distribute the signals based on the markets defined by Nielsen (DMA) or Arbitron (ADI) ratings services rather than the actual coverage area, which ASkyB is pushing.

"Broadcasters should find some value in that," says Boucher. "Each broadcaster would be in a position to have [its] signal reach more households, and [the broadcaster could] make sure it dominates within the ADI without some other affiliate intruding in its space."

The National Association of Broadcasters (NAB) will take up the issue at its board meeting in Naples, Fla., next week.

"The cable industry is skeptical, and independent broadcasters are skeptical of the proposal," one industry lobbyist says. "If you presume that affiliates and large independents are reaching everyone in a market, giving consent

[to retransmit the signal] does not increase their reach and ad revenue."

National Cable Television Association (NCTA) President Decker Anstrom says he will withhold judgment on ASkyB's plan until he sees a specific legislative proposal. "But generally, if a satellite provider wants to be treated as a cable operator for purposes of the cable compulsory license, it also [must take on] other obligations, such as must carry, syndicated exclusivity and other non-duplicative sports rights," says

Anstrom. Under must-carry laws, cable companies have to carry local broadcast signals.

Another cable lobbyist says the ASkyB proposal would "probably be no big deal unless we lose must carry [at the Supreme Court].... But if cable systems have to do must carry and [ASkyB] wants to cherry-pick, the cable industry would find that totally unacceptable."

Because the 105th Congress is just beginning,

Boucher—a member of both the House Judiciary Committee's Courts and Intellectual Property Subcommittee and the House Commerce Committee—has not yet discussed the issue with House or Senate colleagues.

However, Senate Judiciary Committee Chairman Orrin Hatch (R-Utah) and ranking member Patrick Leahy (D-Vt.) are considering legislative proposals of their own.

An aide to Senator John McCain (R-Ariz.), chairman of the Commerce Committee, says he considers the issue



Rick Boucher

## Hundt losing steam on television liquor ads

**NEW ORLEANS**—FCC Chairman Reed Hundt's drive to investigate liquor advertising has stalled, according to a top aide. "We don't have a consensus now at the commission or on the Hill about what the commission's next step will be," said Hundt aide Julius Genachowski Sunday at the Association of Local Television Stations' pre-NATPE conference.

"There may not be that much left to talk about," Genachowski said. Most TV stations have decided not to accept liquor advertising, he said.

In condemning liquor advertising earlier, Hundt had said that government intervention would not be necessary if most sta-



Julius Genachowski

tions eschewed the ads. In a BROADCASTING & CABLE survey, 86% of the responding station executives said they were avoiding the liquor spots. But 69% said they should have the right to carry them.

Led by Alaska, several states have petitioned to launch an inquiry in hopes of discouraging the ads.

But John Dingell (Mich.), the powerful ranking Democrat on the House Commerce Committee, told the FCC to stay out of the controversy.

"Congress has never given the commission the ability to air commercial advertising," he said in a Jan. 2 letter to the FCC.

—HAI

to be in their jurisdiction.

"The whole issue of the Home Satellite Viewers Act has to come back up, and local retransmission will be a part of it," says Mark Buse, chief legislative aide to McCain. "McCain wants to create a system where the satellite guys are legitimate competitors to cable, and he will certainly look at [ASkyB's proposal]."

On a related issue, Boucher is seek-

ing a change to the Satellite Home Viewers Act to settle disputes between broadcasters and DBS operators over whether certain homes in rural and remote areas are eligible to receive distant broadcast signals from a DBS operator. Many local broadcasters are charging that DBS operators are cheating by selling network signals within their markets.

Under current law, DBS operators

may retransmit distant broadcast signals only in "white areas," or homes that cannot receive a Grade B-intensity signal from a rooftop antenna. Instead, Boucher wants the measurement to be TV picture quality, judged by comparative picture cards.

NAB spokesman Dennis Wharton would say only that Boucher's system "is not an acceptable measuring system." ■

# ALTV says it wants no U-V war over DTV

*Group says it seeks to maintain, not improve, balance of power*

By Chris McConnell

## NEW ORLEANS

**U**HF stations are not looking to launch a war with their VHF counterparts over digital TV, broadcasters said at last week's ALTV conference.

Discussing UHF concerns about the amount of power they will use to send signals in the digital age, ALTV Board Chairman Michael Eigner stressed that broadcasters must stick together while the FCC prepares a plan to assign the new channels.

Objections earlier this month by some UHF broadcasters to proposals for matching each station with a channel for digital television sparked fears of a last-minute digital TV dispute between VHF and UHF broadcasters.

UHF broadcasters told the FCC that because broadcast industry and FCC proposals seek to replicate the service areas of today's TV stations, both proposals could give existing VHF broadcasters a leg up in the digital age while handicapping the UHF stations.

"The plans presently under the commission's consideration...will create by government fiat a competitive television industry structure of 'haves' and 'have-nots' based on stations' former NTSC frequency bands," Sinclair Broadcast Group and Sullivan Broadcasting told the FCC earlier this month.

But other broadcasters said that is, in part, the idea. They are willing to discuss options for improving UHF station coverage where possible in the digital age, but they are unwilling to abandon the principle of maintaining the service-area coverage that VHF stations now enjoy.

One broadcaster added that the UHF objections look like an effort to change the relationship that exists between

today's UHF and VHF stations.

"I hope that's not the case," said Lynn Claudy of the National Association of Broadcasters. He predicted that an effort to dispute the service-area replication plan will lead to a stalemate between UHF and VHF broadcasters.

Claudly, the NAB's senior vice president for science and technology, said the replication plan was aimed at preserving the balance of power that exists in the analog world.

"It was not intended to be a social program," he said.

ALTV President James Hedlund last week countered that the analog UHF station are not looking to improve their competitive position with VHF broadcasters. Rather, he said, they are looking to keep it from getting worse.

The UHF concerns stem from a 1992 decision by broadcasters to support a channel-matching plan in which the FCC would first seek to replicate each station's existing service area and then expand service areas where possible.

Because VHF stations generally cover a larger area than UHF stations cover, plans call for allowing VHF stations moving to the UHF band for digital TV to operate at higher power levels. Engineers say the former VHF stations will need the extra power to send their signals over the same area that their analog signals cover.

Conversely, UHF stations will need less power to cover the smaller service areas they reach today. Engineers say they will need even less power in the digital age than they do now because the digital transmission technology requires less power to cover the same area.

"This is manifestly unfair and is the functional equivalent of low-power UHF versus high-power VHF today," Sinclair and Sullivan said of the

expected power disparity. The groups also pointed a finger at the "service replication" idea underlying the channel allocation plans.

"The threat of divisiveness was always there," one source said of the filing.

The Association of Local Television Stations has echoed the broadcasters' concerns that UHF stations will not be allowed to broadcast at sufficient power levels in the digital age.

ATLV's Hedlund, however, insisted the group is concerned only with insuring that UHF broadcasters are able to maintain the service areas they reach in the analog age. He voiced concerns that the low power levels proposed will not be enough to send TV signals

## ALTV's Big Cheese

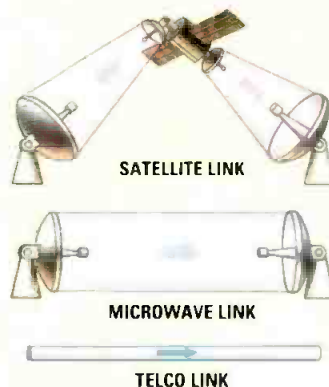
"It's a Wisconsin thing," said ALTV President Jim Hedlund as he donned foam-rubber headgear at the local TV association's pre-NAPTE conference. As a bona fide "cheesehead," Hedlund rooted for the Green Bay Packers in their NFL play-off game Sunday afternoon. And like every



other native of Neenah, Wis., he celebrated the Packers' 30-13 victory over the Carolina Panthers, a win that put the Packers into the Super Bowl.

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The NAB and the Association for Maximum Service Television (MSTV) this month said they were holding talks with Sinclair and Sullivan.

In their FCC filing, Sullivan and Sinclair asked the FCC to delay the proceeding so that they could work on resolving the disparity in broadcast power levels. The FCC granted a two-week extension.

"It is critical that the commission wrap up this proceeding and license DTV stations," MSTV told the FCC in response to the request for an extension. MSTV Vice President Victor Tawil added that broadcasters hope to

expand UHF service areas where possible. But his group warned that an across-the-board power boost for all the digital counterparts of UHF broadcasters would cause interference to analog broadcasters in the UHF band.

The issue comes as the broadcast group is pushing the FCC to wrap up two pending FCC rulemakings on digital TV. Aside from completing the channel allocation and assignment plan, commission officials must also finish writing DTV service rules before they can start handing out the licenses. FCC Chairman Reed Hundt has voiced hopes that the commission will wrap up both rulemakings before April 1. ■

# ALTV decries federal regs

*Hedlund, Eigner cite program ratings, kids TV, free political ads*

By Harry A. Jessell

## NEW ORLEANS

**T**he feds are coming, the feds are coming.

"Broadcasting is under increasing attack in Washington," ALTV President Jim Hedlund warned the trade association's membership at its pre-NATPE conference Sunday.

And the attack is coming from people at the FCC and in Congress "who all too frequently fail to understand our business [and] undervalue the importance of free TV to the American public," Hedlund said.

Hedlund and ALTV Chairman Michael Eigner, of Tribune's WPIX(TV) New York, reported that TV broadcasting has taken its licks from Washington over the past year.

Hedlund and Eigner said that broadcasters, who have acceded to Washington's demands for a TV ratings system and for children's educational programming, may have to meet new demands for free ad time for political candidates.

At the same time, the officials said, the FCC has failed to follow through on Congress's promise to ease TV ownership restrictions and is threatening to restrict broadcasters' digital TV channels.

Eigner said that in fear that Congress or the FCC will deny the extra spectrum broadcasters need to simulcast digital TV, "we [broadcasters] have pulled our punches. We've not defended our First Amendment rights as vigorously as we should have."

"But we're coming to the breaking point," Eigner warned. "I don't know where this breaking point will come, but when it does, I will ask the ALTV board and staff to step to the plate."

The message of the Telecommunications Act of 1996 was deregulation, Hedlund said. "But from what I've seen from the Justice Department's reaction to radio ownership deregulation and the FCC's programming requirements," added Eigner, "the mes-

# Introducing the 'Tauzin Way'

*Congressman spells out his take on major telcom issues*

By Chris McConnell

## NEW ORLEANS

**R**eed Hundt may have his "Third Way" approach to broadcast regulation, but the agency must do things Congress's way, Representative Billy Tauzin (R-La.) told broadcasters last week.

Discussing "what the Tauzin Way looks like" at the ALTV conference in New Orleans last week, the House Telecommunications Subcommittee chairman voiced worries that the commission is creating policies rather than implementing the will of Congress.

Tauzin cited the FCC chairman's "Third Way" philosophy of rejecting European-style broadcast regulation while still treating the airwaves as public property. He also pointed to the agenda Hundt issued last month. The agenda, titled "The Hard Road Ahead," cited a series of telecommunications issues Hundt hopes to address in the next year.

"It read like a public policy document," Tauzin said, adding that the FCC "is subject directly to Congress." Tauzin is worried the commission is setting a course to address issues that Congress has not yet tackled.

"That disturbs me," Tauzin said. Government agencies like the FCC, he added, do not have the right to write their own laws or "define their own ways."



*Tauzin is worried the FCC will address issues Congress has not yet tackled.*

Specific issues Tauzin discussed included:

- Distilled spirits advertising. Tauzin said the First Amendment was written to protect people from government intrusion on speech, but said the law does not apply to companies pitching any form of alcohol to minors. He urged the industry to develop a code of conduct "in concert" with broadcasters.

- TV ratings. Tauzin said he agrees with President

Clinton's suggestion that the new ratings system be given a chance: "We have to give this thing time to work," Tauzin said, adding that modifications to the ratings scheme could be made later.

- Political advertising. Too much emphasis on "government-provided" time would be dangerous, Tauzin said. He maintained that a free-time regime could render politicians more responsive to the government providing their airtime than to the public.

- Spectrum auctions. Tauzin insisted that the government should not threaten the status of free over-the-air TV by looking for more auction revenue.

Tauzin also said the FCC should maintain oversight of spectrum use and voiced interest in addressing the concerns of UHF broadcasters about the strength of their digital TV signals.

Discussing his panel's agenda, Tauzin said the subcommittee has not yet selected its members but added the lawmakers will be "very active in oversight."

"We have a big agenda," Tauzin said. ■

sage wasn't received.

Eigner said he didn't like what he found in the FCC's ownership rule-making. "I smell a distinct bias in favor of tightening up the attribution rules and a bias against loosening the local ownership rules. And on top of that, there is even a proposal that could lead to the shutting down of television LMAs when current contracts expire."

Eigner complained about the FCC's apparent reluctance to approve Tribune's purchase of WDTN (TV) Miami because of the local TV-newspaper crossownership restriction. (Tribune owns a daily newspaper in nearby Fort Lauderdale.) "No one seems concerned that Time Warner can buy everything in sight, from cable homes to programming channels, or that TCI can own every cable system in a [market]. Give me a break. Where is the balance?"

Hedlund criticized Representative Edward Markey (D-Mass.) for upping the ante on program ratings by insisting on a complex system in lieu of the industry system. "To sell [adopting ratings] on the grounds [they] would be First Amendment-neutral, then turn around and criticize us for not adopting a code that would drive current programming off the air, is disingenuous. And not at all First Amendment-friendly."

Eigner said the FCC's rules requiring TV stations to air three hours of children's educational programming are "overly prescriptive" and will have "no measurable impact" on learning. The worst part is the requirement that broadcasters add an icon "to warn the kids that what they're about to watch is good for them. Just like broccoli."

# Big day for political parties

Media companies provide inaugural recreation

By Heather Fleming

## WASHINGTON

**P**resident Clinton's inaugural committee has limited itself to contributions of less than \$100, buttressed by a \$9 million surplus from the 1993 inauguration, but that isn't keeping media companies from being part of the festivities.

Corporate-sponsored inauguration parties are not nearly so widespread and extravagant as those at the political conventions last summer, thanks in part to the many state-sponsored inaugural balls and other official activities. But members of Congress, administration officials and corporate lobbyists had ample opportunity to rub elbows over the weekend.

ABC, CBS and NBC all sponsored events at premier locations around town. ABC hosted a brunch at the historic Decatur House, CBS held a pre-inaugural gala reception at the USAir Arena, and NBC's Bob Wright hosted a reception at the Willard Intercontinental Hotel.

CNN Washington Bureau Chief Frank Sesno hosted a party at the Renaissance Mayflower Hotel for cable operators.

John McLaughlin of NBC's *The McLaughlin Group* also hosted an inaugural party at the Willard. According to the invitation, "guests expected to attend range from Washington's 'movers and shakers' to Hollywood celebrities such

as Conan O'Brien, Candice Bergen, Charlton Heston and Charlie Rose."

MTV Networks downsized from its 1993 ball to what a spokesperson described as a "more intimate" reception for about 800 people at the Corcoran art gallery. Conde Nast Publications was co-sponsor.

The star-studded event of the weekend was expected to be a party hosted by MCI and Rock-the-Vote, the Recording Industry Association of America's voter registration and education campaign for young people. Invited to the soiree at the Red Sage restaurant were the Presidential Inaugural Gala performers, including Gloria Estefan, Aretha Franklin, Dave Matthews Band, James Taylor and Stevie Wonder.

Instead of holding lavish galas, many companies are opting for get-out-of-the-cold inaugural parade parties. Discovery, AT&T, Bell South, and Nynex/Bell Atlantic are teaming with other companies to host an Inauguration Day "Blueprint for America" in honor of "the Blue Dogs and the Blue Puppies," referring to a conservative Democratic congressional group known as the Blue Dogs. Time Warner also is hosting an open house at its Washington office during the parade.

PBS kept its participation to public events around the National Mall. PBS Online was demonstrated at the "Technology Playground." Sesame Street characters performed on stage and were expected in today's (Jan. 20) parade.

## Cable guys deserve a break today

National Cable Television Association President Decker Anstrom sent a letter to McDonald's Corp. Chairman Michael Quinlan complaining of an ad that ran during the AFC and NFC championship football games and asking that the ad be fixed. The ad "predicted" that cable repairmen would show up for an 11 a.m. appointment at 6 p.m. "In short, when the cable customer's order isn't right, we make it right with our on-time guarantee," Anstrom wrote. "As I recall, when my order isn't right at McDonald's, I still have to plead for those extra packets of ketchup."

## Nominations sought

The FCC is seeking nominations for membership on the new local and state government advisory committee. The

panel will provide advice and information to the commission on issues concerning local and state governments, particularly those issues dealing with implementation of the Telecommunications Act of 1996.

It will comprise elected officials of state and local governments or their representatives and will include a representative from the FCC. Nominations are due Jan. 27.

## Anthony named to FTC

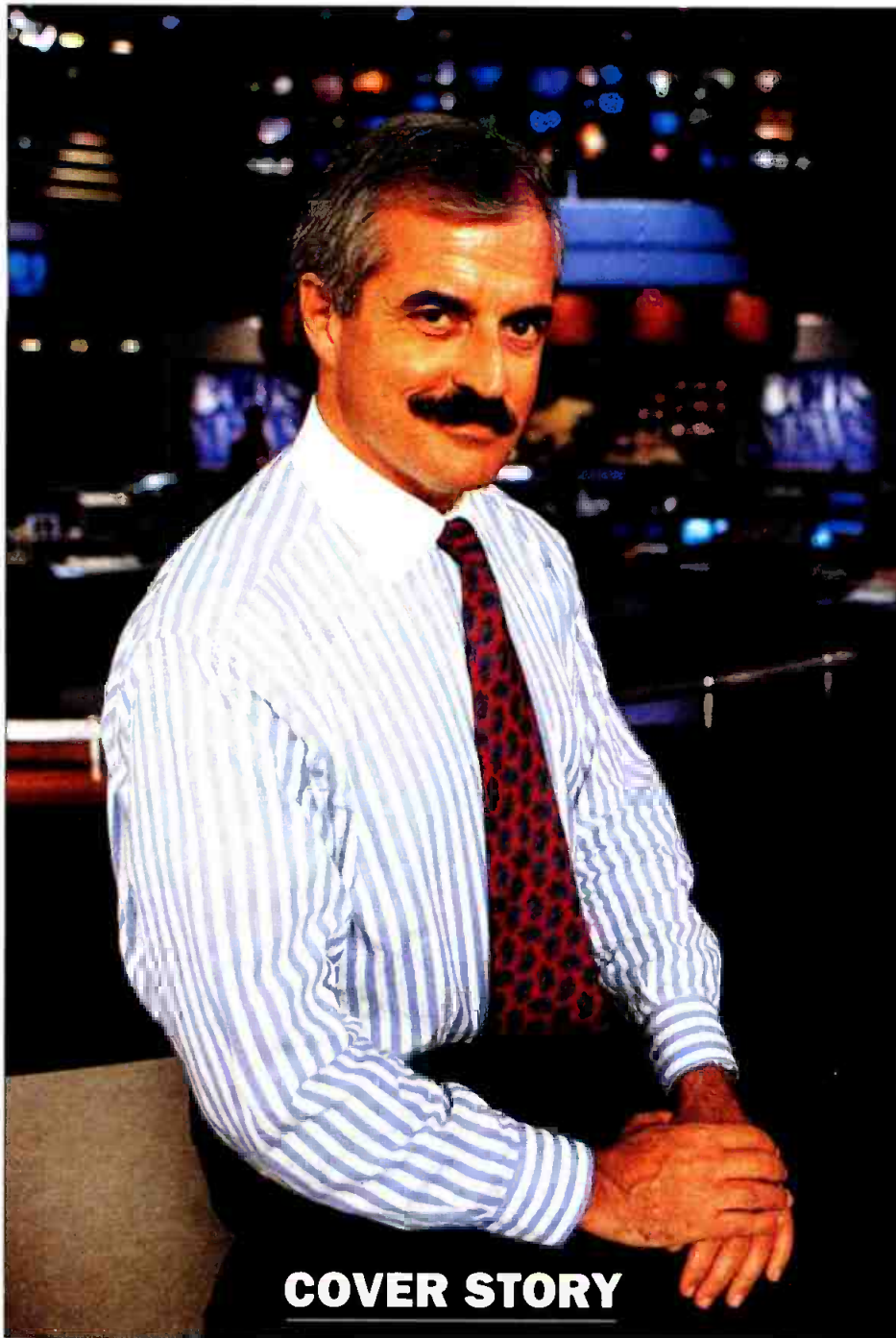
President Clinton nominated former U.S. assistant attorney general Sheila Anthony to the Federal Trade Commission.

Anthony—a native of Clinton's hometown of Hope, Ark., and wife of former

Representative Beryl Anthony (D-Ark.)—will replace Janet Steiger. Anthony's brother was Vince Foster, the former White House counsel who committed suicide in 1993.

Washington  
Watch

Edited By Heather Fleming



## COVER STORY

**ANDREW HEYWARD**

**AND**

# The Long Way Back for CBS News

**O**ne year ago, Andrew John Heyward, a 20-year CBS News veteran, was named president of the division. Some argue that CBS News has never faced a tougher set of challenges: correcting course for some of the core programs, like the morning and evening news broadcasts, increasing prime time production and expanding into new media. Top of the mind for many affiliates is who will succeed Dan Rather. In the following interview with *BROADCASTING & CABLE* New York Bureau Chief Steve McClellan, Heyward, 46, addresses those and other issues.

**What was the news division's single most significant achievement for 1996?**

If I had to point to a single one, I would say getting into cable and playing a big role in it. That started with the acquisition of [Spanish-language] CBS Tele-Noticias, which is an innovative partnership with Group W Satellite Communications. GWSC handles the business side, and we handle the editorial. And, more dramatically, we have Eye on People, which represents an enormous commitment on our part.

**How far along are you in developing the editorial product for Eye on People?**

We're partners in the project, but [CBS News] is the primary program supplier, and we're developing a grid of 14 programs. We've hired in the neighborhood of 150 new people, which is a dramatic expansion.

**What's the benefit to the news division of being in the cable business?**

Look at NBC's success. There are many reasons NBC is doing well, but the expansion in cable gives it the ability to amortize its newsgathering costs and another vehicle for developing and using talent. That's the reason all the news divisions have wanted to get into cable.

**How much is riding on a successful launch of Eye on People?**

I think it's critical to the company. I wouldn't put too much emphasis on a successful launch, though, in the sense that I think it's going to start modestly

and grow. Launching a cable channel is hard, and I don't want to create false expectations or get into the numbers game. But, certainly, being in cable is an important part of the Westinghouse agenda, and the fact that CBS News is the prime supplier of programing is important to me.

**How much of the programing is the news division contributing to the channel overall?**

We don't have a final number yet, but I would say it's going to be at least 75%.

**Is Eye on People an "infotainment" channel?**

"Infotainment" is a tainted word. It conjures up fluff and puff. Let's call it an entertainment and information channel. I think it's going to be very entertaining and interesting. It's nonfiction. It's reality-based—another buzzword. We're experienced storytellers, and at the heart of every great news story is a human story, and this channel will focus on the human story. You're not going to see a live remote from the airport waiting for Fergie to arrive, but you might see a fascinating profile of her, or you might see a fascinating profile of the unsung heroes of TWA Flight 800. That's the kind of thing the TV reporter often has to leave on the cutting-room floor because he or she is too busy filing the news-conference piece.

**Will you have the flexibility to use Eye on People to go wall-to-wall on a breaking story?**

No, that isn't the intention. If the story is big enough—like the Oklahoma bombing, or what have you—we would do that on the regular network. This is not a news channel in disguise.

**How do the affiliates tie in with or benefit from Eye on People? Or don't they?**

I think they do. The affiliates have been very supportive of the notion of CBS getting into cable; it's an obvious gap in our repertoire. I think they can contribute programing, and will be encouraged to, as well as segments to the programs. Down the road there may be a way to have actual local participation. I don't know that much about cable distribution, but that, of course, has been the rub—figuring out how to have local stations tie in locally on a regular basis. The initial plan encourages the affiliates to contribute, as they're contributing to *Coast to Coast*, the new prime time show we're doing. But I don't think Eye

***I think it [the launch of Eye on People] is critical to the company.... Launching a cable channel is hard...but, certainly, being in cable is an important part of the Westinghouse agenda.***

on People is distributed in a way that the stations can come on and do local human-interest stories.

**Or newsbreaks.**

Yeah. These are not news programs, so newsbreaks would be inappropriate.

**Where will the 150 new staffers be based?**

Mostly here in New York.

**Have you designated a deputy to oversee that operation?**

For the interim, it's Jonathan Klein, my number two [not to be confused with the other Jonathan Klein at CBS, who runs the owned television stations]. Jon is the executive overseeing it for now, but we're waiting for a head of the channel to be named. Once we see who that person is, we can array our forces on a more permanent basis. Along with Jon, we have two other key people who basically have been mounting this effort: Marjorie Baker is the head of CBS News Productions, our outside production arm that supplies *Biography* and *The Twentieth Century with Mike Wallace*, both for A&E, and other programs for cable and for other outlets. This has been a dramatic, probably fivefold expansion for Marjorie. And also, Cathy Lasiewicz, who was the executive producer of *48 Hours*, is sort of the executive producer of *Eye on People*. Between the two of them, they have their hands full, but that's the sign of our commitment: we'll take the executive producer of a prime time show and move her over to this, because we need it to be really good.

**Lets talk about CBS This Morning, which was revamped five months ago.**

After cable, I would say that was the second-most-important achievement of the year.

**A lot of affiliates see it more as a work in progress, or lack thereof.**

We think that *Morning* is a bold and exciting experiment. The outcome is still unclear, but there have been some very encouraging signs. It's a radical alternative to what we did before and what other people are doing, and it's based on the notion that local news is important to people in the morning as they're trying to get out the door between 7 a.m. and 8 a.m.

**What encourages you about the results so far?**

The show has had modest ratings growth, to a 2.3 rating or a 2.4 from a 1.9, but to change anchors and completely change the format, and experience some ratings growth—that's good.

**Ratings aside, affiliates have two big complaints about the show. They think the talent lacks star power to effectively compete with GMA and Today. They also feel that the format in the first hour, with constant flipping back and forth from the national show to the local station, is awkward and disruptive.**

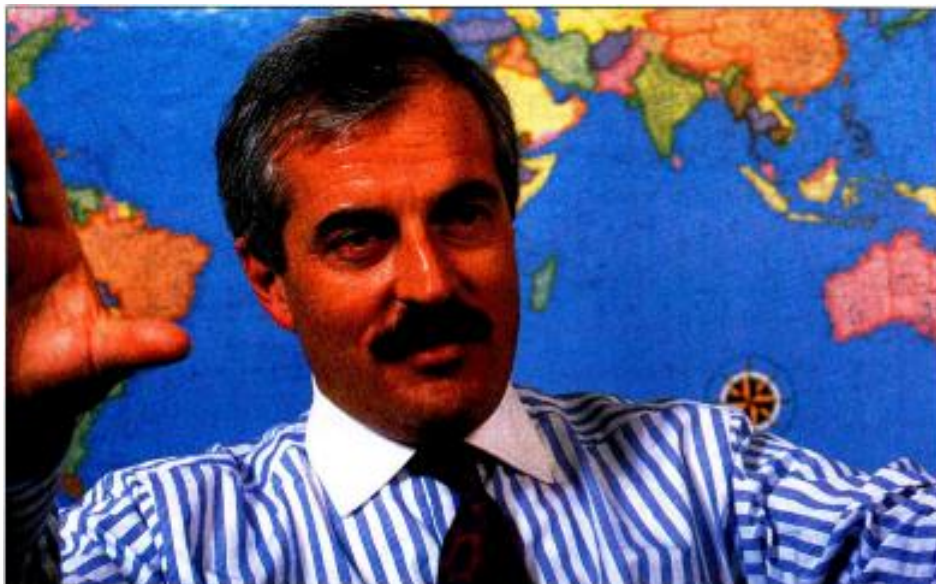
Some of the execution issues, which are, no question, real—the going back and forth, as you call it—have improved dramatically since the program started. It's a somewhat ambitious format, and in the early going—especially in places where the greenest producers were assigned to the morning—the transitions were rough, and in a lot of places it was rocky when it shouldn't have been. It's become a lot smoother around the country. I mean, just watching in New York and Los Angeles, and places I tend to go, I've seen a dramatic improvement. I believe the concept is fundamentally sound.

**The talent issue?**

I support the talent. That's an easy criticism to make, but I don't think the answer is a big-name star. First of all, there are very few of those people. Second, you can *make* a star. Katie Couric wasn't a big star until she came on [*Today*] and grew into one because she's terrific. Charles Gibson wasn't a star when he started doing *GMA*, but now he's a familiar face. You get a week's worth of attention if you have a name, and then the question is: What's it like to watch every day?

**How long will it take?**

Certainly more than the five months that



**Before being named president of CBS News in January 1996, Heyward was executive producer of the 'CBS Evening News.' Earlier, he served as executive producer of 'Eye to Eye with Connie Chung' and '48 Hours.'**

it's been. You know, I don't have a firm deadline in mind. If the growth halts and you're going month after month stagnating, you want to analyze why. That doesn't mean you necessarily abandon the format. Part of CBS's problem over the years has been going from format to format and not giving anything a chance to grow. So it's not going to sit there for years, nor are we going to give up on it a couple of months after we started doing it. That would be insane.

**On the magazine front, NBC has expanded *Dateline* to three nights, two of which are highly successful. Why not return the favor and expand *60 Minutes* to a second night?**

It's an interesting idea we have discussed, and it continues to be an idea we discuss. Some very intelligent people are in favor of it. And why not? It's obvious what the argument is: it's our most successful program, and if *Dateline* expanded out of failure, why not expand out of success?

**And the argument against it?**

The argument against it would be, is *60 Minutes* replicable? Is it so inherently unique to its time period? Is it so intrinsic a part of America's Sunday evening that you somehow cheapen or dilute the franchise by expanding? I think that's the debate. And as we talk about new prime time possibilities, I'm sure the debate will be rekindled.

**You're just started a test run of a new prime time magazine, *Coast to Coast*.**

**The show has no studio and no anchor. It seems like a pretty radical departure, at least stylistically, from most other magazines. Where are you headed with this one?**

It's certainly an experiment in the sense that it's a response to the widespread impression that there's a desire for a more upbeat approach. I can't tell you how many people have said to me over the years: Why is everything so grim? And I think the kind of tabloidization of news has contributed to that. There's a tendency to emphasize stories about victims and horrors and tragedies. Those are gut-wrenching, and they can be very powerful, but they don't really reflect the America that most of us experience every day. So the experiment is to try to find stories that have edge and drama but don't delve back into this pool of dark victimology.

**Has the new format on *48 Hours* helped or hindered the broadcast? Or is the jury still out?**

In terms of the ratings, it seems to have helped somewhat. It is in an absurdly tough time period—up against not only *ER* but a well-done news program, *Turning Point*. The news viewer comes out the loser, having to choose between the two. I think the new format has allowed the program to be more responsive to topical stories without having to turn the whole aircraft carrier around, like we did before. Before, we could respond to breaking news only if we went the whole hour. Now there's flexibility. Having said all that, I think Susan

Zirinsky would be the first to tell you that she's not entirely happy with the cohesion of the program. You know, the stories are well done, but the balance between single subject and variety is still something we need to address.

**Arguably, in the news business CBS has one of the best groups of journalists under one roof. But with Dan Rather turning 65 recently, affiliates are desperately curious to know about a possible successor when the time is right, and also about replacements at *60 Minutes*, where Hewitt, Wallace and Rooney are all well past retirement age. Whom do you see as the A-team anchors and correspondents for CBS News in three years?**

Those are perfectly fair questions, which I'm not going to answer. Listing an A team only creates bad feelings among people who work for me who don't make the list, so—as much I'd like to discuss that with you if we were just having a drink someplace—it's something I have assiduously avoided doing in this first year on the job.

**Is bench strength an issue for CBS News?**

This notion that we don't have a bench, that we don't have other interesting, bright people capable of anchoring broadcasts and being supporting players—it's just not true. You know, there's only one Don Hewitt in the universe so, for me to say to you that if Don chooses to step aside, or gets hit by a truck, I'm putting in so-and-so—there's just no percentage in my doing that. We're talking about one of the giants of the industry. But do we have a core of producers and executive producers who we're developing and growing? Yes, absolutely.

**Talk briefly about talent development at CBS News.**

We have a kind of two-prong strategy to address this totally legitimate concern that you're raising and that the affiliates have: internal development and recruitment. If you promise me you won't position this as an A team, I'll give you some examples. If you look at the work that both Harry Smith and Paula Zahn are doing in their new roles, that's been a potent addition to our bench.

**Others?**

Peter Van Sant, one of our very promising magazine reporters, who's working on the *CBS Evening News* and in prime

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BC

time. Anthony Mason, whose contract is up; I think he's probably going to get interest from all three networks. Russ Mitchell, who had a terrific role in the election campaign. Look at Scott Pelley—everything he touches turns to gold, and he's one of the most aggressive and interesting field reporters I've seen. I could keep going. But I'm not anointing any of them. I'm not going to make the mistake of saying this person or that person is going to be the heir apparent.

**Hypothetically speaking, if Diane Sawyer became available, where would she best fit in at CBS News?**

Well, Diane is an enormously talented woman who could do virtually anything she wants. I have said publicly that we would love to have Diane Sawyer at CBS News.

**What about Bryant Gumbel?**

He would be a tremendous asset to any network news division. He's a terrific interviewer. I think he's really bright and very versatile. I'd love to work with him.

**Are you going after one or both?**

We are in the hunt for the big names. I don't want to comment on specific individuals. But I will answer a question you haven't asked—we have not offered Diane, or anybody else, Dan Rather's job. We have not shopped that job around or promised it to anyone.

**Have you and Rather discussed the succession question?**

Yes we have, very openly. He understands that at some point he's going to want to step down or change his duties—and it's obviously my responsibility to make sure that, when that point arrives, there's an orderly transition and the right person is there. But this is not something we're trying to sweep under the rug. It's a huge role to fill.

**The network's distribution problems are well documented and are clearly a major factor in the poor ratings performance of the CBS Evening News in some markets. That issue aside, are there content issues that need to be addressed?**

Of course we continue to work on the program. We added "Travels with Harry" [Smith]. The broadcast had two very good campaign segments: "Follow the Dollar" and "In Touch with America." Other new segments include

**"Maybe our role is more to make sense of this bombardment of information, and that suggests that, in its simplest form, we need to pay more attention to original reporting and analysis."**

"Assignment," stories from far-flung exotic places and "The Best of Us," a look at local heroes. Our competitors are doing similar things, but these are attempts to give people a reason to watch CBS News as opposed to something else.

We're also looking at ways that we can improve the promotion, and the positioning with stations. We need to be more competitive in the ratings on the evening news. We are attacking that strategically as well as tactically. We're looking at stations where we can improve our lot—where we think we should be holding our lead-in better, or building better. But at the same time you have to take a look at what's on the screen. You could make a compelling argument that the *CBS Evening News* is quite a success story, given some of our distribution problems. They're hanging in there pretty well.

**On the new Saturday morning broadcast, any new details on title, producer, and talent?**

The title will probably be *Saturday Morning*. We haven't named a producer yet. I think the program will draw inspiration from the *Sunday Morning* tradition of quality and distinctiveness, but it's going to reflect the faster pace of Saturday. It will be a blend of feature reporting, hard news and useful information. It won't be as artsy as *Sunday Morning*, but we'll get into other areas—maybe more consumer reporting, maybe more on technology—and we're certainly going to look at more entertainment and media issues.

**You've already indicated some scheduling flexibility, with feeds at 8 a.m. and 9 a.m. What about length? Some affiliates feel that with CBS's lack of any established adult program-viewing habit on Saturday mornings, it would**

**be better to start with a one-hour show. Any chance of that happening?**

That's really an affiliate relations issue and [network president] Jim Warner and [affiliate relations vice president] Peter Schruth will listen to whatever the affiliates have to say. But for now, the network has asked us to produce a two-hour show, and that's what we will do.

**Do you plan to expand *Face the Nation* to one hour this year?**

We would love to have a one-hour *Face the Nation*. That would be much better for us because that's what our competitors do. But with a 90-minute *Sunday Morning* program, that's a real affiliate issue. It is a goal of ours, but it's going to remain a wish rather than a reality for a long time. It won't happen in 1997.

**What do you see, basically, as the biggest challenge facing TV news?**

The challenge is that people are getting their information from more and more places, and we have to make sure that we're in those places. That's where everybody's infatuation with the Internet comes in, which remains right now only a marginal source of news for people. But it also means that we have to continue to examine our core mission. People are bombarded with information, and we have to look to ourselves not only as gatherers but as sorters and collators and analyzers and explainers. Maybe our role is more to make sense of this bewildering array of input, this bombardment of information, and that suggests, in its simplest form, that we need to pay more attention to original reporting and analysis—that we need to move well beyond the basics.

**What are the economic challenges?**

Clearly, we have to worry about maintaining economic viability at a time when ratings are going to continue to erode overall. The real story is the overall share of the three evening newscasts is down 20 share points in 20 years. It's down from about a 75 share 20 years ago to a 55 now. We can't continue to gather news the same old way without finding new outlets, for reasons we discussed earlier. There will continue to be emphasis on gathering news more efficiently. We're going to look for creative ways to spend less on routine so we can spend more on what makes us distinctive, to spend less on sameness and more on distinctiveness. ■

## Summit proposed to 'fix' sweeps

*Network chiefs also take aim at ratings underreporting, overreporting and out-of-home measurement*

By Steve McClellan

**A**ll the members of a NATPE panel on ratings agreed that the current sweep measurement process is obsolete and wondered if it ever had merit in the first place. But don't expect any changes soon.

As Nielsen Media Research President John Dimling told those present, the issue is not a new one. And one of the obstacles to changing it, Dimling said, is that all of Nielsen's clients would have to agree to change, including the hundreds of local stations, ad agencies, networks and advertisers that subscribe to the ratings.

Nevertheless, Ed Erhardt, vice president of The Ad Age Group, elicited a vague commitment from Saatchi & Saatchi's Allen Banks and J. Walter Thompson's Jean Pool to try to coordinate a "summit" gathering of the various parties with interests at stake. The purpose of the summit would be to come up with a plan for change that the parties could agree on.

The basic problems are well known. The sweeps have induced increasing numbers of local stations to hype measurement periods with watch-and-win contests and other program and promotional stunts. The result is that ratings become artificially high compared with those during the rest of the year.

At the network level, the best programming is crammed into the sweep periods in the interests of supporting local affiliates. The result is that those shows tend to neutralize each other, said David Poltrack, head of research and marketing for CBS. It also forces a

distorted repeat cycle, said Poltrack, who estimated that the networks lose more than \$100 million annually scheduling programs in and around sweeps periods. He said ratings would be as much as 23% higher if the networks scheduled both original shows and repeats more evenly throughout the year.

The sweeps process is not just obsolete, said Poltrack, it's an "embarrassment." JWT's Pool agreed: "I have a problem with all the cheesy stunting. It's a short-term fix. We literally have to throw the ratings books out" because of the way they distort the year-round viewing picture, she said.

Advertisers also suffer, said Marianne Ham, senior advertising manager at Campbell Soup Co. Ham said brands that have ad campaigns in non-sweep periods are shortchanged because they don't get exposure in the best programs or benefit from the sweeps hype.

The solution, it seems, is to make the measurement period longer, with the ideal being meters in every market providing year-round ratings. The big rub is cost. Many smaller-market stations simply aren't prepared to spend the money to pay for metered service. Both CBS's Poltrack and Nielsen's Dimling said their companies were prepared to help subsidize the cost of meters in smaller markets. But Pool said that JWT would want more information



NBC's Littlefield



USA Networks' Koplovitz



Nielsen's Dimling



CBS's Poltrack

before making such a commitment. And Ham said she questions the value of the service for which she is currently paying, given all the distortions.

Ave Butensky, TVB president, acknowledged problems with the current process, but also noted that 75% of all spot dollars are spent in metered markets, where agencies and advertisers can accurately account for distortions. To the extent that they don't do that, he said, the meters are "an unused tool."

Separately, network chiefs speaking at the NATPE opening session carried on the debate over the number of cable homes in the Nielsen sample. USA Networks Chairman Kay Koplovitz said that Nielsen underrepresents multichannel homes, while ABC Television Network President David Westin argued that cable homes are overrepresented in the sample.

Meanwhile, opening session panelist

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NBC Entertainment President Warren Littlefield carried on the debate over out-of-home measurement by Nielsen. Littlefield said the existing ratings system fails to measure the growing number of TV viewers in dorms, hotels and the workplace.

"Nielsen hasn't changed fast enough to record the lifestyle changes," Koplovitz said.

The networks could devise a ratings system of their own to tackle some of the issues, but such a new system could present some problems of its own, said Robert Rosenblatt, executive VP, prime time programming, Fox Broadcasting: "I don't know if advertisers would necessarily flock to numbers that we come up with. It's a bit self-serving." ■

## UPN renews Clear Channel

UPN announced it has renewed affiliation agreements with all of the Clear Channel stations through 2003.

Clear Channel stations that will remain affiliated with the emerging network are WLMT Memphis; WLYH-TV Harrisburg, Pa.; WTEV Jacksonville, Fla.; KASN Little Rock, Ark.; KTFO Tulsa, Okla.; WJTC Pensacola, Fla., and WMTU Jackson, Tenn. In all, the stations represent 3.7% of U.S. coverage.

With the announcement, Clear Channel joins UPN's other major station groups: Chris Craft/United (which represents more than 18% of U.S. coverage) and Viacom/Paramount (more than 15%).

"Over-the-air distribution is critical for the continued success of UPN and this deal gives us that assurance in these strategic markets," said R. Kevin Tannehill, UPN's executive vice president, network distribution. "Clear Channel has been there for us since the beginning, and we're committed to seeing these stations grow and thrive."

UPN reaches more than 92% of all U.S. TV viewing households through 152 local affiliates.

—LR

# Nets working bugs out of ratings bugs

*Programers continue to iron out kinks in content ratings; libraries are biggest problem*

By Rich Brown

**N**etwork executives say they're still working out the kinks on their two-week-old content ratings system.

Responding to criticism at NATPE that some of the ratings choices so far have not made sense, broadcast network chiefs yesterday called for patience as they determine which ratings should be applied to which shows.

At NATPE's opening session, moderator Robert Krulwich of ABC News asked network executives why CBS's "Late Show with David Letterman" gets a TV-PG rating while NBC's "Tonight Show with Jay Leno" gets a stronger TV-14.

"The system is a week old," said Leslie Moonves, president, CBS Entertainment. "For anyone to delve into 'Why is Letterman this and why is Leno that?' is very premature while working the kinks out. The system isn't here forever in its present form."

NBC Entertainment President Warren Littlefield said his network is being very conservative with its ratings decisions as it tries to find its way with the new system. He said only one NBC program in the foreseeable future—the Feb. 23 airing of "Schindler's List"—will receive the strongest rating of TV-M.

The networks are trying to find their way with the system as the debate over the controversial plan continues. View-



Cox's Fisher



CBS's Moonves

ers want more information about programming content, but the implementation of the new ratings system has more to do with political motivation than with actual consumer demand, said Kay Koplovitz, chairman of USA Networks.

Despite the Sturm und Drang in developing the ratings, station executives said there has been relatively little viewer reaction.

The biggest challenge now is to figure out how to apply ratings to older syndicated shows, reruns and movies. It's "labor intensive" to rate every show based on content, said Deborah McDermott, executive vice president, Young Broadcasting.

Donald Tringali, executive vice president, Telemundo Group, said the Spanish-language TV group recognizes that it will have to accept the burden of implementing the ratings: "You know who gets the phone calls."

Andrew Fisher, executive vice president, television affiliates, Cox Broad-

casting, said he's not surprised that "feedback has been minimal." But, he added, it is difficult to explain to the politicians who championed the ratings system that "it may not be everything that it first seemed."

The ratings let viewers know in advance the nature of a program, but, he said, that has never been a problem. Although some viewers object to some programming, most people know what the programming is, he said. The ratings solve "a problem that I don't think existed," Fisher said.

He added that it would be unfortunate if advertisers were to avoid certain programs because they carry a TV-14 or TV-M rating; that would force mature programming to cable: "The bland gets carried over the air and the mature themes have to be paid for."

Fisher said he doesn't believe the ratings will affect advertising. Indeed, he said, the ratings may induce some companies to advertise on shows that they otherwise would not. If they receive complaints for advertising on a particular show, she said, they can now respond that the public was forewarned by the ratings bug. "That's pretty safe," he said.

Tringali said he is concerned about the effect the ratings might have on advertising and, ultimately, programming. The strong ratings might act as lightning rods for objections about some programs, he said. "It's a USA Today issue." It's an issue that people can understand. ■

# GE invests \$1 billion in NBC brand

*Establishes fund to extend identity through local media ventures*

By Steve McClellan

**G**E Capital has established a \$1 billion fund to help NBC affiliates extend their brands locally by identifying and participating in new local media ventures.

NBC Television Network President Neil Braun briefed affiliates on the establishment of the fund at last week's affiliate meeting in New Orleans. After the meeting, Braun said the creation of fund was just one recent step the network and its parent are taking to strengthen the network-affiliate tie and extend the NBC brand in local markets.

Braun said GE Capital is "scouring the country" for local media ventures. The network has set up a local business development committee through which affiliates can bring potential new ventures in which GE Capital may consider investing. The idea, said Braun, is to use "the affiliates as a replication system. In other words, we have 215 affiliates with very strong local brands, cash flow and strong advertiser relationships. We want to bring them opportunities to grow their businesses and extend their brands."

At the meeting, the network once again pressed affiliates to consider tying in at the local level with MSNBC, NBC's cable news-Internet venture with Microsoft. Braun reported that so far 50 affiliates have created Websites tying into the MSNBC Internet service. However, a much smaller number of affiliates have committed to doing local cable news inserts for cable systems carrying MSNBC. NBC has created a news integration committee to deal with the issue.

Ken Elkins, president, Pulitzer Broadcasting, and chairman of the NBC affiliate advisory board, said the meeting generally was very positive and upbeat. "The network has developed a real interest in its relationship with affiliates," he said. At the same time, Elkins said there were issues that need to be resolved. Most important, said Elkins, is clarifying the network product that is absolutely exclusive to affiliates. The network and the affiliates are at odds over the network's simulcast of much of NBC News's election night coverage on MSNBC. Elkins said the simulcast was a violation of the NBC affiliate agree-

ment. The network disagrees.

That issue remains outstanding, although the two sides have come to terms on the related issue of cross-promotion. The network has agreed to cross-promote its cable services on the broadcast network only for "significant news events," said Elkins. And the cross-promotion has to be done by the person involved. For example, if Katie Couric has a big upcoming news interview on MSNBC, only she can promote it on NBC. Celebrity interviews cannot be cross-promoted.

Elkins said the GE Capital local media fund was basically a response to initiatives at both ABC and CBS to

establish joint ventures with their affiliate groups to identify and create new businesses. He said many of the specifics of how the fund would work weren't yet known, and that it was too early to comment.

As to MSNBC, Elkins said many affiliates "still don't understand fully" how they can benefit from participating with the service at the local level. The network hopes the news integration committee will clarify how affiliates can benefit.

On the ratings front, NBC and the other major networks continue to turn up the heat on Nielsen Media Research to address complaints with the Nielsen

## High marks for DBS

Forget about the phone companies, NBC's Tom Rogers last week told producers selling programming. But watch out for DBS.

Speaking at a NATPE panel discussion of satellite TV ventures and competing land-based systems, the NBC chief strategist said the telcos have "just subsided as a factor" in the video business since last year and advised program sellers not to hold out for a deal with the phone companies.

"They have proved themselves to be some of the least capable video visionaries," he said.

But although the phone companies may not have shown up in the digital video business, satellite TV ventures have jumped to a sizable technological lead, Rogers and others said. He speculated that the U.S. DBS operators now enjoy a five-year window of opportunity for competing against analog cable systems.

Rogers said the competitive disadvantage eventually will lead to increasing cable subscriber erosion. David Londoner, managing director of Schroder Wertheim & Co., after the session voiced similar predictions the DBS "chipping away" will take its toll on cable. "It's not painful yet, but I think it's going to get there," Londoner said.

News Corp. Executive Vice President David Evans, meanwhile, speculated that the 500-channel universe once forecast by TCI chief John Malone is still "a little while in coming."

While the digital technology currently provides DBS operators with picture and sound advantages, it's the channel capacity that matters to viewers, Galaxy Latin America Chairman Kevin McGrath added.

"I don't think people care whether their television is analog or digital," McGrath said. "The real issue is choice for consumers."

News Corp.'s Evans also said his company's satellite TV ventures will be looking to sign up original programming.

"We will find ways to do the deals," Evans said. "We must create original programming."

Discussing new DBS ventures, NBC's Rogers said cable operators have an advantage in their ability to deliver local programming. But he added that the industry so far has not used that competitive weapon.

Rogers also said sports programming does not determine the life or death of the DBS ventures. He said only 10% of the approximately 4 million U.S. direct-to-home subscribers are buying the satellite service for the sports package.

—CM

service. Braun reported that NBC and its affiliates have created a measurement committee designed to transform affiliate concerns into formal positions, which then can be used to "apply pressure" on Nielsen.

In addition, Braun said the major networks are pushing for a national rollout of SMART, a competing ratings

service being tested in Philadelphia, by early 1998. At the same time, Braun said he is continuing to talk to Nielsen about improvements. "My basic message to Nielsen is: Let us help you become a better service or we'll be your most vocal enemy," he said.

Braun did say that recent talks with Nielsen have been productive, but he

declined to say how.

Braun also reported the creation of a weekend morning scheduling committee to sort out issues concerning how best to schedule the teen-targeted shows NBC offers, as well as the weekend "Today" programs and the local newscasts that more and more stations are creating for weekend mornings. ■

## Distributors identify local TV threats

Cable competition, consolidation, LMAs among threats to broadcasters

By Lynette Rice

**E**rosion to cable, group owners that dilute local promotion and fewer exclusivity deals pose a real threat to local television stations, programming executives said last Monday.

UPN Chairman Lucie Salhany—one of five NATPE panelists in a programming discussion moderated by KTVU(TV) Oakland's Kevin O'Brien—urged general managers to demand deals that would keep programs unique to their stations and not share them with potential competitors like the WeB. The WB's plan to use cable systems for distribution in markets 100 and below.

"Don't give away the lifeblood of the station," said Salhany, who was joined on the morning panel by Barry Thurston, president of Columbia TriStar TV Distribution; Dick Askin, president of Tribune Entertainment Co.; Greg Meidel, chairman MCA/Universal TV; and Dick Robertson, president of Warner Bros. Domestic TV distribution.

As expected, Robertson pointed to the WeB as providing shelf space for products in markets 100-plus. "This stuff [product] sits on the shelf anyway. It's not being sold, not being distributed."



Salhany

"In my market I have *Rosie O'Donnell* on my station and you're going to have *Rosie* on the WeB," O'Brien shot back. "You already have shelf space." O'Brien, who has the opportunity to be a WeB affiliate in Reno, asked the audience if they were in favor of the WeB. A show of hands suggested the majority were not.

Dick Askin was taking a wait-and see approach to the WeB. "I think our initial approach as it stands now is to continue to sell programming to the stations in those markets and see how it all develops. I think down the road the WeB could become a reality and [distributing programming via the WeB] is a possibility once we know how it's going to work and how it's going to impact the stations."

Meidel said mega-mergers such as Disney/ABC will continue to put the squeeze on distribution.

"If you want to get squeezed, be a producer of kids shows and a supplier to the networks," said Meidel. "I have a show on ABC that's getting canceled [*Fudge*] even though it's domi-



Askin



Meidel

nant in the time period on Saturday morning. It's being taken off for one reason...it's not produced by Disney. We have a show on The WB, *Earthworm Jim*, that is being moved off and it's incredibly successful. And we're the only non-Warner Bros series on their network in kids."

Thurston said stations should focus on broadcast localism if they are to remain competitive.

A debate over the value of LMAs prompted Robertson to argue that they result, ultimately, in a loss of syndication profits. Though he conceded the agreements are beneficial to The WB and UPN, he said LMA operating budgets are one-third of what they used to be. He cited a negotiation in San Antonio where *Friends* only generated a \$10,000 bid—\$20,000 less than *Home Improvement* commanded during the days of competition between Paramount and Sinclair.

"If it were replicated in the major markets, it would devastate the syndication business, which would devastate the network broadcasting business," Robertson said. "There would be no more *Friends*, no more *Home Improvement*. They [the networks] couldn't pay for them.... They couldn't make up the deficit."

"I think the real danger is also in conjunction with the [station] consolidations," said Thurston. "It's one thing if one company owns an LMA. It's another thing if a company owns 30 of them and they happen to be in all the major markets. At that point, all the pricing will be controlled to a [degree] and that good product will not be available to the marketplace." ■



Thurston



Robertson

### NAB may push for new ownership rules

The NAB may drop its neutrality and push for relaxation of the FCC's broadcast ownership rules this year. "There is a very strong movement among many board members for NAB to file comments [at the FCC] in support of further relaxation of ownership," NAB President Eddie Fritts told BROADCASTING & CABLE NATPE Daily yesterday. The NAB's stand on ownership will be at the top of the board's agenda when it meets in Naples, Fla., in two weeks. Mandated by the 1996 Telecommunications Act, the FCC ownership reform proceeding is looking at permitting one company to own two TV stations in a single market.

# Murdoch on in-house competitors: Get used to it

*News Corp. chairman tells affiliates that moves into cable, DBS and other media competing with broadcasters are price of company's survival*

By Lynette Rice

**S**tressing that "our strength is your strength," News Corp. Chairman Rupert Murdoch told Fox affiliates that survival in the marketplace demands diversification into other franchises.

From new cable channels to the direct broadcast satellite business, Murdoch said the stations are "far better served" by complementary media that benefit the core business—broadcasting.

"Some of you remain uneasy about our moves into other media. Like it or not, new competition to broadcasting is inevitable," he said. "More channels and more video products to compete with broadcasting are coming. They cannot be stopped. We ignore that reality at our own peril."

Murdoch's theme of partnership—reiterated by each executive who reportedly checked each other's speech beforehand—was stated in a glitzy presentation last week in New Orleans that featured cheering children, splashy sets and celebrity appearances. Reportedly costing some \$1 million, the daylong meeting even featured interviews via satellite with New York Yankees manager Joe Torre and New York Rangers captain Dave Maloney.

Co-chief operating officer Chase Carey stressed to affiliates that it must improve its franchises in hockey and baseball to boost business, saying the network "expects your financial support" for the upcoming renegotiation of the NFL contract—a comment that brought some chuckles from the crowd.

The importance of sports was the theme of a speech by Fox Television President David Hill, who, not surprisingly, expects the Super Bowl to be the highest-rated broadcast in Fox's history.

"I recognize these moves have created a degree of anxiety among some of you because of the potential of cannibalization and dilution," Carey said,

referring to Fox's investment in satellite platforms and Fox Kids Worldwide. "I won't argue with you that there is a degree of cannibalization from these efforts. However, the reality is that alternative forms of services, both on television and otherwise, are going to continue to grow and expand whether Fox participates or not."

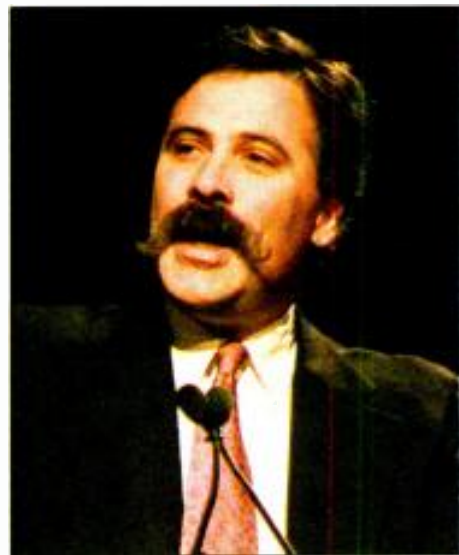
Carey and Lana Corbi, executive vice president of network distribution, also called on the remaining 20% of affiliates to launch news programs. "Not being in the news business, regardless of market size, is a path for disaster," Carey said. "At this stage of our growth, all Fox affiliates should be news stations."

Affiliates were largely impressed by Entertainment President Peter Roth, who bettered John Matoian's presentation last year by announcing concrete midseason plans and a sizable development slate.

Roth said the network will launch the midseason drama *Lawless*, starring Brian Bosworth in March, followed by the new Aaron Spelling series *Pacific Palisades* in April. Beyond the comedies *Pauly* and *Secret Service Guy*, the network also has a wacky interview show in the wings that's described by Roth as "Barbara Walters on shock treatment."

June could mark the debut of Universal Television's *Roar*, along with *13 Bourbon Street*—Fox's original offering for late night.

On the development side, multiple comedies are in the works for next fall: a half-hour sitcom from Carsey-Werner; a half-hour created by and starring Damon Wayans; *Dilbert*, a half-hour, live-action office comedy based on the comic strip; *The Klumps*, a half-hour adaptation of the theatrical "The Nutty Professor"; an adult family comedy from the co-executive producers of *Seinfeld*; *Metropolitan Hospital* from the former executive producer of *Mork and Mindy*; a half-hour from the former executive producer of *Grace Under Fire*; *Knight Life*, a half-hour



**Fox's Carey stressed to affiliates that it must improve its franchises in hockey and baseball to boost business, saying the network "expects your financial support" for the upcoming renegotiation of the NFL contract—a comment that brought chuckles from the crowd.**

medieval comedy; *Birthmarks*, a half-hour about a dysfunctional family from the creator of *Bakersfield P.D.*, and *Manhattan Man*, a half-hour about a reluctant superhero.

In dramas, David E. Kelley is working on a 9 p.m. ensemble series for Fox, while the makers of "Stargate" and "Independence Day" are tooling a new series called *The Visitor*, Roth said. The creators of *Party of Five* are working on a new series, while Damon Wayans is creating an edgy drama, *The Door*, centered on a real-life, New York community center. ■

## CBS going HDTV

At a meeting of its affiliates in New Orleans last week, CBS said it will be sending the highest picture quality currently possible with the digital TV technology approved last month by the FCC. Specifically, the network said it will be sending out a 16:9 picture with 1080 picture lines. The network predicted it will begin sending the pictures to viewers within the next three to six years. CBS also said it plans this spring to begin sending experimental digital broadcasts from atop the Empire State Building in New York City.

# Diller: Let the free time roll

By Cynthia Littleton  
and Harry A. Jessell

**S**hould broadcasters trade the revenue generated by political advertising for a more relaxed regulatory climate?

Maverick media mogul Barry Diller thinks broadcasters should at least consider the idea.

More than just a show of good faith, such an initiative would benefit the entire country by helping to "radically change the nature of a rotten political fund-raising system," Diller said in his keynote address to the Association of Local Television Stations last Monday.

That, in turn, would strengthen the industry's argument for relaxed ownership restrictions, said Diller, the architect of the Fox network who is now chairman of HSN Inc.

Diller is embarking this year on an ambitious effort to replace the Home Shopping Network programming on HSN's 11 major-market UHF stations with locally oriented information and entertainment fare.

Diller denied that he was proposing a quid pro quo trade-off of FCC rules for political spots. Throughout his address, he stressed that the industry needs more flexibility from the FCC on issues ranging from digital channel assignments to station ownership.

Some of the 250 broadcasters in attendance speculated that Diller was pushing for relaxed duopoly rules to maximize the profits HSN could realize from a sale of one or more of the 11 HSN (Silver King) stations. But Diller repeatedly said that he believes the future of free over-the-air broadcasting is threatened by outmoded FCC regulations and a lack of diversity in programming.

Duopoly and other rules designed to promote diversity have had the unintended consequence of silencing local voices in TV by restricting the ways operators can realize a return on their investment, Diller said.

The status quo of duopoly, which restricts operators from owning more than one TV station in a market, encourages operators to limit their investment in local programming by aligning with networks and buying syndicated programming, he said.

Sounding a warning call to broadcasters, Diller said that broadcasters

need to make a bold move to fight the tide of regulatory initiatives on the FCC's agenda during the next year.

"Real change is always risky, always costly, always painful, but there's no suffering quite like the slow death of inaction," he said. "But if we can provide substance" to our public interest obligation, "then it will be wildly more than worth it."

Diller acknowledged that many stations would lose significant advertising revenue and that it would be a "bitch" to work out the myriad details of allocating free time to "responsible, viable" candidates. The idea has been favorably received by at least one major station group, he added.

Not surprisingly, Diller's proposal provoked immediate and varied reaction from the broadcasters and regulators.

"This proposal would be relevant to the consideration of the revision of ownership rules," said Julius Genachowski, an aide to FCC Chairman Reed Hundt.

But the idea could be problematic for major-market broadcasters, noted Jim Hedlund, president of ALTV: "If you're in a big market covering 25 congressional districts in three states, I don't know how you'd provide enough

political time."

Eddie Fritts, NAB president, also noted that "only about 30 percent of campaign dollars goes to broadcasters. It's totally impractical to expect one private industry should reform campaign finance laws.

"Broadcasters have a strong commitment to the public interest, even those that operate home shopping stations," Fritts said.

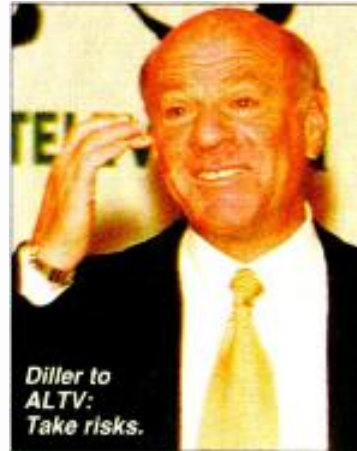
Diller argued that the level of commitment to the public interest has been flagging in recent years. "We once took it seriously," he said. "There was once a sincere belief in our entrenched responsibility. If that's still true today

the evidence is pretty scarce."

Diller also took aim at "passive, tradition-strangled" TV operators who have no motivation to take risks on new ideas and innovative programming.

While broadcasters need to look for more creativity and diversity, the FCC needs to help provide a business climate that will help revitalize an industry facing increased competition from cable, satellite operators and other emerging multichannel providers.

"It is in the public's interest to have free broadcasting," said Diller. "It's one component of a beautifully simple social contract. We're entrusted to provide programming that serves the public interest and provide it for free." ■



## CBS changing kids tack

*Affiliates will be able to schedule three hours of programming whenever they want*

By Steve McClellan

**C**Bs's Saturday morning block of kids shows may disappear altogether next fall. The network has committed to developing three hours of weekly educational children's programming starting next season. At Sunday's affiliate meeting in New Orleans, CBS executives told station managers that the block would be fed on Friday nights.

Affiliates will have the flexibility to air the programs whenever they want, as long as the shows run in time periods

that reach significant numbers of children (not 3 a.m., for example). Otherwise, the FCC could take issue with the station's scheduling, sources said.

Affiliates also were briefed on a new deal with Martha Stewart, who will do weekly segments for *CBS This Morning*, effective Feb. 11 (B&C, Jan. 13). She'll stop doing *Today* segments by that date.

Despite some complaints from affiliates that *This Morning* is still deep in third place (nationally) in the morning news race, CBS executives stressed that they are determined to stay the course with the format introduced five

# Broadcasting & Cable PEOPLE'S CHOICE Ratings according to Nielsen Dec. 30-Jan. 5

KEY: RANKING/SHOW [PROGRAM RATING/SHARE] • TDP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED • TELEVISION UNIVERSE ESTIMATED AT 97.0 MILLION HOUSEHOLDS: ONE RATINGS POINT=970,000 TV HOMES  
YELLOW TINT IS WINNER OF TIME SLOT • (NR)=NOT RANKED: RATING/SHARE ESTIMATED FOR PERIOD SHOWN • \*PREMIERE • SOURCES: NIELSEN MEDIA RESEARCH, CBS RESEARCH • GRAPHIC BY KENNETH RAY

| Week 16                             | abc                                                       | CBS                                                     | NBC                                                                          | FOX                                                          | U/PIN                           | WB                                      |
|-------------------------------------|-----------------------------------------------------------|---------------------------------------------------------|------------------------------------------------------------------------------|--------------------------------------------------------------|---------------------------------|-----------------------------------------|
|                                     | 10.3/17                                                   | 9.0/15                                                  | 7.3/12                                                                       | 6.1/10                                                       | 2.3/3                           | 1.4/2                                   |
| MONDAY                              | 8:00 55. Dangerous Minds 7.0/11                           | 33. Cosby 9.1/15                                        | 48. Jeff Foxworthy 8.0/13                                                    | 75. Fox Movie Special—<br>Madonna: Innocence<br>Lost 6.1/10  | 92. Mal & Eddie 2.6/4           | 105. Brotherly Lv 1.7/3                 |
|                                     |                                                           | 37. Ink 8.9/14                                          | 55. NBC Monday Night<br>Movie—Batman 7.2/12                                  |                                                              | 96. In the House 2.5/4          | 107. Nick Freno 1.5/2                   |
|                                     | 13. ABC Monday Night<br>Movie—Badge of<br>Betrayal 9.0/14 | 31. Murphy Brown 9.2/15                                 |                                                                              |                                                              | 102. Sparks 2.1/3               | 109. Savannah 1.2/2                     |
|                                     | 9:30                                                      | 30. Cybill 9.3/15                                       |                                                                              | 103. Sparks 1.9/3                                            |                                 |                                         |
|                                     | 10:00                                                     | 38. Chicago Hope 8.7/15                                 |                                                                              |                                                              |                                 |                                         |
|                                     | 10:30                                                     |                                                         |                                                                              |                                                              |                                 |                                         |
| TUESDAY                             | 6.6/14                                                    | 8.0/16                                                  | 7.0/15                                                                       | 3.7/8                                                        | 1.9/4                           | 1.4/3                                   |
|                                     | 8:00 72. Sabrina/Witch 6.2/12                             | 53. Orange Bowl—<br>Nebraska vs. Georgia<br>Tech 7.8/16 | 63. Mad About You 6.8/14                                                     | 85. Fox Tuesday Night<br>Movie—Revenge of<br>the Nerds 3.7/8 | 92. Moesha 2.6/5                | 108. The WB New<br>Year's Eve Jam 1.4/3 |
|                                     | 8:30 77. Clueless 6.0/12                                  |                                                         | 77. Smthg So Right 6.0/12                                                    |                                                              | 103. Homeboys 1.9/4             |                                         |
|                                     | 9:00 51. Home Imprvmt 7.9/16                              |                                                         | 63. Frasier 6.8/14                                                           |                                                              | 106. The Burning<br>Zone 1.6/3  |                                         |
|                                     | 9:30 70. Spin City 6.4/13                                 |                                                         | 72. Caroline in/City 6.2/13                                                  |                                                              |                                 |                                         |
|                                     | 10:00 65. NYPD Blue 6.7/15                                |                                                         | 46. Dateline NBC 8.1/18                                                      |                                                              |                                 |                                         |
| 10:30                               |                                                           |                                                         |                                                                              |                                                              |                                 |                                         |
| WEDNESDAY                           | 8.9/14                                                    | 9.2/15                                                  | 8.7/14                                                                       | 6.7/10                                                       | 3.4/6                           | 2.6/4                                   |
|                                     | 8:00 (nr) Rose Bowl 6.7/15                                | 87. Fiesta Bowl Pre 3.5/6                               | 34. Wings 9.0/14                                                             | 65. Fox Movie Special—<br>Hero 6.7/10                        | 88. The Sentinel 3.2/5          | 89. Sister, Sist 2.9/5                  |
|                                     | 8:30                                                      | 18. Fiesta Bowl—Penn<br>State vs. Texas 10.0/17         | 22. Wings 9.6/15                                                             |                                                              | 96. Nick Freno 2.5/4            |                                         |
|                                     | 9:00 48. Grace Undr Fire 6.8/11                           |                                                         | 54. NewsRadio 7.7/12                                                         |                                                              | 86. Star Trek:<br>Voyager 3.6/6 | 92. Wayans Br 2.6/4                     |
|                                     | 9:30 19. Drew Carey 9.9/15                                |                                                         | 55. Men Bhvg Badly 7.2/11                                                    |                                                              | 96. Jamie Foxx 2.5/4            |                                         |
|                                     | 10:00 22. Ellen 9.6/15                                    |                                                         | 27. Law & Order 9.4/16                                                       |                                                              |                                 |                                         |
| 10:30 44. Politically Incorr 8.2/15 |                                                           |                                                         |                                                                              |                                                              |                                 |                                         |
| THURSDAY                            | 18.1/28                                                   | 8.1/12                                                  | 14.1/21                                                                      | 6.0/9                                                        |                                 |                                         |
|                                     | 8:00 8. Sugar Bowl Pre 13.3/22                            | 44. Diagnosis Murder 8.2/13                             | 5. Friends 14.0/22                                                           | 81. Martin 5.6/9                                             |                                 |                                         |
|                                     | 8:30                                                      | 48. Grand Die Dpry 8.0/12                               | 11. Caroline in/City 12.5/19                                                 | 75. Living Single 6.1/9                                      |                                 |                                         |
|                                     | 9:00 1. Sugar Bowl—Florida<br>vs. Florida State 17.9/29   |                                                         | 3. Seinfeld 16.6/24                                                          | 72. New York Undercover 6.2/9                                |                                 |                                         |
|                                     | 9:30                                                      |                                                         | 7. Suddenly Susan 13.6/20                                                    |                                                              |                                 |                                         |
|                                     | 10:00                                                     |                                                         | 6. ER 13.9/22                                                                |                                                              |                                 |                                         |
| 10:30                               |                                                           |                                                         |                                                                              |                                                              |                                 |                                         |
| FRIDAY                              | 10.1/17                                                   | 7.8/13                                                  | 10.2/17                                                                      | 6.2/10                                                       |                                 |                                         |
|                                     | 8:00 22. Family Matters 9.6/17                            | 60. Dave's World 6.9/12                                 | 25. Unsolved Mysteries 9.5/16                                                | 81. Sliders 5.6/10                                           |                                 |                                         |
|                                     | 8:30 34. Boy Meets World 9.0/15                           | 65. Ev Loves Raymd 6.7/11                               | 10. Dateline NBC 13.1/22                                                     | 65. Millennium 6.7/11                                        |                                 |                                         |
|                                     | 9:00 27. Sabrina/Witch 9.4/16                             | 46. JAG 8.1/13                                          |                                                                              |                                                              |                                 |                                         |
|                                     | 9:30 39. Clueless 8.5/14                                  | 39. Nash Bridges 8.5/15                                 | 51. Homicide: Life on the<br>Street 7.9/14                                   |                                                              |                                 |                                         |
|                                     | 10:00 12. 20/20 12.1/21                                   |                                                         |                                                                              |                                                              |                                 |                                         |
| 10:30                               |                                                           |                                                         |                                                                              |                                                              |                                 |                                         |
| SATURDAY                            | 6.4/11                                                    | 9.0/16                                                  | 7.8/14                                                                       | 7.0/12                                                       |                                 |                                         |
|                                     | 8:00                                                      | 43. Too Hot to Skate 8.3/14                             | 71. Dark Skies 6.3/11                                                        | 69. Cops 6.5/12                                              |                                 |                                         |
|                                     | 8:30 60. Saturday Night at the<br>Movies—Lassie 6.9/12    |                                                         |                                                                              | 55. Cops 7.2/12                                              |                                 |                                         |
|                                     | 9:00                                                      |                                                         | 39. The Pretender 8.5/14                                                     | 55. America's Most<br>Wanted: AFB 7.2/12                     |                                 |                                         |
|                                     | 9:30                                                      |                                                         |                                                                              |                                                              |                                 |                                         |
|                                     | 10:00 83. Relativity 5.5/10                               | 16. Walker, Texas Ranger 10.4/18                        | 39. Profiler 8.5/15                                                          |                                                              |                                 |                                         |
| 10:30                               |                                                           |                                                         |                                                                              |                                                              |                                 |                                         |
| SUNDAY                              | 8.3/13                                                    | 12.2/19                                                 | 10.8/17                                                                      | 9.7/15                                                       |                                 | 2.5/4                                   |
|                                     | 7:00 83. Lois & Clark 5.5/9                               | 4. 60 Minutes 14.8/23                                   | 31. Dateline NBC 9.2/14                                                      | 2. NFC Playoff Post 17.2/28                                  |                                 | 100. Brotherly Lv 2.2/3                 |
|                                     | 7:30                                                      | 8. Touched by an Angel 13.3/20                          |                                                                              | 20. RSVP: Funn Party 9.8/15                                  |                                 | 92. Brotherly Lv 2.6/4                  |
|                                     | 8:00 53. Am Fun Hm Vid 7.8/12                             |                                                         | 15. 3rd Rock fr/Sun 11.5/17                                                  | 34. The Simpsons 9.0/14                                      |                                 | 99. Parnt 'Hood 2.4/4                   |
|                                     | 8:30 21. Am Fun Hm Vid 9.7/14                             |                                                         | 27. Boston Common 9.4/14                                                     | 79. Ned and Stacy 5.7/8                                      |                                 | 89. Steve Harvey 2.9/4                  |
|                                     | 9:00                                                      | 17. CBS Sunday Movie—<br>Keeping the Promise 10.3/16    | 13. NBC Sunday Night<br>Movie—In the Line of<br>Duty: Blaze of Glory 11.8/19 | 60. Millennium 6.9/10                                        |                                 | 91. Unhap Ev Af 2.8/4                   |
|                                     | 9:30 25. ABC Sunday Night<br>Movie—Echo 9.5/15            |                                                         |                                                                              |                                                              |                                 | 100. Life w/Roger 2.2/3                 |
|                                     | 10:00                                                     |                                                         |                                                                              |                                                              |                                 |                                         |
| 10:30                               |                                                           |                                                         |                                                                              |                                                              |                                 |                                         |
| WEEK AVG                            | 10.1/17                                                   | 9.2/15                                                  | 9.5/16                                                                       | 6.7/11                                                       | 2.6/4                           | 2.0/3                                   |
| STD AVG                             | 9.6/16                                                    | 9.7/16                                                  | 10.6/18                                                                      | 7.8/13                                                       | 3.2/5                           | 2.6/4                                   |

months ago.

"We expressed our long-term commitment to the broadcast," and the current format, said Peter Schruth, CBS vice president, affiliate relations, CBS. "We are up nationally over last May by 13% or 14% and there are some markets that have shown dramatic improvement," said Schruth, citing Washington and Columbus, Ohio, as two examples.

Schruth also confirmed that the new Saturday morning newscast debuting next fall would have two feeds—8 a.m. and 9 a.m.—per affiliate requests for scheduling flexibility. And the show will definitely be two hours, he said. Some affiliates had argued for a one-hour newscast, but Schruth said the "overwhelming opinion" on the part of both affiliates and network executives was for a two-hour show.

During a luncheon speech on Sunday, Westinghouse Chairman Michael Jordan cited the network's improvements over last season, but stressed that the network would not rest on its

laurels. "He said there was still an enormous amount of room for CBS to grow and that the company would commit the resources to make it happen," said one executive at the lunch.

CBS Television Network President Jim Warner said the network believed the "Welcome Home" promotional campaign was a success, as evidenced by growth this season in the network's viewers in the 25-54 demographic. The network also gained with 18-49-year-olds, he said.

In other news at the meeting, CBS President Peter Lund announced that Dean Daniels had been named the "point man" for developing Internet businesses at the company. Daniels oversaw the well-received CBS News campaign '96 Website.

CBS Entertainment President Les Moonves hammered home the point that CBS has gone from third place to a solid number two in prime time this season. As one affiliate noted, "the view from the middle is very good."

Moonves reconfirmed the network's commitment to a list of midseason shows, including sitcoms *Life and Stuff*, *Temporarily Yours* and a drama, *Feds*. No airdates or times were given.

Sean McManus, CBS Sports president, said the division was in an "acquisitive mode," and that he had the full support of the company to pursue the big-money sports franchises. But McManus cautioned that getting the opportunity to bid on a National Football League package in the next rights go-round may be a long shot. For CBS to get that chance, one of the incumbent rightsholders has to say no to the dollar amount the NFL wants for a renewal. Given what happened to CBS after it lost the NFL last time, sources say, that's not likely to happen.

All in all, "it was a very positive meeting," said Howard Kennedy, vice president/GM of KMTV(TV) Omaha and chairman of the CBS affiliates advisory board. CBS's Schruth agreed: "It was very upbeat." ■

## S Y N D I C A T I O N   M A R K E T P L A C E

### **'Red Raven'**

Catalyst Entertainment is teaming with co-owned Phoenix Animation Studios, CanWest Global System and the Opaskwayak Cree Nation on *Red Raven*, a new FCC-friendly half-hour animated series for fall 1998. The series is based on the comic book and chronicles the adventures of Lynx, a Cree warrior who can transform himself into a "supernatural hero."

### **Disney at the movies**

Buena Vista Television unveiled two new movie packages Tuesday, one featuring the Disney studio's latest action and comedy hits, the other a collection of family-oriented titles. Buena Vista 4 offers such recent hits as "The Rock," "Up Close and Personal" and "Ransom." Imagination 4 includes such Disney animated classics as "Alice in Wonderland" and "Robin Hood" in addition to contemporary releases "A Goofy Movie" and "The Return of Jafar." Both packages are offered on an all-barter basis.

### **More stations ride 'Shotgun'**

World Wrestling Federation parent Titan Sports has added clearances in Dallas, Phoenix, San Diego, Tampa, Nashville, San Antonio and West Palm Beach, Fla., for its *Shotgun*

*Saturday Night* live late-night program. In other news, WWF has formed a Latino division to distribute its wrestling programs to Spanish-speaking audiences in the U.S., Mexico, Central America and South America. The first effort under WWF Latino will be WWF Mexico, which has acquired the Mexican wrestling organization Triple AAA.

### **Stringfellow stripe**

King World Productions has named Stu Stringfellow executive vice president, domestic television sales. Stringfellow, a 12-year King World veteran and most recently senior vice president, sales, will oversee day-to-day operations of King World's sales force.

### **Busch Gardens hopping**

Saban Entertainment has teamed with Busch Entertainment Corp. in a deal that will include filming *The All-New Captain Kangaroo* at the Busch Gardens Tampa Bay and Sea World of Florida. Various scenes at the parks, including animal exhibits, will serve as backdrops to the updated version of the classic television series targeted for the 1997-98 season. Busch also will support Saban and affiliated stations with travel packages to the parks and the development of series-related educational materials.

### **International expansion**

Rysher Entertainment has expanded its international sales arm with the promotion of Paul Eagleton, vice president, domestic television marketing, to the newly created position of vice president, worldwide television marketing. Edward Camarillo, who spent the past seven years with ITC Entertainment as director, worldwide marketing, has joined Rysher as director of international television marketing.

### **'Soldier' lead enlisted**

Actor Brad Johnson has been cast in the lead role of the Rysher Entertainment-Jerry Bruckheimer action series *Solder of Fortune, Inc.* Johnson, who has appeared in such theatricals as "Flight of the Intruder" and TV dramas such as *Melrose Place* and *Sisters* will play Matt Shepherd, leader of the elite Special Operations group.

### **Battleground Germany**

Atlantis Releasing has partnered with Germany's Tele-munchen Gruppe for distribution of its upcoming sci-fi weekly *Gene Roddenberry's Battleground Earth* in German-speaking territories. Domestically, *Battleground Earth* has been a hot seller for Tribune Entertainment, which has cleared the show in more than 70% of the country.

KEY: RANKING/SHOW [PROGRAM RATING/SHARE] • TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED • TELEVISION UNIVERSE ESTIMATED AT 97.0 MILLION HOUSEHOLDS; ONE RATINGS POINT=970,000 TV HOMES  
YELLOW TINT IS WINNER OF TIME SLOT • (NR)=NOT RANKED; RATING/SHARE ESTIMATED FOR PERIOD SHOWN • \*PREMIERE • SOURCES: NIELSEN MEDIA RESEARCH, CBS RESEARCH • GRAPHIC BY KENNETH RAY

| Week 17   | abc                                                      | CBS                                            | NBC                                           | FOX                                               | U/P/N                        | WB                      |
|-----------|----------------------------------------------------------|------------------------------------------------|-----------------------------------------------|---------------------------------------------------|------------------------------|-------------------------|
|           | 8.4/13                                                   | 10.9/17                                        | 10.9/17                                       | 7.3/11                                            | 2.5/4                        | 2.4/4                   |
| MONDAY    | 8:00 82. Dangerous Minds 7.0/11                          | 33. Cosby 10.9/17                              | 58. Jeff Foxworthy 8.9/14                     | 61. Melrose Place 8.8/13                          | 103. In the House 3.2/5      | 113. 7th Heaven 2.3/4   |
|           | 8:30                                                     | 45. Ink 9.8/15                                 | 75. Mr. Rhodes 7.5/11                         |                                                   | 109. Mal & Eddie 2.7/4       |                         |
|           | 9:00 54. ABC Monday Night Movie—Badge of Betrayal 9.0/14 | 33. Murphy Brown 10.9/16                       | 21. NBC Monday Night Movie—The Secret 12.2/19 | 90. Ned and Stacey 6.0/9                          | 114. Sparks 2.2/3            | 110. Savannah 2.5/4     |
|           | 9:30                                                     | 30. Cybill 11.3/17                             |                                               | 92. Married...w/Childr 5.7/9                      | 116. Goode Bhvr 1.8/3        |                         |
|           | 10:00 31. Chicago Hope 11.1/18                           |                                                |                                               |                                                   |                              |                         |
| TUESDAY   | 8:00 24. Roseanne 11.9/18                                | 10.2/16                                        | 12.6/19                                       | 5.9/9                                             | 2.9/4                        |                         |
|           | 8:30 38. Life's Work 10.4/16                             | 45. Promised Land 9.8/15                       | 32. Mad About You 11.0/17                     | 91. Fox Tuesday Night Movie—Vanishing Point 5.9/9 | 99. Moesha 3.9/6             |                         |
|           | 9:00 8. Home Imprvmt 15.4/23                             |                                                | 36. Smthg So Right 10.7/16                    |                                                   | 108. Homeboys 2.9/4          |                         |
|           | 9:30 17. Spin City 12.8/19                               | 38. CBS Tuesday Movie—Heart of Fire 10.4/16    | 15. Frasier 13.2/19                           |                                                   | 110. The Burning Zone 2.5/4  |                         |
|           | 10:00 17. N/YPD Blue 12.8/21                             |                                                | 19. Caroline in/City 12.7/19                  |                                                   |                              |                         |
| WEDNESDAY | 8:00 54. Grace Undr Fire 9.0/14                          | 11.8/19                                        | 8.8/14                                        | 7.6/12                                            | 4.0/6                        | 3.4/5                   |
|           | 8:30 52. Coach 9.3/15                                    | 41. The Nanny 10.2/16                          | 66. Wings 8.3/13                              | 70. Beverly Hills, 90210 8.0/13                   | 100. The Sentinel 3.8/6      | 103. Sister, Sist 3.2/5 |
|           | 9:00 22. D'ew Carey 12.0/18                              | 68. Pearl 8.1/13                               | 45. Chicago Sons* 9.8/15                      |                                                   |                              | 105. Nick Freno 3.1/5   |
|           | 9:30 28. Ellen 11.6/18                                   |                                                | 70. NewsRadio 8.0/12                          | 77. Party of Five 7.2/11                          | 98. Star Trek: Voyager 4.2/6 | 102. Wayans Br 3.5/5    |
|           | 10:00 9. PrimeTime Live 14.4/24                          | 37. Orleans* 10.5/17                           | 68. Men Bhvg Badly 8.1/12                     |                                                   |                              | 100. Jamie Foxx 3.8/6   |
| THURSDAY  | 8:00 86. High Incident 6.8/10                            | 7.3/11                                         | 8.5/13                                        | 17.9/27                                           | 7.0/10                       |                         |
|           | 8:30 95. Murder One 4.9/7                                | 49. Diagnosis Murder 9.6/14                    | 2. Friends 19.4/29                            | 85. Martin 6.9/10                                 |                              |                         |
|           | 9:00 42. John Stossel Special—Junk Science 10.1/17       | 67. Moloney 8.2/12                             | 5. The Single Guy 16.4/24                     | 86. Living Single 6.8/10                          |                              |                         |
|           | 10:00                                                    | 72. 48 Hours 7.8/13                            | 1. Seinfeld 23.0/33                           | 82. New York Undercover 7.0/10                    |                              |                         |
|           | 10:30                                                    |                                                | 3. Suddenly Susan 19.2/29                     |                                                   |                              |                         |
| FRIDAY    | 8:00 58. Family Matters 8.9/15                           | 10.9/18                                        | 7.9/13                                        | 10.8/18                                           | 6.2/10                       |                         |
|           | 8:30 54. Boy Meets World 9.0/15                          | 73. Dave's World 7.7/13                        | 77. Ev Loves Raymd 7.2/12                     | 43. Unsolved Mysteries 10.0/17                    | 94. Sliders 5.4/9            |                         |
|           | 9:00 43. Sabrina/Witch 10.0/16                           | 63. JAG 8.6/14                                 | 20. Dateline NBC 12.6/20                      | 79. Millennium 7.1/11                             |                              |                         |
|           | 9:30 61. Clueless 8.8/14                                 | 74. Nash Bridges 7.6/13                        | 49. Homicide: Life on the Street 9.6/16       |                                                   |                              |                         |
|           | 10:00 10. 20/20 14.3/24                                  |                                                |                                               |                                                   |                              |                         |
| SATURDAY  | 8:00 79. Saturday Night at the Movies—Blank Check 7.1/12 | 6.4/11                                         | 10.1/17                                       | 6.3/11                                            | 6.6/11                       |                         |
|           | 8:30                                                     | 51. Dr. Quinn Medicine Woman 9.5/16            | 95. Dark Skies 4.9/8                          | 88. Cops 6.4/11                                   | 76. Cops 7.3/12              |                         |
|           | 9:00 95. Relativity 4.9/9                                | 54. Early Edition 9.0/15                       | 82. The Pretender 7.0/12                      | 88. America's Most Wanted: AFB 6.4/11             |                              |                         |
|           | 10:00                                                    | 24. Walker, Texas Ranger 11.9/21               | 79. Profiler 7.1/12                           |                                                   |                              |                         |
|           | 10:30                                                    |                                                |                                               |                                                   |                              |                         |
| SUNDAY    | 7:00 92. Lois & Clark 5.7/8                              | 9.0/13                                         | 14.7/22                                       | 11.9/18                                           | 11.6/17                      | 2.4/3                   |
|           | 7:30 64. Am Fun Hm Vid 8.4/12                            | 4. 60 Minutes 16.5/24                          | (nr) AFC Chmpnshp 26.0/40                     | 45. World's Greatest Animal Outtakes 9.8/14       |                              | 116. Brotherly Lv 1.8/3 |
|           | 8:00 58. Am Fun Hm Vid 8.9/13                            | 6. Touched by an Angel 15.9/23                 | 12. NFL Postgame 14.0/22                      | 26. The Simpsons 11.7/17                          |                              | 118. Nick Freno 1.7/2   |
|           | 9:00 33. ABC Sunday Night Movie—Touched by Evil 10.9/17  | 16. 23rd Annual People's Choice Awards 13.1/20 | 29. Dateline NBC 11.5/17                      | 26. King of the Hill 11.7/17                      |                              | 112. Parnt 'Hood 2.4/3  |
|           | 10:00                                                    |                                                | 22. 3rd Rock fr/Sun 12.0/17                   | 14. The X-Files 13.3/19                           |                              | 105. Steve Harvey 3.1/4 |
| WEEK AVG  |                                                          | 9.5/15                                         | 10.5/17                                       | 11.3/18                                           | 7.7/12                       | 3.1/5                   |
| STD AVG   |                                                          | 9.6/16                                         | 9.8/16                                        | 10.6/18                                           | 7.8/13                       | 3.2/5                   |

# Changing Hands

*The week's tabulation  
of station sales*

## Proposed station trades

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

### THIS WEEK:

TVs **\$31,800,000** **1**  
Combos **\$224,600,000** **4**  
FMs **\$99,000,000** **4**  
AMs **\$0** **0**  
Total **\$355,400,000** **9**

### SO FAR IN 1997:

TVs **\$19,030,000** **3**  
Combos **\$452,000,000** **18**  
FMs **\$268,329,168** **14**  
AMs **\$3,753,151** **10**  
Total **\$743,112,319** **45**

### SAME PERIOD IN 1996:

TVs **\$19,000,000** **1**  
Combos **\$21,300,000** **3**  
FMs **\$7,000,000** **3**  
AMs **\$9,000** **2**  
Total **\$47,309,010** **9**

Source. BROADCASTING & CABLE

## COMBOS

**WMCZ(FM)\*** Millbrook/Montgomery and **WZHT(FM)\*** Troy/Montgomery, Ala.; **WDOV(AM)-WDSO(FM)** Dover/Wilmington and **WSRV(FM)**, Smyrna/Wilmington, Del.; **KRMD-AM-FM\*** Shreveport, La.; **WWFG(FM)** Ocean City and **WOSC(FM)** Bethany Beach, Del./Ocean City, Md.; **WOAD(AM)** and **WKXI(AM)-WJMI(FM)** Jackson and **WKXI-FM** Magee/Jackson, Miss.; **WSIC(AM)-WFMX(FM)** Statesville/Charlotte, N.C.; **WCOS-AM-FM**, **WHKZ(FM)**, **WVOC(AM)** and **WSCQ(FM)\*** Columbia, **WESC-AM-FM** Greenville/Spartanburg, **WFNQ(FM)** Forest City, N.C./Greenville/Spartanburg and **WJMZ-FM\*** Anderson/Greenville/Spartanburg, all S.C.; **WNTW(AM)-WUSQ-FM** Winchester, **WFQX(FM)** Front Royal/Winchester, **WLNI(FM)\*\*** Lynchburg, **WROV(AM)** Roanoke/Lynchburg, **WROV-FM** Martinsville/Roanoke/Lynchburg and **WYYD(FM)** Amherst/Roanoke/Lynchburg, all Va.

\*=Seller is buying

\*\*=Seller has option to buy

Price: \$173 million

Buyer: Capstar Broadcasting Partners Inc., Austin, Tex. (R. Steven Hicks, president/3.2% owner; Thomas O. Hicks, ultimate owner/chairman, Hicks, Muse, Tate & Furst Inc.); owns WINE(AM)-WRKI(FM) Brookfield, WNLK(AM)-WEFX(FM) Norwalk

and WSTC(AM)-WKHL(FM) Stamford, all Conn.; WJBR-AM-FM Wilmington, Del.; WOSN(FM) Indian River Shores/Fort Pierce, WZZR(FM) Stuart, WBBE(FM) (formerly WKQS) Gifford/Vero Beach, WOOL(FM) and WAXE(AM)-WAVW(FM) Vero Beach, all Fla.; WPUT(AM) Brewster, WZZN(FM) (formerly WVIB) Mount Kisco, WAXB(FM) (formerly WVVB) Patterson and WFAS-AM-FM White Plains, all N.Y.; WBVB(FM) Coal Grove and WIRO(AM)-WMLV(FM) Ironton, Ohio; WAEB-AM-FM Allentown and WZZO(FM) Bethlehem, Pa.; WKEE-AM-FM and WHRD(AM) Huntington, WTCR-AM Kenova/Huntington-WTCR-FM Huntington, and WZZW(AM) Milton and WFXN-FM Milton/Huntington, all W.Va.; is buying KASH-AM-FM and KENI(AM)-KBFX(FM) Anchorage; KVFX(FM) Manteca, KFIV(AM)-KJSN(FM) Modesto and KJAX(AM) Stockton, all Calif.; WMYM(AM)-WLRO-FM Cocoa, WMMB(AM)-WGGD-FM Melbourne and WHKR-FM Rockledge, all Fla., and KDMI(AM)-KGGO(FM) and KHKI(FM) Des Moines, Iowa ■ Capstar also is buying Osborne Communications Corp., which owns/is buying WACT-AM-FM Tuscaloosa, WTXF-FM Fayette/Tuscaloosa and WAAX(AM)-WQEN(FM) Gadsden/Tuscaloosa and WBPH(AM) Huntsville and WHOS(AM)-WDRM-FM Decatur/Huntsville, all Ala.; WWNC(AM)-WKSF(FM) Asheville, N.C.; WING-FM Dayton/Springfield, Ohio; WTJS(AM)-WTNV(FM) Jackson and WYNU(FM) Milan/Jackson, Tenn., and WKWK-AM-FM, WWVA(AM)-WVOK(FM) and WEGW(FM) Wheeling and WHLX(FM) Bethlehem/Wheeling, W.Va.; 50% of WDRR(FM) Sanibel/Fort Myers; is selling WJSU-TV Anniston, Ala., and WOLZ(FM) Fort Myers and WKII(AM)-WFSN(FM) Port Charlotte/Fort Myers, Fla.

■ Thomas O. Hicks owns 90.1% of GulfStar Communications Inc. ■ Hicks Muse owns 90% of Chancellor Broadcasting Co.; is buying KSBW (TV) Salinas/Monterey, Calif.; WEYI (TV) Saginaw/Flint, Mich., and WROC-TV Rochester, N.Y.

Seller: Benchmark Communications, Baltimore (Bruce R. Spector, Joseph L. Mathias IV, general partners); is selling WTAR(AM)-WLTY-FM Norfolk, WKOC-FM Chesapeake/Norfolk, WLEE(AM)-WVGO-FM and WLEE-FM Williamsburg/Richmond, all Va.

Facilities: WMCZ: 97.1 mhz, 3 kw, ant. 328 ft.; WZHT: 105.7 mhz, 100 kw, ant. 1, 847 ft.; WDOV: 1410 khz, 5.4 kw; WDSO: 94.7 mhz, 50 kw, ant. 377 ft.; WSRV: 92.9 mhz, 1.7 kw, ant. 377 ft.; KRMD(AM): 1340 khz, 1 kw; KRMD-FM: 101.1 mhz, 100 kw, ant. 1,119 ft.; WWFG: 99.9 mhz, 50 kw, ant. 319 ft.; WOSC: 95.9 mhz, 25 kw, ant. 299

ft.; WOAD: 1400 khz, 1 kw; WKXI(AM): 1300 khz, 5 kw day, 1 kw night; WJMI: 99.7 mhz, 100 kw, ant. 1,060 ft.; WKXI-FM: 107.5 mhz, 98 kw, ant. 952 ft.; WSIC: 1400 khz, 1 kw; WFMX: 105.7 mhz, 100 kw, ant. 1,517 ft.; WCOS(AM): 1400 khz, 1 kw; WCOS-FM: 97.5 mhz, 100 kw, ant. 981 ft.; WHKZ: 96.7 mhz, 3.3 kw, ant. 443 ft.; WVOC: 560 khz, 5 kw; WSCO: 100.1 mhz, 5.9 kw, ant. 331 ft.; WESC(AM): 660 khz, 50 kw, 10 kw; WESC-FM: 92.5 mhz, 100 kw, ant. 2,000 ft.; WFNQ: 93.3 mhz, 87.2 kw, ant. 2,030 ft.; WJMZ-FM: 107.3 mhz, 100 kw, ant. 1,008 ft.; WNTW: 610 khz, 500 w; WUSQ-FM: 102.5 mhz, 31 kw, ant. 630 ft.; WFQX: 99.3 mhz, 3 kw, ant. 295 ft.; WLNI: 105.9 mhz, 6 kw, ant. 266 ft.; WROV(AM): 1240 khz, 1 kw; WROV-FM: 96.3 mhz, 13.8 kw, ant. 2,076 ft.; WYYD: 107.9 mhz, 20.5 kw, ant. 1,768 ft.

Formats: WMCZ: adult contemporary; WZHT: urban; WDOV: news/talk; WDSO: country; WSRV: adult contemporary; KRMD-AM-FM: contemporary country; WWFG: country; WOSC: CHR; WOAD: gospel; WKXI(AM): urban contemporary; WJMI: urban; WKXI-FM: adult contemporary; WSIC: MOR; WFMX: C&W; WCOS(AM): classic country; WCOS-FM: modern country; WHKZ: country; WVOC: news/talk; WSCO: adult standards; WESC-AM-FM: country; WFNQ: country; WJMZ-FM: urban contemporary; WNTW: news/talk; WUSQ-FM: modern country; WFQX: hot adult contemporary; WLNI: talk; WROV(AM): oldies; WROV-FM: AOR; WYYD: country  
Broker: Americom (seller)

## WOKY(AM) Milwaukee-WMIL(FM) Waukesha/Milwaukee, Wis.

Price: \$40 million (B&C, Jan. 13)

Buyer: Clear Channel Communications Inc., San Antonio (L. Lowry Mays, president); owns WKKV(FM) Racine/Milwaukee; is buying WQMF (FM) Jeffersonville, Ind./Louisville, Ky. (see item, below; for other holdings, see "Changing Hands," Jan. 13)

Seller: Chancellor Broadcasting Co., Dallas (Steven Dinetz, president; Hicks, Muse, Tate & Furst Inc., 90% owner); for holdings, see Capstar Broadcasting Partners Inc./Benchmark Communications combo item, above

Facilities: AM: 920 khz, 5 kw day, 1 kw night; FM: 106.1 mhz, 50 kw, ant. 976 ft.

Formats: AM: classic MOR; FM: country

**WLKT(FM)** (formerly WJGG) Lexington-Fayette, **WLRS(FM)** Louisville and **WLOC(AM)-WMCC-FM** (formerly WLOC-

**FM) Munfordville/Louisville, all Ky.**  
**Price:** \$10.5 million (B&C, Jan. 13)  
**Buyer:** Jacor Communications Inc., Cincinnati (Randy Michaels, CEO; Zell/Chilmark Fund LP, 42.7% owner); owns WLAP(AM)-WMXL(FM) Lexington and WWYC-FM Winchester/Lexington, Ky.; is buying WTKT(AM)-WXZZ(FM) Georgetown/Lexington, WKOO(FM) Lexington, WSRF(FM) Corydon, Ind./Louisville, WVEZ(FM), WDJX-FM and WFIA-AM and intellectual rights to WHKW-FM Louisville; also owns KHS(AM)-KFCM(FM) Los Angeles, KSDO(AM)-KCLX-FM and KHTS-FM San Diego and XTRA-AM-FM Tijuana, Mexico/San Diego, Calif.; KBPI(FM), KOA(AM)-KRFX(FM) and KHOW(AM)-KHIH(FM), all Denver, and KBCO-AM-FM Boulder/Denver and KTLK(AM) Thornton/Denver; WGST(AM)-WPCH(FM) and WKLS-FM Atlanta; WDAF(AM)-KYYF(FM) Kansas City, Mo., and KATZ(AM)-KMJM(FM) St. Louis and KNJZ-FM Alton, Ill./St. Louis; WKRC-TV, WKCY(AM), WOFX(FM), WLW(AM)-WEBN(FM) and WNNK(FM); all Cincinnati, WTVN(AM)-WLVO(FM) Columbus and WSPD-AM and WVKS(FM) Toledo and WRVF-FM Beavercreek/Toledo, Ohio; KEX(AM)-KKRZ(FM) Portland and KKCW(FM)

Beaverton/Portland, Ore.; WWST-FM and WMYU-FM Knoxville, Tenn.; KTWQ(AM)-KMGW-FM Cheyenne, Wyo., and Wyoming Radio Network, and the following Florida stations: WJGR(AM)-WQIK-FM and WZAZ(AM) Jacksonville, WJBT(FM) Green Cove Springs/Jacksonville and WSOL-FM Brunswick, Ga./Jacksonville, WBRD(AM) Palmetto-WDUV(FM) Bradenton/Tampa, WXTB(FM) Clearwater/Tampa, WTBT(FM) New Port Richey/Tampa, WFLA(AM)-WFLZ(FM) and WDAE(AM)-WUSA-FM Tampa and WAMR(AM)-WCTQ(FM) Venice  
 ■ Jacor is buying KBAL(AM) Morro Bay and KOGO(AM)-KKLQ-FM, KIOZ(FM) and KCBQ(AM) (plans to sell) San Diego, Calif.; KCOL(AM)-KPAW(FM) Fort Collins and KGLL(FM) Greeley, Colo.; WSPB(AM)-WSRZ-FM Sarasota, CP for WYNF(FM) Coral Cove/Sarasota and CP for WEDD(FM) Englewood/Venice, all Fla.; KIDO(AM)-KLTB(FM) Boise and KARO(FM) Caldwell/Boise, Idaho; WMT-AM-FM Cedar Rapids and WHO(AM)-KLYF(FM) Des Moines, Iowa; WNVE(FM) South Bristol Township/Rochester, N.Y.; and WAHC(FM) Circleville, WAKS(FM) Marysville and WIOT-AM-FM Toledo, and WBUK-FM Fort Shawnee,

WIMA(AM)-WIMT-FM Lima and WLVZ-FM St. Marys, all Ohio; is selling WHKW-AM Louisville; is swapping KOPA(AM)-KSLX(FM) Scottsdale/Phoenix for KPOP(AM) and KGB-FM San Diego; is swapping WKRQ(FM) Cincinnati for WHAM(AM)-WVOR-FM and WHTK(AM) Rochester; has LMA with WGST-FM Atlanta; is selling KSEG-FM and KRXQ(FM) Roseville/Sacramento, Calif. ■ Jacor also is buying Regent Communications Inc.

**Seller:** James E. Champlin, Rockville Centre, N.Y. Note: Champlin bought WLOC(AM)-WMCC-FM for \$280,000 in September 1996.

**Facilities:** WLKT-FM: 104.5 mhz, 50 kw, ant. 492 ft.; WLRS: 102.3 mhz, 3 kw, ant. 300 ft.; WLOC: 1150 khz, 1 kw day, 61 w night; WMCC-FM: 102.3 mhz, 3 kw, ant. 99 ft.

**Formats:** WLKT-FM: CHR; WLRS: adult contemporary; WLOC-WMCC-FM: dark  
**Broker:** Richard A. Foreman

**KLGR-AM-FM Redwood Falls, Minn.**

**Price:** \$1.1 million cash

**Buyer:** Rabbitt Enterprises Corp., Fond du Lac, Minn. (Donald L. Rabbitt, president/owner). Rabbitt and wife Janted own 46.5% of KWOA-AM-

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FM Worthington, Minn.

**Seller:** Community Airwaves Corp., Minneapolis (Christopher T. Dahl, CEO/55% owner); owns KHNR(AM) Honolulu, KNUI-AM-FM Kahului and KNUQ-FM Paauilo, all Hawaii; KQHT-FM Crookston, Minn., and KBHB(AM)-KRCS-FM Sturgis, S.D.; is buying KMVI-AM-FM Wailuku/Pukalani, Maui, Hawaii, and CP for FM at Bismarck, N.D.; is selling KRZZ(AM)-KZPR(FM) and KIZZ(FM) Minot, N.D., and KKAQ(AM)-KQAA(FM) Aberdeen, S.D. Dahl is president/9.4% owner of Children's Broadcasting Corp.

**Facilities:** AM: 1490 khz, 1 kw; FM: 97.7 mhz, 3 kw, ant. 305 ft.

**Formats:** AM: C&W; FM: Hot country

**RADIO: FM**

**WWDB-FM Philadelphia**

**Price:** At least \$48 million (price seller paid for station in October 1995) (B&C, Jan. 13)

**Buyer:** Beasley Broadcast Group, Naples, Fla. (George G. Beasley, president/owner); owns WTEL(AM)-WXTU(FM) Philadelphia; is selling WDAS-AM-FM Philadelphia; also owns KAAV(AM) Little Rock, Ark.; WWCN(AM) North Fort Myers-WRXX(FM) Bonita Springs/Fort Myers, wxkb(FM) Cape Coral/Fort Myers, wpow(FM) Miami and WQAM-AM Miami-wkis-FM Boca Raton/Miami, all Fla.; WGAC(AM)-WGOR(FM) Martinez/Augusta and WAJY(FM) New Ellenton, S.C./Augusta, Ga.; WNCT-AM-FM Greenville, N.C., and WTSB(AM)-WKML(FM) Lumberton, N.C./Fayetteville, S.C., and WDSC(AM)-WEGX(FM) Dillon/Fayetteville, S.C.; is buying WCHZ(FM) Harlem/Augusta, Ga.; WEWO(AM)-WAZZ(FM) Laurinburg/Fayetteville, wiks(FM) New Bern/Greenville, WMGV(FM) Newport/Greenville, WXHR(FM) Grifton/Greenville and WFLB(AM) Fayetteville/Raleigh, all N.C. George Beasley also owns 45% of WSFL-FM New Bern/Greenville, N.C.; is selling his 38% interest in WEQR(FM) Goldsboro, N.C.

**Seller:** Mercury Radio Communications, Buffalo, N.Y. (Charles W. Banta, president; Greenwish Street Capital Partners Inc., owner); owns WHTT-AM-FM, WGRF-FM and WEDG-FM Buffalo

**Facilities:** 96.5 mhz, 17 kw, ant. 866 ft.

**Format:** Talk

**Broker:** Star Media Group Inc.

**KHTC-FM Phoenix**

**Price:** \$34 million

**Buyer:** Nationwide Communications Inc., Columbus, Ohio (Steve Berger, president); owns KZZP(FM) (formerly KVRV) Mesa/Phoenix, Ariz.; is swapping KSLX-AM-FM Scottsdale/Phoenix, Ariz. for KEGL(FM) Fort Worth/Dallas. For other holdings, see "Changing Hands," Jan. 13.

**Seller:** Bonneville International Corp., Salt Lake City (Rodney Brady, president; Church of Jesus Christ of Latter-Day Saints, owner); owns KIDR(AM) Phoenix. For other holdings, see "Changing Hands," Jan. 13.

**Facilities:** 96.9 mhz, 98 kw, ant. 1,558 ft.

**Format:** Oldies

**Broker:** Gary Stevens & Co. (buyer); Star Media Group Inc. (seller)

**WQMF(FM) Jeffersonville, Ind./Louisville, Ky.**

**Price:** \$13.5 million

**Buyer:** Clear Channel Communications Inc., San Antonio (L. Lowry Mays, president/22% owner); owns/is buying WHASBI Helvetica BoldOblique">(AM)-WAMZ(FM), WWKY(AM)-WTFX(FM), WHKW-AM and intellectual rights to WHKW-FM, all Louisville; is buying WOKY(AM)-WMIL-FM Waukesha/Milwaukee, Wis. (see item, above)

**Seller:** Otting Broadcasting Inc., Louisville (John Page Otting Sr., president); is selling WXNU(FM) Valley Station/Louisville, Ky.

**Facilities:** 95.7 mhz, 34 kw, ant. 580 ft.

**Format:** AOR

**Broker:** Crisler Co.

**WFKZ(FM) Plantation Key/Key Largo, WKRY(FM) Key West and WAVK(FM) Marathon, all Fla.**

**Price:** \$3.5 million

**Buyer:** Paxson Communications Corp., West Palm Beach, Fla. (Lowell W. "Bud" Paxson, chairman/owner); owns KWBF(TV) Flagstaff/Phoenix; KLXV-TV San Jose/San Francisco and KZKI(TV) San Bernadino/Los Angeles, all Calif.; KUBD(TV) Denver; WPBF-TV Tequesta/Palm Beach, WFTL(AM) Fort Lauderdale/Miami, WINZ(AM)-WLVE-FM and WZTA(FM) Miami Beach/Miami, WZNZ(AM), WNZS(AM) and WROO-FM Jacksonville, WPLA(FM) Callahan/Jacksonville and WFSJ-FM St. Augustine/Jacksonville, WSJT(FM) Lakeland, WNZE(AM) Largo, WMGF(FM) Mt. Dora, WWNZ(AM) Orlando, WJRR(FM) Cocoa Beach/Orlando, WGNE(AM)-WFSY(FM) and WEBZ(FM)

Mexico Beach/Panama City, WWZN(AM) Pine Hills, WHPT(FM) Sarasota and WHNZ(AM) Pinellas Park/Tampa, all Fla.; WTLK-TV Rome/Atlanta, Ga.; WGOT(TV) Merrimack, N.H./Boston; WCEE(TV) Mount Vernon, Ill./St. Louis; WOCD(TV) Amsterdam/Albany, N.Y. and WHAI-TV Bridgeport, Conn./New York; WAKC-TV Akron/Cleveland and WTJC(TV) Springfield/Dayton, Ohio; WTGI-TV Wilmington, Del./Philadelphia; WPTN(AM)-WGSQ(FM) and WHUB-AM-FM Cookeville, Tenn.; KTFH-TV Conroe/Houston, Tex., and Infomall Television Network; 49% of WACC(AM) Hialeah/Miami; is buying WNAL-TV Gadsden/Birmingham, Ala.; CP for KAJW-TV Tolleson/Phoenix; KVUT(TV) Little Rock, Ark.; KCMY(TV) Sacramento, Calif.; WPVJ-FM Ponte Vedra Beach/Jacksonville, WIOD(AM) Miami, WSRF(AM)-WSHE-FM Fort Lauderdale/Miami, WDIZ(FM) Orlando, WTKS(FM) Cocoa Beach/Orlando, WTKX-FM and WOWW-FM Pensacola/Panama City, WPAP-FM and WPBH(FM) Port St. Joe/Panama City, WKES-FM St. Petersburg, WNLS(AM)-WTNT(FM) Tallahassee, WSNI(FM) Thomasville, Ga./Tallahassee and WTPS(FM) and WXSX(FM) Quincy/Tallahassee, all Fla.; KXLI-TV St. Cloud/Minneapolis/St. Paul; KYFC(TV) Kansas City, Mo. WAAP(TV) Burlington/Winston-Salem, N.C., KGLB-TV Okmulgee/Tulsa, Okla., and KNMZ-TV Oklahoma City; 50% of WSJN-TV San Juan, P.R.; WOST-TV Block Island/Providence, R.I., and WHKE(TV) Kenosha/Milwaukee, Wis.; is selling WTWS(TV) New London/Hartford, Conn.; WFCT-TV Bradenton/Tampa/St. Petersburg, and KMNZ-TV Oklahoma City; has LMA with WIRB(TV) Melbourne/Orlando; has TBAs with WHBI-TV Lake Worth, WCTD(TV) Miami and WTVX-TV West Palm Beach, all Fla.; WNGM-TV Athens/Atlanta; WJUE-TV Battle Creek, Mich.; WRMY(TV) Rocky Mount, N.C.; WOAC-TV Canton, Ohio; KOOG-TV Ogden/Salt Lake City; KBCB(TV) Bellingham/Seattle, and WHKE(TV) Kenosha/Milwaukee, Wis.

**Seller:** Key Chain Inc., Tavernier, Fla. (Joel Day, president); no other broadcast interests

**Facilities:** WFKZ: 103.1 mhz, 25 kw, ant. 250 ft.; WKRY: 93.5 mhz, 31.5 kw, ant. 75 ft.; WAVK: 106.3 mhz, 3 kw, ant. 112 ft.

**Formats:** WFKZ: adult contemporary; WKRY: soft adult contemporary; WAVK: adult contemporary

—Compiled by Elizabeth A. Rathbun

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# Des Moines FM wants its MTV back

*After cable system drops MTV and VH1, station organizes campaign to reinstate them*

## Radio

By Donna Petrozzello

**S**eizing an opportunity to raise its profile in the Des Moines, Iowa, radio landscape, alternative rock newcomer KKDM(FM) is helping its listeners to get back their MTV.

Shortly after Tele-Communications Inc. pulled MTV and sister channel VH1 from its Des Moines lineup on Dec. 30, KKDM announcers began urging listeners to petition the cable giant to resurrect MTV and VH1. (TCI subsequently introduced two new channels to the market, Animal Planet and the Cartoon Network, on Dec. 30.)

Through an on-air rally, KKDM not only garnered more than 5,000 signatures on petitions but sparked a rally outside TCI Iowa headquarters, says J. Michael McKoy, KKDM vice president and general manager. Approaching the Des Moines city council, KKDM management argued—along with listeners—that MTV brought a “cultural aspect” to Des Moines’ young adults ages 18-34, McKoy says.

The city council has since reinstated its cable committee (a steering committee dormant for 10 years) to review Des Moines’ franchise agreement with TCI, set to expire in February 1998. TCI claims 95,000 subscribers in the city.

Pulling MTV from Des Moines is one of several programming cuts TCI threatened in early December to thwart a projected \$500 million cash-flow loss for 1996. To slash costs, TCI last month also announced 2,500 job cuts as well as executive salary freezes.

While Des Moines residents wait to see whether videos of Janet Jackson and others will once again grace their favorite TV music channel, McKoy says, KKDM has set up “MTV shelters” in local record shops where teens can watch MTV via satellite link.

KKDM has also asked MTV to supply select Des Moines video retailers with advance copies of new music videos that stores could loan to music-hungry



customers, McKoy says KKDM is also trying to hold a free concert “to show support for people’s freedom of choice for cable.”

Meanwhile, at least one other Des Moines radio group has taken an alternative view. Instead of promoting MTV’s return, programmers at hot adult contemporary KSTZ(FM) are trying to provide some of what MTV-starved listeners are missing.

KSTZ program director Jim Schaefer says that ever since MTV went dark in Des Moines, his on-air staff has “beefed-up the level of information we give to the consumer about artists and [has] highlighted new artists in our programming. Having no MTV has got to be good for radio,” Schaefer says. ■

## Analysts give nod to radio stocks for '97

*Chancellor, Evergreen and SFX cited as wise buys*

By Donna Petrozzello

**S**trong fourth quarter 1996 returns and double-digit growth predictions for 1997 should reignite investment interest in radio stocks, say media and securities firm analysts.

After a dramatic dip in stock values in mid-October—largely credited to investors’ skittishness after inquiries by the Department of Justice into pending station deals—analysts expect stock values to continue rebounding throughout 1997.

According to Montgomery Securities’ radio stock performance index, the industry fell from its peak 280.4 on Oct. 7, 1996 to a low of 219.3 on Dec. 18, a 22% decline. As of Jan. 9, 1997, the index had bounced to 244.1, Montgomery reported.

Prudential Securities set the index

slightly higher. It reported a high of about 325 on Oct. 4 and a low of about 250 on Nov. 15, a 23% decline. During the same period, the Standard & Poor’s 500 index showed a 7% increase overall.

Building on the industry’s recent upswing, Prudential last week reiterated a “buy” rating for both Chancellor Broadcasting and SFX Broadcasting stocks—two of the hardest-hit companies in last quarter’s downturn. Both Chancellor and SFX present “compelling values,” Prudential noted.

Montgomery initiated coverage of Evergreen Media Corp. with a “buy” rating, citing among the group’s attributes: top audience share at its large-market stations, and high cash-flow margins. Montgomery also cited Evergreen’s same-station revenue

growth at 10.5% in 1996, compared with 7% for the industry, and pro forma broadcast cash-flow growth of 17% for 1996.

Analysts with both firms foresee radio cash-flow growth outpacing that of other media throughout the year, consistent with its strong performance in fourth quarter 1996, despite Justice investigations.

Prudential analyst James Marsh expects radio groups to report 12%-14% same-station revenue growth and 25%-40% same-station broadcast cash-flow growth in fourth quarter 1996. Marsh says those returns “should get investors to focus on the fundamentals” of radio’s consistent growth over several consecutive quarters and should “move the stocks up.”

Marsh also expects Justice to clarify antitrust guidelines regarding radio

deals—something that should reassure investors. Marsh says: "We believe that when radio companies begin to report strong fourth-quarter results in 1997, concerns about the Department of Justice will begin to wither in the minds of investors."

"Not only do we see better growth prospects for the industry going forward, we also expect less risk, as radio

companies have diversified both geographically and by format."

Likewise, Montgomery analyst Gordon Hodge expects radio stocks to continue to rebound. "The fundamentals of the industry have been so strong, investors are definitely warming up to the radio group," Hodge says.

Analyst Drew Marcus of Alex. Brown & Sons foresees "more acce-

tive acquisition opportunities" this year, but says owners may be "more selective" in choosing new properties.

Hodge expects owners increasingly to look "out of market" for new properties, rather than build market clusters that exceed FCC ownership caps or stretch the boundaries of market revenue share guidelines prescribed by Justice. ■

## R I D I N G   G A I N

### Radio touts 210 million listeners weekly

Nearly 210 million people 12 and older—or about 96% of the population—listen to radio at least once a week, according to a survey by Statistical Research Inc. of Westfield, N.J. Of the 210 million, about 146 million listen to a network radio show each week. SRI found. SRI also concluded that 24 million people nationwide listen to radio during the average quarter hour.

In a survey of listening preference, SRI found that 60% of people 12 and older listen exclusively to FM stations, 8% listen exclusively to AM and 28% listen to both. Four percent reported no radio listening. Research for SRI's latest survey consisted of 12,000 telephone interviews between November 1995 and October 1996.

### ABC Radio toasts 'Personal Achievement Radio'

Tapping into the estimated \$2 billion market for self-help books and videos, ABC Radio Networks unveiled a 24-hour Personal Achievement Radio format Jan. 13. The format features caller-driven radio talk shows discussing such topics as health, relationships and personal finances. Hosts include motivational speakers as well as authors of personal-development books published by Nightingale-Conant Corp., ABC says. Personal Achievement Radio's president, John Douglas, says the programming provides listeners with "a personal trainer for the mind." ABC describes the format as a "creative blend of hit ideas presented in concise and powerful segments similar to a hit music format."

### CBC signs WNWZ(AM) Memphis

Children's Broadcasting Corp. announced WNWZ Memphis as a new affiliate of its Radio Aahs 24-hour

format targeting at children. Owned by Flinn Broadcasting, WNWZ is expected to flip its adult contemporary format for Radio Aahs starting Feb. 15, CBC officials said.

### Radio One debuts AC format

Radio One Networks introduced its Choice AC 24-hour, adult contemporary format on Paxson Communications' WSHF(FM) (formerly WEBZ) Mexico Beach, Fla. The format features AC hits since 1980 as well as crossover hits from alternative formats, with an emphasis on female listeners 25-54, Radio One said.

Choice AC is Radio One's third 24-hour, satellite-delivered format.

### Citizen's foundation gets WNYC-AM-FM New York

The citizen's WNYC Foundation has assumed control of public radio WNYC-AM-FM from the City of New York, after urging city officials not to turn over the stations' licenses to commercial operators. The not-for-profit group presented the city with a check for \$3.3 million last week, the first of six annual payments toward the \$20 million the city is fetching from the foundation. —DP

## DRIVE-TIME CHAMPS

*Following is a list of top-rated weekday morning drive- and afternoon drive-time radio shows in the nation's top 10 markets, based on Arbitron's fall 1996 survey of radio listening weekdays 6-10 a.m. and 3-7 p.m., by people 12 and older.*

*In cases where stations' shows did not conform to Arbitron's standard daypart time blocks, the shows listed constitute the majority of the 6-10 a.m. or 3-7 p.m. hours measured by Arbitron.*

|                   |            |          |                              |
|-------------------|------------|----------|------------------------------|
| NEW YORK          | Morning:   | WXRK(FM) | <i>The Howard Stern Show</i> |
|                   | Afternoon: | WKTU(FM) | Rhythmic dance music         |
| LOS ANGELES       | Morning:   | KLVE-FM  | Contemp. Sp.-language music  |
|                   | Afternoon: | KLVE-FM  | Contemp. Sp.-language music  |
| CHICAGO           | Morning:   | WGN(AM)  | <i>The Bob Collins Show</i>  |
|                   | Afternoon: | WGCI-FM  | Urban contemporary music     |
| SAN FRANCISCO     | Morning:   | KGO(AM)  | News                         |
|                   | Afternoon: | KGO(AM)  | News                         |
| PHILADELPHIA      | Morning:   | KYW(AM)  | News                         |
|                   | Afternoon: | WUSL(FM) | Urban contemporary music     |
| DETROIT           | Morning:   | WJR(AM)  | News/talk                    |
|                   | Afternoon: | WJLB(FM) | Urban contemporary music     |
| DALLAS-FORT WORTH | Morning:   | KEGL(FM) | <i>The Howard Stern Show</i> |
|                   | Afternoon: | KHKS(FM) | Top 40 music                 |
| WASHINGTON        | Morning:   | WHUR(FM) | <i>The Tom Joyner Show</i>   |
|                   | Afternoon: | WPGC-FM  | Urban contemporary music     |
| HOUSTON           | Morning:   | KTRH(AM) | News                         |
|                   | Afternoon: | KBXX(FM) | Urban contemporary music     |
| BOSTON            | Morning:   | WBZ(AM)  | News                         |
|                   | Afternoon: | WRKO(AM) | <i>The Howie Carr Show</i>   |

## TBS goes to the movies with WB

WTBS and TNT get TV premiere rights to Warner Bros. films

By Rich Brown

**T**ime Warner has decided to keep things all in the family by selling the U.S. network TV premiere rights for "Space Jam" and other recent Warner Bros. theatrical titles to Turner Broadcasting System.

The sale of "Space Jam," "Mars Attacks," "Cobb" and two other as-yet-unnamed Warner Bros. titles to Turner marks the first time that the studio has sold the network broadcast premiere window of its movies to basic cable. But the idea is not new to Turner, which already has similar deals in place for 31 titles from its Castle Rock Entertainment and New Line Cinema studios.

Turner also announced new agreements with Castle Rock that will give the company's TNT and WTBS(TV) Atlanta the broadcast premiere rights to additional titles including "Ghosts of Mississippi," "City Slickers 2," "The

American President," "Striptease," "The Spitfire Grill," "Lone Star" and "Extreme Measures." Turner also struck a deal with newly formed Turner Pictures for rights to "Michael," starring John Travolta. The latest deals with Warner Bros., Castle Rock and Turner Pictures give Turner a dozen more titles that will get their television premiere on WTBS or TNT.

Time Warner Vice Chairman Ted Turner said WTBS is paying "network-type" rates for the titles, but would not disclose any figures. Broadcast networks reportedly have paid as much as \$20 million for rights to a heavily promotable, single blockbuster title. That is the amount ABC is said to have paid Warner Bros. in a pre-merger deal for rights to the broadcast network premiere of "Twister." Asked whether he would pay \$20 million for rights to a single theatrical release, Turner said: "Sure."

The movies typically will appear on the Turner networks three years after the theatrical release—six years earlier than usual for basic cable. Two of the bigger titles, "Space Jam" and "Mars Attacks," will make their TV debut in 1999. Turner says his cable networks are eyeing not only the blockbusters but also the smaller, niche titles ("The Spitfire Grill," "Lone Star") that the broadcast networks are not likely to be interested in.

"We are not going to buy all of the Warner Bros. theatricals, but we are going to buy most of them," said Turner. "These titles have a lot of promotional firepower behind them. We're looking at these films to be a promotional platform just as Must See TV is for NBC."

"Cable's turning up the heat," added Turner. "We challenge USA and the other cable networks to buy some theatrical films and let's get these ratings really up."

## Cable rates jumped 7.8% in '96

Increases appear likely this year as well

By Price Colman

**C**able television subscribers in the U.S. saw their average monthly bill for basic service climb 7.8% in 1996, the largest increase since an 8.6% jump in 1991.

In real dollars, the 1996 increase means a \$25 monthly bill for basic service rose \$1.95, to \$26.95. Over the past two years, the average cable bill has increased nearly 12%.

The consecutive years of increases come after a 2.6% decline in 1994. That drop was largely the result of regulation imposed on the industry by the 1992 Cable Act—which was, in part, the government's response to

double-digit rate increases: 10.6% in 1988 and 13.2% in 1990.

Cable system operators historically have depended on rate increases as a key catalyst for keeping cash-flow growth rates in the double-digit percentage range. Since the birth of cable in the early 1950s, most MSOs put the cash generated by operations back into the business, using it to expand their networks and reach new customers.

Beginning in the late 1980s and early '90s, cash flow and debt have been the building blocks for upgrading traditional cable networks to high-speed, high-capacity infrastructures capable of handling voice and data in

### CABLE RATE INCREASES AT A GLANCE:

All figures are percentage increases except for 1994, which is a percentage decrease.

|      |      |
|------|------|
| 1984 | 6.1% |
| 1985 | 6.0  |
| 1986 | 3.8  |
| 1987 | 9.5  |
| 1988 | 10.6 |
| 1989 | 3.8  |
| 1990 | 13.2 |
| 1991 | 8.6  |
| 1992 | 3.7  |
| 1993 | 7.0  |
| 1994 | -2.6 |
| 1995 | 4.0  |
| 1996 | 7.8  |

addition to video services.

Upgraded networks, particularly those with two-way capability, are considered the backbone of the cable industry's efforts to compete in the voice and high-speed data battlegrounds.

Tele-Communications Inc.—the nation's largest MSO, with about 14 million subscribers—recorded the largest systemwide rate increase in 1996: about 13%. Time Warner, the second-biggest MSO, enacted a rate hike of roughly 10%.

All signs point toward widespread increases this year. TCI on Jan. 1 implemented an increase of roughly 6.5% for 3 million unregulated customers, and chairman John Malone has indicated a similar increase is likely for TCI's remaining 11 million cus-

tomers around midyear. Many of the larger MSOs have indicated that they, too, plan rate increases for this year.

While revenue from those subscription fees is an important contributor to cable companies' capital expenditure budgets, MSO executives have grown increasingly concerned over programming costs. Programming costs are typically passed through to subscribers in monthly bills. At the same time, such pass-through increases are awkward for cable operators who, rather than the programmers, take the heat for rate increases.

At last year's Western Cable Show, Peter Barton, chief executive of TCI subsidiary Liberty Media, estimated that non-sports programming costs rise 17%-20% annually, while sports programming costs jump 30%-50% annu-

ally. During the show, operators warned that they're fed up with ever-escalating programming rates. TCI's Malone and Jones Intercable Chairman Glenn Jones made thinly veiled threats to drop cable nets that are unwilling to seek a middle ground with operators.

With competition for cable emerging in the video services arena, across-the-board basic rate increases may not be as prevalent in coming years. Cable operators may well turn to premium video services and emerging services—digital cable, high-speed data and cable telephony—to generate an increasing percentage of revenue while reining in basic cable rates to maintain an edge over competitors such as DBS, telephone companies and wireless cable. ■

## MSG, SportsChannel New York may merge

By Jim McConville and Rich Brown

**R**ival cable networks SportsChannel New York and Madison Square Garden Network could merge into a single regional sports giant by the end of March, impacting the programming lineup of soon-to-be-launched WBIS-TV New York.

That's the word from Carolyn Wall, president of planned business/sports station WBIS-TV. WBIS-TV is half-owned by ITT, which is partnered with Cablevision Systems Corp. in Madison Square Garden. SportsChannel New York is owned by Cablevision Systems Corp. and NBC.

The fate of New York's regional net-

works is tied to the future of Cablevision's stake in MSG. Cablevision has until March 17 to decide whether to put up its half of the \$1 billion purchase price for MSG. Cablevision and ITT officials declined comment.

WBIS-TV's ambitious plan to feature several games from the various New York pro teams will depend on the outcome of the proposed merger of the sports networks, said Wall, speaking at a press conference last Wednesday about WBIS-TV's Jan. 21 launch.

"One of the reasons that we haven't released our WBIS-TV game schedule is because MSG and SportsChannel are expected to combine in the first quarter of 1997, creating one entity with the television rights of seven professional teams," Wall said. "That's complicated."

If consummated, the deal could give WBIS-TV access to a larger menu of pro games, possibly including some New York Islanders, New Jersey Nets and New Jersey Devils games now carried by SportsChannel New York.

Wall said that she was able to announce only the first week of sports programming for the station because of ongoing sports right negotiations. She said approximately 40% of WBIS-TV's lineup of nightly sports programming



WBIS-TV advertised its Jan. 21 launch with a huge banner in New York's Grand Central terminal.

will feature live telecasts of Knicks and Rangers games (both teams are owned by MSG) as well as college sports.

The station debuts on Tuesday with a Knicks-Bulls game, and there will be more Knicks and Rangers games to come, says Wall.

"It's more a question of crossing the *t's* and dotting the *i's* than a question of will we or won't we have these games," Wall said of the Knicks and Rangers games.

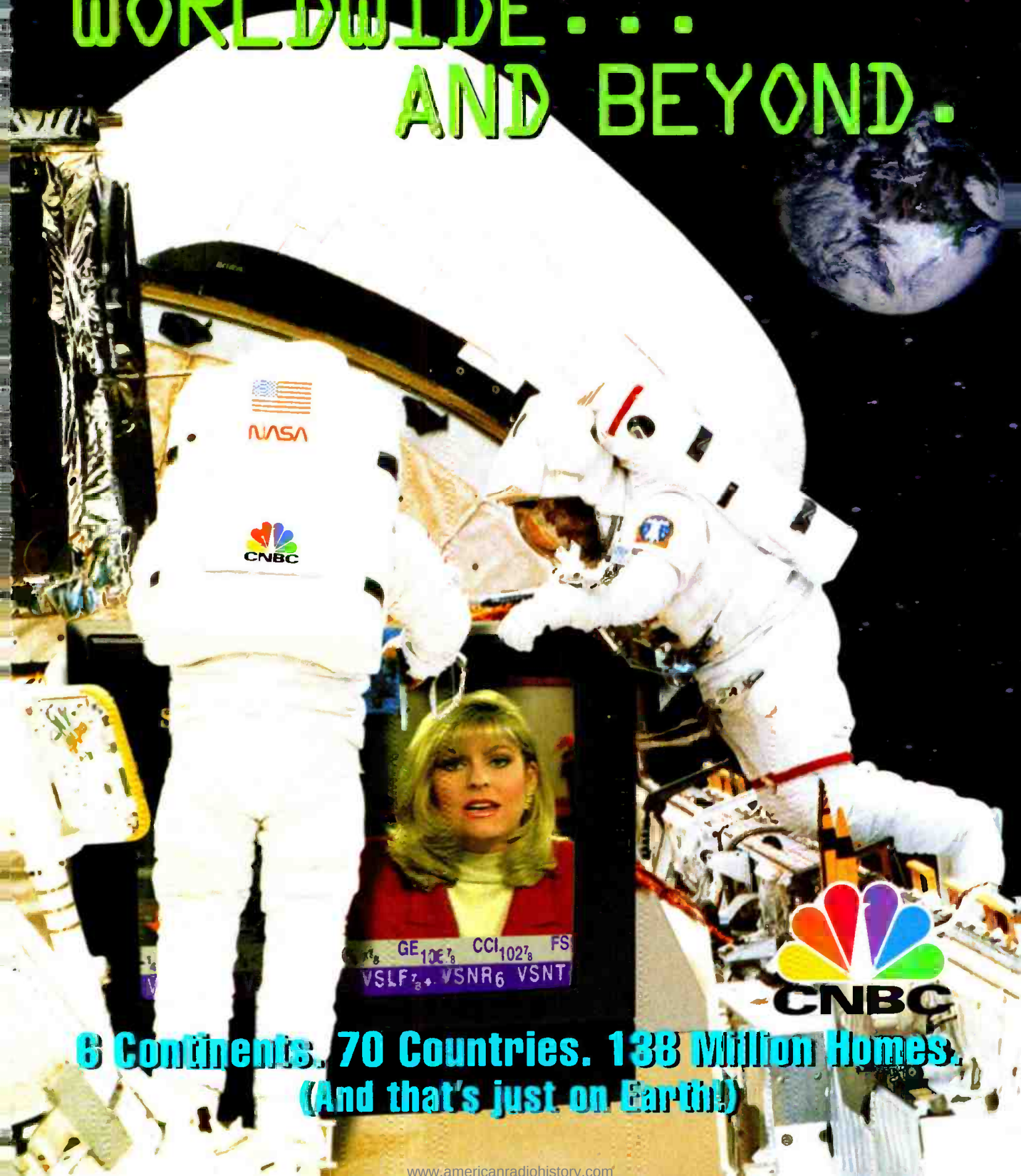
WBIS-TV's plan to carry some of the pro games now carried by the regional sports network could get the station into trouble with cable system operators, says Bob Gutkowski, president of The Marquee Group and former president of MSG.

"They're not going to be able to put too many games on the air from each team because the cable community starts to get very upset," says Gutkowski. "Cable operators are paying for those games. You start pulling those games away and cable operators are going to

### Kids' WB! on Cartoon Net

Warner Bros. Kids' WB! lineup will get some cross-promotional help from co-owned Cartoon Network. Kids' WB! series "Animaniacs," *Pinky & The Brain* and *Superman* will be carried in two-hour prime time blocks (8-10 p.m.) on three consecutive Fridays: Jan. 31, Feb. 7 and Feb. 14.

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want to decrease their license fees."

WBIS-TV will run business news and personal finance advice daily from 6 a.m. to 5:30 p.m., and sports in the evenings until 11:30 p.m. Daily programming will include a three-hour morning show called *Wake Up Call* hosted by former WCBS-TV anchor Tony Guida, and a 10 a.m.-noon show called *Money, Style and Power*, hosted by Carolyn

Martin with Josh Binswanger. Paid programming kicks in overnight.

At launch, WBIS-TV will be seen on approximately 73 of the New York area's 106 cable systems, reaching 4 million–5 million of the city's estimated 6.8 million TV households, said Wall. She said Dow Jones and ITT are looking for WBIS-TV to break-even within 24 months.

Wall said WBIS-TV will start to ex-

pand beyond the New York area in the second half of 1997. The expansion will be tied to the station's ability to secure sports rights in other markets.

WBIS-TV hasn't discarded its original plans to make the station's prime time schedule a mix of sports and entertainment programming, including drawing from ITT's Las Vegas casino, Caesars World. For now, Wall said, WBIS-TV's evening focus is on sports. ■

## Cable isn't getting big ad bang for original buck

*Perth says advertisers have yet to sufficiently reward ambitious programming efforts*

By Rich Brown

**C**able networks are spending big dollars on original programming, but advertisers are not giving the shows their proper due, says USA Networks President Rod Perth.

Perth says USA is not making much money on its ambitious slate of originals, which cost the network upward of \$1.1 million per episode for hour dramas and \$600,000 per episode for sitcoms. Speaking at a NATPE panel titled "Charting TV2000," Perth took the Cabletelevision Advertising Bureau to task for the lack of ad dol-

lars. "I'm not certain how aggressive the CAB has been in this regard," said Perth. "I'm not terribly satisfied."

Perth said certain niche-oriented cable networks—including ESPN, MTV and USA Networks' own Sci-Fi Channel—manage to get premiums from advertisers. But he said it is a different advertising story for broad-based general entertainment cable networks.

"There is a point where you have to question how much more you can invest in original programming," said Perth, who oversees an original programming budget of more than \$175



**'There is a point where you have to question how much more you can invest in original programming.'**

**—Rod Perth**

### TW, Tribune starting Florida news channel

Time Warner and the Tribune Co.'s *Orlando Sentinel* are teaming to launch the first regional 24-hour cable news channel in central Florida.

The channel, slated to debut this fall, is a joint venture of the companies and is expected to debut in 400,000 homes. The as-yet-unnamed channel will have its own reporters but will use the *Sentinel's* resources and will be based in the *Sentinel's* office building in Orlando. Time Warner will be responsible for the channel's advertising sales.

The regional news channel's coverage area will extend from Gainesville to Melbourne to Flagler Beach. Time Warner already owns regional cable news channels New York 1 and R/News, in New York City and Rochester, N.Y., respectively. The Tribune Co. owns ChicagoLand Television News.

Time Warner Cable customers in Orange, Osceola, Seminole and Brevard counties, where a cable upgrade to 750mhz will be completed by launch time, will be the first to receive the service, available on a basic tier. The news channel will be added to an additional 150,000 cable homes once all of the area's Time Warner cable systems are upgraded—a process scheduled to be completed by 2000. Time Warner says it is also looking at other areas in which to launch similar news channels. —MK

million annually. "I think that we have to be concerned that the advertisers are not recognizing it."

Perth expressed his advertising concerns as he and fellow cable network panelists talked about plans to introduce more original programming in the years ahead. A&E Television Networks expects to add more original domestic drama, says Brooke Bailey Johnson, senior VP, programming and production. TNT will be adding more contemporary fiction and one or two more original series along the lines of the recently added *New Adventures of Robin Hood*, said Bradley Siegel, president and general manager of TNT and Turner Classic Movies. Lifetime expects to diversify its original programming to include more comedies, drama and sports, said Dawn Tarnofsky, senior VP, programming and production. ■

# Have must carry, will travel

*Law helps New York news channel to grow rapidly, reaching 2.2 million viewers*

By Michael Katz

**M**ust-carry channels are often associated with rotating jewelry, municipal roundtables and local school lunch menus. But Kingston, N.Y.-based Regional News Network has taken advantage of the must-carry rule to create a channel that cable operators may want to carry without being forced to.

In early 1994, Richard French, CEO of Stamford, Conn.-based SGI Graphics, purchased WTZA(14) Kingston, a full-power station covering 300,000 homes in the Hudson Valley. It was a typical independent station offering entertainment programming, syndicated shows and local news.

The station has since been converted to a 24-hour regional news channel and, with the help of the must-carry rules, has expanded to reach 2.2 million households in the New York City market outside of Manhattan.

"Must carry has given us the kick start we've needed," says Peter Markham, vice president of Regional News Network. "Who knows what would have happened without must carry?"

RNN, which employs a full-time staff of 150 people, breaks down its coverage into four zones: the Hudson Valley, New Jersey, Westchester/Rockland counties, N.Y., and Fairfield County, Conn. Each zone has its own news bureau and a 30-minute newscast. Markham says RNN differs from other regional news channels in that it breaks up news into zones, then ties the zones together in its newscasts.

The network has grown so rapidly that the once-small channel appears to be causing Cablevision Systems, the sixth-largest MSO, to feel threatened: RNN competes with the MSO's News 12 regional networks on Long Island. Cablevision filed a petition with the FCC asking that it not be required to carry RNN because the channel, Cablevision claimed, does not cover news in the franchise areas served by the MSO.

The FCC ruled in favor of RNN and ordered Cablevision to carry the network in Bergen County, N.J., and Fairfield County. However, the FCC sided with Cablevision on Long Island and in central New Jersey. RNN will begin

delivering news to 190,000 homes in Fairfield County on Jan. 28.

RNN hopes to expand into additional Cablevision systems, despite the FCC case. "I think what may change their mind is the fact that the communities really like our programming," says Markham. "We don't want to be at arms with Cablevision, and we don't view News 12 as competition."

Markham says RNN aspires to be more than a must-carry station. "We're definitely in the retrans mode," he says. "Now is the time to start working with the cable operators and work must carry

into retransmission consent."

But not all cable operators are impressed with the channel. Ernie Roy, marketing director of U.S. Cable's 23,000-subscriber system serving Paterson, N.J., says he has seen RNN only twice and is unimpressed. "I haven't seen what they contribute to the city of Paterson," he says. "I see more of a local presence from the other networks. If must carry were to go away, I would look to replace it."

However, Roy thinks that RNN's intentions are good, and he is interested to see how the channel improves. ■

## SNET, MSO debate heats up

*Connecticut panel arbitrates cable-telco dispute*

By Michael Katz

**C**ablevision Systems and Southern New England Telecommunications are squaring off in hearings before the Connecticut Department of Public Utility Control (DPUC). The hearings stem from claims by the MSO that SNET's new communications infrastructure is a safety hazard.

Cablevision charges that SNET's wiring violates safety codes and poses a "serious and potentially deadly risk to Connecticut's utility workers and the general public." Cablevision says this conclusion came from an independent engineer paid by Cablevision to survey SNET's installation of facilities in Fairfield County.

The hearings began Jan. 10 in what was scheduled as one day of testimony by both sides before a three-commissioner DPUC panel. But due to lengthy testimony and cross-examinations, the hearings may extend into the week of Jan. 20.

Engineering consultants hired by Cablevision testified that SNET's 480-volt cable lines running atop telephone poles are too low and are putting utility workers in harm's way. SNET, however, has repeatedly refuted those claims and says Cablevision is attempting to stifle competition. Despite the hearings, SNET says it is still on track to launch its cable service

within the next few months. DPUC is scheduled to release a decision on the matter Feb. 26.

Both sides have engaged in a spin war during the week of hearings.

Cablevision claimed that in cross-examinations, SNET "has done nothing to challenge the basic fact that the installation of the 480-volt cable is...illegal and does not meet the National Electric Safety Code."

Concerning the same cross-examinations, SNET maintained that its lead attorney, Kathleen Carrigan, "discredited Cablevision's arguments by revealing Cablevision's limited understanding of SNET's cable safety design features, and thus strengthened SNET's contention that Cablevision's safety allegations are unfounded."

Cablevision—along with other cable systems and the New England Cable Television Association—tried to stop SNET in August when it petitioned the DPUC's decision to grant the telco a statewide cable franchise license. The cable systems argued that DPUC didn't have the authority to make such a ruling. The protest was overruled and SNET was granted final approval in September.

Over the past two years, SNET has been building the hybrid fiber/coax system, which it will also use for its phone service. The cost of the project is estimated at \$4.5 billion. ■

# TCI, Fox settle skirmish in St. Louis

*Dispute involved surcharge for carriage of St. Louis hockey, baseball*

By Price Colman

**T**he rough-and-tumble of professional hockey spilled into the cable arena recently in the form of a public brawl between Tele-Communications Inc. and Fox Sports Midwest.

The corporate conflict arose when negotiations reached an impasse between TCI and the Fox Sports regional operation over TCI rights to carry St. Louis Blues hockey and St. Louis Cardinals baseball games. TCI and Fox Sports Midwest had a previously negotiated agreement for TCI to carry about 30 Blues games and 40 Cardinals games to as many as 700,000 TCI subscribers in the Midwest.

All was well until Fox Sports Midwest negotiated deals with the teams for more games—a total 53 for the Blues and 50 for the Cards. A clause in the contract between TCI and Fox Sports permitted Fox Sports to tack on a per-subscriber surcharge for carriage of the additional games.

Fox Sports Midwest went to other cable operators serving the area, including St. Louis-based Charter Communications, asked them to ante up the surcharge—reportedly about 10 cents a subscriber—and they did.

But TCI, under get-tough-with-programmers marching orders from chairman John Malone, did not. Complicating the situation is the relationship of TCI and Fox Sports as corporate kissing cousins. Fox Sports operations are a 50-50 joint venture of TCI subsidiary Liberty Media Corp. and Fox parent News Corp. That meant, essentially, that TCI was negotiating with its subsidiary over the deal.

The Fox folks stamped a deadline on talks, giving TCI until early January to cut a deal or lose the additional Blues and Cards games. After the deadline passed with no deal, Fox Sports Midwest, during a Jan. 9 Blues game, ran a crawl indicating that TCI subscribers in the Midwest would see one more Blues game and the rest would be scrambled.

What may have seemed like a bit of brash brinkmanship from the regional sports network apparently worked. The following day, TCI issued a press release headlined, "TCI Successfully Completes Agreement with Fox Sports



Midwest." In the release, TCI took a jab at Fox Sports, saying, "We regret that Fox Sports used such tactics [the crawl] to try to negatively influence the outcome of these negotiations, and any confusion Fox Sports Midwest may have intentionally caused to our customers."

Outgoing TCI spokeswoman LaRae Marsik sought to put the best face on the situation, saying, "It was unfortunate that the tactic was employed, but we

were pleased to see successful completion of the agreement."

Marsik declined to comment on whether the deal cost TCI money, but she did say, "Our task is to make sure our customers are not overcharged for games."

For Fox Sports Midwest, the scenario was all's well that ends well.

"We were very happy it was resolved," said Fox Sports Midwest general manager Jack Donovan. "We were optimistic it would be resolved before any of the games were scrambled.... We're always sensitive to the best interests of the fans."

Some have speculated that TCI's hard-nosed approach was little more than posturing. Don't say that to the folks at Liberty or Fox Sports, though. Officials at both companies have stressed that where TCI is concerned, nobody receives preferential treatment.

The kicker, which one industry expert called "a great PR move by TCI," was the last sentence in TCI's press release. TCI announced it will continue "providing the Blues games at no additional cost to our valued customers." ■

## Cable entry into telco carries tax downside

*Telco taxes can be much higher than for typical businesses*

By Price Colman

**C**able companies seeking to enter the local-exchange telephone business are encountering one of life's two certainties—taxes—and it is proving to be an obstacle more formidable than the Baby Bells themselves.

According to a KPMG Peat Marwick analysis of tax issues encompassing the local-exchange carrier (LEC) marketplace, new entrants face tax rates up to 10 times higher than they are accustomed to as the price of admission.

"Cable companies and telephone companies are taxed completely differently on property," says Dale Currie, state and local tax partner in charge of

KPMG telecommunications practice. "That's going to be one big surprise" for cable companies.

So-called normal businesses—including cable—pay property taxes based on their tangible property, explains Bob Geppert, chief strategist for KPMG's state and local tax telecommunications practice. On the other hand, Baby Bells, because of their historical status as monopolies, pay property taxes based on the overall value of the business. Often, those taxes are as much as 10 times greater than taxes on tangible property would be.

The aim of the Telecommunications Act of 1996 was to level the playing field so that potential competitors could enter

the video services, voice and data delivery businesses. National legislation may have helped toward that end, but state and local governments retain their own taxing authority, and are loath to surrender any traditional tax revenue sources. Thus, their thrust has been to classify LEC competitors the same as local telephone companies and tax them at the correspondingly higher rate.

With the local phone business generating nearly \$100 billion in annual revenue, Currie says. "The lure...is so strong that many companies are entering the business without fully realizing or planning for the large tax exposures that exist in this industry."

For cable companies, billing for federal, state and local property and excise taxes adds layers of complexity and requires new organizational structures. Larger cable companies, such as the top 10 MSOs, have responded by developing sophisticated billing and customer tracking systems that are only now experiencing true trials by fire.

In certain cases, the new tax structures and expenses associated with establishing billing systems have prompted cable companies such as Tele-Communications Inc. and Time Warner to dramatically rein in plans for entering the local phone business.

Nor is the environment simple for the Baby Bells. On the one hand, their higher taxation rate serves as an implicit, if unintended, barrier to entry for to new competitors. Conversely, it translates into a big hit on their bottom lines.

KPMG's stance is to advise incumbent telephone companies to seek reductions in their taxable value in negotiations with state or local governments.

"With multiple companies competing for the same market, the incumbent telephone companies have a strong argument that the company is worth less than when it had no competition," says Currie. "[The issue is,] do you level the playing field at the lowest common denominator or the highest common denominator? Obviously, the states would like it to be at the highest common denominator."

Ultimately, taxation issues won't stop competitors from entering the local phone business, KPMG tax experts predict.

"The business case is too strong to be turned back simply by tax structure," Currie says. "But you can find a vastly different business equation than you expected if you don't deal with the tax issue."

## 50 PEOPLE'S CHOICE Top Cable Shows

Following are the top 50 basic cable programs for the week of Jan. 6-12, ranked by rating. Cable rating is coverage area rating within each basic cable network's universe; U.S. rating is of 97 million TV households.

| Program                                | Network | Time (ET)  | HHs.<br>(000) | Rating<br>Cable | U.S. | Cable<br>Share |
|----------------------------------------|---------|------------|---------------|-----------------|------|----------------|
| 1. Rugrats                             | NICK    | Tue 7:30p  | 2,943         | 4.2             | 3.0  | 6.6            |
| 2. Rugrats                             | NICK    | Thu 7:30p  | 2,800         | 4.0             | 2.9  | 6.1            |
| 2. Rugrats                             | NICK    | Wed 7:30p  | 2,764         | 4.0             | 2.8  | 6.3            |
| 2. Movie: "While My Pretty One Sleeps" | FAM     | Sun 9:00p  | 2,760         | 4.0             | 2.8  | 5.9            |
| 5. World Champ. Wrestling              | TNT     | Mon 9:00p  | 2,748         | 3.9             | 2.8  | 5.7            |
| 6. Rugrats                             | NICK    | Fri 7:30p  | 2,657         | 3.8             | 2.7  | 6.5            |
| 6. Rugrats                             | NICK    | Mon 7:30p  | 2,660         | 3.8             | 2.7  | 5.8            |
| 8. Rugrats                             | NICK    | Sun 10:00a | 2,557         | 3.7             | 2.6  | 9.3            |
| 8. Doug                                | NICK    | Tue 7:00p  | 2,542         | 3.7             | 2.6  | 6.0            |
| 10. Tiny Toon Adventures               | NICK    | Sat 9:00a  | 2,402         | 3.5             | 2.5  | 10.7           |
| 11. Tiny Toon Adventures               | NICK    | Sat 9:30a  | 2,380         | 3.4             | 2.5  | 10.0           |
| 11. Rugrats                            | NICK    | Sat 8:30a  | 2,340         | 3.4             | 2.4  | 11.8           |
| 11. Hey Arnold                         | NICK    | Wed 8:00p  | 2,346         | 3.4             | 2.4  | 5.1            |
| 14. Doug                               | NICK    | Thu 7:00p  | 2,311         | 3.3             | 2.4  | 5.3            |
| 14. Doug                               | NICK    | Wed 7:00p  | 2,320         | 3.3             | 2.4  | 5.5            |
| 14. Doug                               | NICK    | Mon 7:00p  | 2,310         | 3.3             | 2.4  | 5.3            |
| 17. Rugrats                            | NICK    | Sat 7:30p  | 2,247         | 3.2             | 2.3  | 5.6            |
| 17. Tiny Toon Adventures               | NICK    | Tue 6:30p  | 2,212         | 3.2             | 2.3  | 5.5            |
| 19. Doug                               | NICK    | Fri 7:00p  | 2,150         | 3.1             | 2.2  | 5.4            |
| 19. The Secret World of Alex Mack      | NICK    | Tue 8:00p  | 2,184         | 3.1             | 2.3  | 4.6            |
| 19. Hey Arnold                         | NICK    | Mon 8:00p  | 2,159         | 3.1             | 2.2  | 4.5            |
| 22. NBA/Houston @ Chicago              | WGNC    | Sat 8:30p  | 1,215         | 3.0             | 1.3  | 4.9            |
| 22. All That                           | NICK    | Sat 8:30p  | 2,086         | 3.0             | 2.2  | 4.9            |
| 22. Doug                               | NICK    | Sat 7:00p  | 2,113         | 3.0             | 2.2  | 5.4            |
| 22. Are You Afraid of the Dark?        | NICK    | Fri 5:00p  | 2,102         | 3.0             | 2.2  | 6.6            |
| 22. Are You Afraid of the Dark?        | NICK    | Thu 5:00p  | 2,095         | 3.0             | 2.2  | 6.3            |
| 22. The Statler Brothers Show          | TNN     | Sat 9:00p  | 2,098         | 3.0             | 2.2  | 4.9            |
| 28. Wubb World of Dr. Seuss            | NICK    | Sat 10:00a | 2,030         | 2.9             | 2.1  | 8.3            |
| 28. Tiny Toon Adventures               | NICK    | Fri 6:30p  | 1,996         | 2.9             | 2.1  | 5.2            |
| 28. Clarissa Explains It All           | NICK    | Fri 6:00p  | 1,993         | 2.9             | 2.1  | 5.3            |
| 28. Tiny Toon Adventures               | NICK    | Wed 6:30p  | 2,038         | 2.9             | 2.1  | 5.1            |
| 28. NFL Countdown                      | ESPN    | Sun 11:30a | 2,055         | 2.9             | 2.1  | 7.0            |
| 28. World Champ. Wrestling             | TNT     | Mon 7:55p  | 2,067         | 2.9             | 2.1  | 4.5            |
| 34. Movie: "Sixteen Candles"           | USA     | Sat 5:00p  | 1,997         | 2.8             | 2.1  | 5.6            |
| 34. AAAHH!!! Real Monsters             | NICK    | Sun 10:30a | 1,942         | 2.8             | 2.0  | 6.7            |
| 34. Looney Tunes                       | NICK    | Sun 9:00a  | 1,924         | 2.8             | 2.0  | 8.1            |
| 34. Kenan & Kel                        | NICK    | Sat 8:00p  | 1,987         | 2.8             | 2.0  | 4.8            |
| 34. Rocko's Modern Life                | NICK    | Fri 5:30p  | 1,971         | 2.8             | 2.0  | 5.7            |
| 34. Tiny Toon Adventures               | NICK    | Mon 6:30p  | 1,915         | 2.8             | 2.0  | 4.7            |
| 34. WCW Wrestling                      | TBS     | Sat 6:05p  | 1,962         | 2.8             | 2.0  | 5.2            |
| 41. My Brother and Me                  | NICK    | Sun 7:00p  | 1,859         | 2.7             | 1.9  | 3.8            |
| 41. Jim Henson's Muppet Babies         | NICK    | Sat 10:30a | 1,885         | 2.7             | 1.9  | 7.5            |
| 41. Kablam                             | NICK    | Fri 8:00p  | 1,868         | 2.7             | 1.9  | 4.4            |
| 41. Rocko's Modern Life                | NICK    | Thu 5:30p  | 1,905         | 2.7             | 2.0  | 5.3            |
| 45. Movie: "Big Business"              | USA     | Sat 3:00p  | 1,844         | 2.6             | 1.9  | 6.0            |
| 45. Movie: "Rambo III"                 | USA     | Mon 9:00p  | 1,835         | 2.6             | 1.9  | 3.9            |
| 45. Rocko's Modern Life                | NICK    | Sun 11:30a | 1,805         | 2.6             | 1.9  | 5.9            |
| 45. AAAHH!!! Real Monsters             | NICK    | Sat 6:30p  | 1,827         | 2.6             | 1.9  | 4.8            |
| 45. What Would You Do?                 | NICK    | Sat 2:00p  | 1,796         | 2.6             | 1.9  | 6.4            |
| 45. Salute Your Shorts                 | NICK    | Sat 12:00p | 1,814         | 2.6             | 1.9  | 6.9            |

Sources: Nielsen Media Research, Turner Research

## Fox kids cable channel to debut in '98

Fox will launch its children's cable channel in September 1998, airing 12 hours of programming daily from network libraries, Fox Kids Networks Chairman Margaret Loesch told Fox affiliates Sunday. The new venture will provide valuable cross-promotion for Fox Children's Network, Loesch said.

"Let me make this perfectly clear. If and when we add cable to our kids business, we are not—let me repeat, not—doing so to get you, our broadcast partners, out of the kids business," she said. "This move into cable will be made to enhance our business, to build our business and to give our children's entertainment franchise an unparalleled distribution platform."

Loesch said the cable channel will have its own look but will offer an

alternative to shows on the Fox Kids side. While some shows on FCN may appeal to boys, for example, the cable channel will offer series that girls may be more apt to watch. Ultimately, she acknowledged, the cable channel may also offer a launchpad for future FCN programs.

Loesch also told affiliates that CBS's decision to scale back its kids lineup from five to three hours provides a "golden opportunity" for Fox. Nearly one million kids will be looking for entertainment elsewhere on Saturday mornings, Loesch said—which means nearly one and a half rating points up for grabs.

The valuable *Mighty Morphin Power Rangers* property, which saw some decline in the ratings this year in its new incarnation as the

Zeo series, will get a boost this spring with the new *Turbo: A Power Rangers Adventure*. Fox is following the lead of its counterparts in Japan, where the original series debuted 25 years ago, by making an annual change to the popular action show.

"We'll give our kid viewers all new episodes, with new costumes for our superheroes, new vehicles, a new villain and even an all-new ranger," Loesch said.

At least three new fall series will be unveiled on FCN next month, including *Silver Surfer*, from the pages of Marvel Comics. Fox Kids also will debut *Mowgli: The New Adventures of the Jungle Book*—an expensive follow-up to the Disney movie about the adventures of a young jungle boy. —LR

### Disney wants more

Disney is understood to want a significant stake in a proposed holding company to control RTL, RTL-2 and Super RTL. The studio owns 50% of Super RTL and reportedly wants about a 25% stake in the new holding company.

### IPO on hold

UIH Asia/Pacific Communications Inc. has postponed its proposed \$100 million IPO of Class A common stock as well as the proposed offering of \$150 million debt by UIH Australia/Pacific Inc., a subsidiary of UAP. The company cited "poor market conditions" as a reason for shelving the float. UAP owns and operates multichannel TV systems in Australia, New Zealand, the Philippines and French Polynesia. As of Nov. 20, 1996, the company had 140,035 subscribers.

### Buena Vista wants share of HBO Olé

Buena Vista International Television plans to acquire an undisclosed equity interest in HBO Olé—a partnership of HBO, Sony Pictures, Olé Communications and Warner Bros.—and HBO Brasil as part of an exclusive long-term pay-TV licensing agreement. Through its distribution agreement with HBO Olé and HBO Brasil, BVI-TV will license exclusive pay-TV rights for live-action films from Disney, Hollywood, Touchstone and Miramax Pictures. The new relationship with HBO complements BVI-TV's existing shareholding in TVA, a leading Brazilian programmer and distribution company that is also a shareholder in HBO Brasil. Plans are underway for the launch of a Disney Channel in the region, but no commitments have yet been made to any distributors.



### Scandinavian DTH deal

Norwegian telco Telenor and international pay operator NetHold have agreed to set up a 50-50 joint venture to launch digital DTH services in Norway, Finland, Sweden and Denmark by April 1. Telenor owns CTV, a subscriber management service for seven channels in Norway and Finland: Eurosport Nordic, CNNI, MTV, TCC Nordic, BBC Prime and TNT/Cartoon Network. In Sweden and Denmark, CTV is distributed by NetHold's MultiChoice and rival Viasat, owned by Kinnevik's Modern Times Group. MTG dominates pay TV in the region, controlling 70% of all smart cards in the market.

### Atlantis, CBS join hands

Atlantis Communications' distribution division, Atlantic Releasing, has signed an exclusive agreement with CBS Broadcast International to distribute in Canada its production slate, which includes CBS Productions and Eye-mark Entertainment plus any acquisitions from independent producers. Programs Atlantis will handle include *Dr. Quinn, Medicine Woman*; *Caroline in the City* and *Walker, Texas Ranger*. CBS Broadcast International Canada will continue to operate in Canada, overseeing additional CBS activities in the territory.

### Saban hits Italy

Saban Entertainment has expanded its European operations to include a new office in Milan, Italy. Saban Entertainment Italy will be headed by Maria Romanelli, managing director, and will handle the company's licensing and merchandising activities throughout the nation.

—By Debra Johnson & Nicole McCormick

# Broadcasting & Cable's **Telemedia** THE INTERACTIVE WORLD OF VIDEO, VOICE AND DATA **Week**®

## The Internet

# Ratings show 'Net gain for ESPN, Disney, TV Guide

Overall demand for sports  
information remains high

By Richard Tedesco

**E**SPN's SportsZone drew strong ratings in the fourth quarter 1996 Website ratings—based on home PC usage—from PC Meter, building on solid numbers registered during the third quarter.

ESPN's site ranked fourth with a 4.5 in PC Meter's news/information/entertainment category for ratings recorded during October. SportsZone had hit a 3.6 during PC Meter's third-quarter sweeps in July. SportsLine, one of ESPN's prime competitors online, also saw a rise, to 2.9 from a 2.1 rating.

The numbers represent the percentage of the overall home-user PC base accessing a given site during the sweeps period. PC Meter monitors a sample of 10,000 households for its survey, which discounts the heavy usage some sites receive from PCs in the workplace. PC Meter estimates the at-home universe of potential Internet users as 13 million–15 million. One rating point in its survey represents approximately 130,000–150,000 users.

ZDNet remained the top-rated site in the news/info/entertainment category, with Pathfinder second. MSNBC, second-ranked in July with a 6.1 rating, slipped to a 4.1. Third-ranked CInet main-

### PC Meter rates Website usage

| Site            | Share<br>4Q | Share<br>3Q | Pages<br>per visit | Min.<br>per visit |
|-----------------|-------------|-------------|--------------------|-------------------|
| ZDNet.com       | 7.6         | 6.5         | 3.85               | 11.72             |
| Pathfinder.com  | 6.2         | 6.0         | 6.07               | 10.50             |
| CNet.com        | 5.2         | 5.4         | 4.30               | 10.50             |
| SportsZone.com  | 4.5         | 3.6         | 6.60               | 23.91             |
| Disney.com      | 4.2         | 4.0         | 6.32               | 12.43             |
| MSNBC.com       | 4.1         | 6.1         | 3.46               | 9.42              |
| USAToday.com    | 3.8         | 4.0         | 4.77               | 18.64             |
| CNN.com         | 3.7         | 5.3         | 3.40               | 12.94             |
| Weather.com     | 3.7         | 3.3         | 4.28               | 8.32              |
| Intellicast.com | 3.5         | 3.9         | 3.56               | 7.95              |
| Macromedia.com  | 3.2         | 3.6         | 4.16               | 6.05              |
| Sportsline.com  | 2.9         | 2.1         | 6.16               | 13.39             |
| WarnerBros.com  | 2.7         | 0.8         | 5.57               | 9.08              |
| UnitedMedia.com | 2.5         | 2.4         | 3.18               | 6.89              |
| iGuide.com      | 2.3         | 1.5         | 5.23               | 13.64             |
| NFL.com         | 2.0         | 0.3         | 5.28               | 14.71             |
| HappyPuppy.com  | 1.9         | 2.2         | 2.47               | 6.76              |
| Discovery.com   | 1.9         | 1.7         | 3.93               | 5.45              |
| PCMagazine.com  | 1.8         | 1.7         | 3.05               | 4.76              |
| NandoNet.com    | 1.8         | 2.2         | 3.45               | 6.33              |

tained a 5-plus rating, while USA Today slipped just below its previous 4.0.

CNN dropped to a 3.7 rating, down from 5.3 in July, when activity reflected interest in the summer Olympics. Disney rose slightly, to a 4.2 from a 4.0, and the Weather Channel's site rose to a 3.7 from a 3.3. Discovery Channel's site also saw a slight rise, to a 1.9 from a 1.7 rating.

Warner Bros., which had not been among the top-ranked sites in the last survey, registered in the top 20 with a 2.7 rating. News Corp.'s iGuide (TV Guide) site saw its rating rise significantly to a 2.3 from a 1.5. Warner notes that the PC Meter rating does not include other Warner content sites.

In the overall sweeps, Microsoft's Website hit a 20.8, a 6.9-point jump, while Netscape slid to third place from first with a 38.2 rating. That suggested Microsoft could be gaining ground in the browser wars, since some users were presumably downloading Internet Explorer

from the site. Meanwhile, Microsoft Network also performed well, with a 15.2 rating.

Demographics remained essentially the same as in PC Meter's last sweeps. Adult men represented 55.9% of the user sample, with adult women at 31.5% and users under 18 representing 12.4% of those surveyed.

TM

### Super Bowl Website preps for game day

The NFL, Fox Sports and Starwave have assembled what they say is a bigger and better Super Bowl Website ([www.superbowl.com](http://www.superbowl.com)) with content intended to satisfy the most rabid football fan.

During the game and leading up to Super Bowl XXXI, the site will offer more multimedia content than the National Football League's first site for the big game last year. It features a live audio cybercast, with Fox commentators Tim Green and Gil Brandt, and a multilingual RealAudio play-by-play in Italian, French, German and Japanese.

Starwave, which is a partner in ESPN's SportsZone Website and has worked with the NFL on its site, said the project with Fox Sports is a one-time event.

On the site now, fans can listen to RealAudio to hear Bret Favre and

other members of the Green Bay Packers and New England Patriots talking about their feelings as respective NFC and AFC champions.

Information on the teams and on the New Orleans Superdome—including a 360-degree vista of the stadium provided by a technology from Omniview—also will be found there. IBM, sole sponsor of this year's Super Bowl Website, is showcasing its "Bomba" streaming technology on the site.

AudioNet will enable live "on-site" coverage of game events, including postgame press conferences and interviews conducted during the pregame media day. Players also will be available for live chat sessions online leading up to game day.

The NFL expects use to exceed the 8 million hits of last year's Super Sunday. "I think it became part of the party phenomenon," says Ann Kirschner, vice president of NFL Enterprises.—RT

## Surfing the 'Net

### AmCy files bankruptcy, stays online

In the latest chapter of a real drama offline, online cyber-network American Cybercast is filing bankruptcy and staying on the Web.

Russell Collins, American Cybercast chairman, announced last Wednesday that the company was filing a Chapter 11 reorganization plan. Most of the company's 40 employees were immediately laid off.

Meanwhile, the company issued a statement saying that it intended to maintain scaled-down production on two of its cyber-serials, *The Spot* and *The Pyramid*. *The Spot* is a generation X soap opera; *The Pyramid* is about the back-room machinations of a Silicon Valley software monolith.

A reported 11th hour effort to strike a deal



for support from Paramount Digital Entertainment was unsuccessful.

### AOL faces three class-action suits

America Online faces a class action lawsuit from subscribers who say they are frustrated over difficulties in accessing America Online.

AOL members in California, Illinois and New York sued over the perceived slowdown in AOL service since it went to a flat-rate pricing plan in December, contending that AOL breached its agreements regarding service. The theory is that the increased traffic is clogging the system.

AOL estimates its users are averaging 32 minutes per day online since it started charging \$19.95 for monthly access—twice the time users typically spent there during September. Jupiter Communications estimates that AOL is experiencing 8.5 million user accesses per day, effectively doubling usage during the past month.

In response to the suits last week, AOL issued a statement reiterating its ongoing

effort to improve service with a \$250 million expansion program and the addition of thousands of modems monthly. In December, an AOL spokesperson conceded that service problems would continue for the next several months.

### ACLU files suit to stop NY 'Net censorship

The American Civil Liberties Union filed a suit to stop enforcement of a New York statute limiting speech in cyberspace.

Seeking an injunction, the ACLU contends that the law—intended to protect minors in the state from “indecentcy” on the Internet—was “unconstitutionally overbroad,” according to Ann Beeson, ACLU staff attorney. “The law is vague. It’s simply not specific enough to tell New Yorkers and people everywhere what they need to do to comply,” said Beeson. “Nobody knows what the concept of community standard means in the context of the Internet.”

The action follows a suit the ACLU filed against the federal Communications Decency Act in federal district court in Philadelphia last February. The law has been determined to be unconstitutional, but is under review by the Supreme Court.

Meanwhile, a hearing is slated later this month in a suit the ACLU filed in Georgia against a similar statute. The ACLU will next file against an Internet indecency act in Virginia, Beeson said.

### WebTV clicks on 'TV Guide'

*TV Guide's* revamped iGuide will lead subscribers through WebTV's television content, starting this week.

WebTV and *TV Guide* struck a deal to offer *TV Guide's* Web-based television listings ([www.tvguide.com](http://www.tvguide.com)) to WebTV subscribers. The reworked site from News Corp. debuted on the Internet yesterday.

“It’s the first deal that we’re making to get our content into other services on the Internet,” said Tom Biggs, senior vice president of marketing and sales for *TV Guide* Entertainment Net. “We’ll be open to doing this kind of thing in the future.”

*TV Guide* plans to announce another such deal this week, according to Biggs, who described the WebTV deal as a “marketing arrangement” to give its Website more exposure.

Eventually, WebTV users will be able to click on the *TV Guide* listing online to get to the show they want to watch.

Approximately 100,000 WebTV set-top boxes were shipped by Sony and Philips Electronics in time for last year’s Christmas season.—RT

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January 20, 1997



Graphics

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|         |    |   |   |
|---------|----|---|---|
| USA     | 15 | 8 | 8 |
| GERMANY | 10 | 8 | 8 |
| RUSSIA  | 7  | 6 | 6 |
| FRANCE  | 4  | 4 | 7 |
| CHINA   | 6  | 3 | 5 |
| ITALY   | 3  | 3 | 2 |



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# Telstar 401 lost in space

*Network, resellers go to Plan B*

By Glen Dickson

**S**atellite operator AT&T Skynet Satellite Services abruptly lost contact with its Telstar 401 bird at 6:15 a.m. EST on Saturday, Jan. 11, launching technical personnel for syndicators and networks into a chaotic pre-NAPTE weekend of securing backup capacity for their video feeds.

At press time, AT&T engineers were still working to re-establish their telemetry and communications links to the three-year-old satellite, which carried 24 C-band and 16 Ku-band transponders and provided service to ABC, Fox and PBS and syndicators like Paramount, Buena Vista and King World.

"Platinum service" customers such as ABC, PBS and Fox were immediately transferred to AT&T's 402R bird, while resellers scrambled to juggle their existing capacity and find new space segment for their syndication customers.

"This is the first time in the history of U.S. domestic communications satel-



**Telstar 401 stopped communicating with AT&T ground personnel at 6:15 a.m. EST on Jan. 11.**

lites that a satellite has failed in the prime of life," says Andy Setos, News Corp. executive vice president for technology. "We were fully prepared, so Fox's feed was restored about three minutes after the event."

Setos says that Fox was in the middle of sending a pre-feed for Fox Children's Network, so no airtime was lost. If the interruption in service had occurred during a live broadcast, Fox's national feed

would have been down only about two minutes, since the affiliates' auto-tracking receivers are equipped to quickly hunt down a new signal.

"You plan for the worst," says Setos. "We had three transponders on both 401 and 402R; now we have six on 402R. Now we have to worry about the future."

Setos says that Fox's belt-and-suspenders approach, while expensive, paid off when 401 disappeared. Although Setos doesn't think that such a mid-life satellite failure will happen again, he notes that nobody thought it could happen the first time.

AT&T Skynet Satellite Services was surprised too. "We've lost it, and we don't know what happened," says AT&T spokesman Mike Granieri. Although Granieri says "we're not ready to say it can't be fixed," he advises Telstar 401 customers to make long-term alternative plans.

Capacity reseller Keystone Communications, which leased five C-band transponders on the bird, received that advice soon after Telstar 401 was lost in space, says Keith Buckley, executive vice president for sales.

"About all AT&T told us was, 'We're encouraging you to solidify your long-term plans without the satellite,'" he says. "So we had to move to accommodate five transponders' worth of people elsewhere."

Luckily, Keystone had just expanded its C-band capacity by picking up three new transponders on the Hughes Galaxy IV satellite for occasional use. That capacity was quickly pressed into service. "We were in our first 11 days of the lease [on Galaxy IV], so that's how we accommodated Paramount and *Live with Regis and Kathy Lee*," says Buckley.

Although no Keystone customer has lost its ability to transmit for the future, some customers may have to be flexible about when they send their feeds as the reseller juggles its capacity. Buckley says Keystone has already picked up new leases with other carriers for both Ku- and C-band capacity; Ku-band space is a particular problem with the presiden-

## CBC makes \$1 million DVCPRO buy

Radio-Canada, the Canadian Broadcasting Corp.'s French-language television network, has purchased over \$1 million worth of DVCPRO equipment from Panasonic Canada.

The component digital DVCPRO equipment will replace existing analog equipment at Radio-Canada bureaus nationwide and will be used to produce both regional and national news reports. The 63-unit order includes AJ-D700 and AJ-D200 digital camcorders, AJ-D750 studio editing VTRs, AJ-D230 desktop VTRs and 17 AJ-LT75 laptop editors.

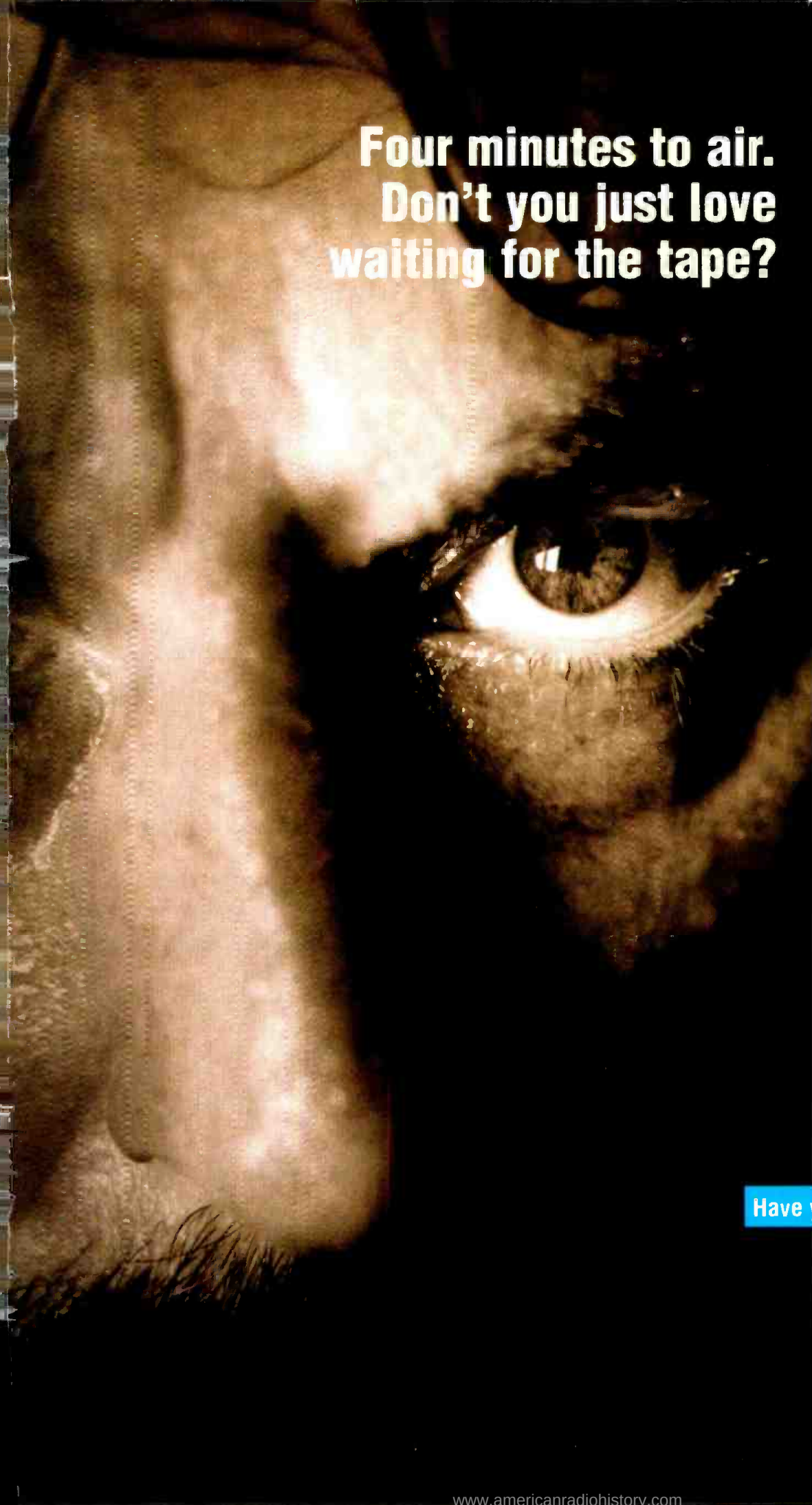
Radio-Canada personnel will be using two AJ-D700 camcorders and two laptop editors to cover the Canadian trade delegation as it travels through Asia this month. Designed for editing in the field, the laptop editors weigh about 24 pounds each.

"DVCPRO will give us great improvements in portability and ease of use," says Michel Gouin, director of TV planning at Radio-Canada. "The CBC is facing extensive budget and staff cutbacks, and DVCPRO will definitely allow us to meet our budget objectives while operating more efficiently."

—GD



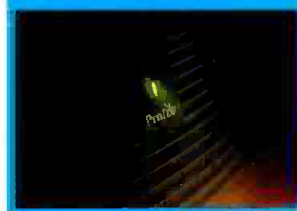
**Radio-Canada will use the DVCPRO laptop editor to cover the Canadian trade delegation's trip through Asia this month.**



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tial inauguration today (Jan. 20).

Ku-band space was the solution to the 401 crisis for PBS, which moved six DigiCipher digitally compressed feeds to a backup Ku-band transponder on Telstar 402R on Jan. 11. PBS then picked up a C-band transponder on 402R on Jan. 12, which allowed the network to resume program services from public television's four regional distrib-

utors. A PBS source says that PBS's satellite service recovery plan went smoothly, although it meant that member-station engineers had to manually adjust receiving dishes on an especially cold winter weekend.

The 401 failure raises questions about Loral Space & Communications' \$712.5 million purchase of AT&T Skynet, which was intended to launch

Loral into the domestic fixed satellite market. Skynet is left with one prime-of-life bird, Telstar 402R, and two aging inclined-orbit satellites—although a new hybrid C-Band/Ku-band bird, Telstar 5, is due to launch this spring. A Loral spokesperson says that the company plans to go ahead with the Skynet acquisition, which should close during the first quarter of this year. ■

# Digital TV at doable price

*NAB's Sherman says retransmission of network digital signal could cost under \$1 million; conversion will cost \$10 million and up*

By Chris McConnell

**G**etting a digital television signal on the air should cost many stations \$1 million or less, DTV experts said Sunday.

Speaking last week at the Association of Local Television Stations (ALTV) conference in New Orleans, Chuck Sherman of the National Association of Broadcasters predicted that stations could retransmit a network-delivered digital signal for as little as \$750,000.

"[The costs] are lower than we anticipated," said Sherman, NAB's senior vice president of television. He offered a series of cost estimates during a discussion of the upgrade to DTV technology that TV stations face. He predicted that stations will build DTV facilities in stages, beginning with a simple network signal



NAB's Chuck Sherman urged broadcasters to secure tower space for DTV antennas: "If you haven't started, do it now."

"pass-through" facility and ending with a station capable of producing, editing and transmitting its own DTV programming.

Sherman said the total cost of the switch eventually will come to \$10 million or more once the production equipment is paid for, but that those costs will be spread over several years.

Broadcasters on hand found the numbers high but not unbearable. Blackstar LLC President Ed Parker, for instance, citing the \$750,000 pass-through estimate, said "That's something we think we can do." Parker added, however, that some of the estimates for local DTV production sounded "a little scary."

Michael Eigner, general manager of WPIX(TV) New York, said he hopes the equipment estimates will continue to drop. "The equipment is still being developed," said Eigner.

Panelists said stations should focus on the transmitting tower first. Although estimates for building a pass-through DTV station run in the \$1 million range, the price tag could go up to \$2.5 million for stations building a new tower.

## Sony launches new switcher



Aimed at the post-production market, Sony's DVS-7200 switcher has two mix/effects banks and can be expanded to handle up to 36 primary inputs.

Continuing its push into the switcher market, Sony has developed a mid-range digital production switcher designed for post-production and mobile editing trucks.

The DVS-7200 product has a base price of \$125,000—a big step down from the \$240,000 starting point for the DVS-7000, Sony's top-of-the-line on-air production switcher that has found acceptance in digital production trucks.

"It's the baby brother to the 7000," says Steve DiFranco, Sony's director of production systems marketing. "It's designed for post, and smaller broadcast and cable operations."

While having the same chassis as the DVS-7000, the DVS-7200 has two mix/effects banks, compared with 3.5 on the DVS-7000, and two full-function keyers. Two optional, downstream keyers can be added to create six simultaneous key layers, and the switcher also has snapshot memory to quickly create and recall effects.

The first user of the DVS-7200, ESPN will employ the unit for post-production during its Winter X Games in Snow Summit, Calif., from Jan. 30 to Feb. 2. "They'll be using it in the edit room to cut profiles and highlight footage," says DiFranco.

—GD

And the wait for a new tower could be a long one. Sherman warned that there are only three firms that build towers more than 1,000 feet high.

"It's not an easy process to get a new tower up," Sherman said, advising broadcasters to evaluate space availability on their existing towers. "If you haven't started, do it now."

James McKinney, project director

for the Model HDTV Station Project in Washington, said his experimental DTV station is using \$16 million worth of equipment. But he added that all of it is prototype gear. McKinney cited a Sony prediction that its DTV equipment will not carry more than a 15% premium over comparable NTSC equipment. "Fifteen percent is doable for most stations,"

McKinney said.

He also said that not all the needed equipment has been developed. McKinney pointed to the prospect of fading from one picture to another, speculating that the effect with digital signals now would look more like the transporter from *Star Trek*.

"There are many things we don't know," McKinney said. ■

## Cutting Edge

**By Glen Dickson**

Panasonic parent **Matsushita** has been selected as the official broadcast equipment supplier and systems integrator/prime contractor by the Nagano Olympic Committee for the winter Olympics in Nagano, Japan, in February 1998. Matsushita/Panasonic will supply the Olympic Radio and Television Organization (ORTO), the host broadcaster, with total systems and equipment—including DVCPRO, D-3 and D-5 VTRs, digital cameras, professional audio equipment and video monitors—to acquire, record, edit and archive the television broadcast of the games. Matsushita performed the same job in Barcelona in 1992 and in Atlanta in 1996.

**Artel Video Systems** has snagged a big order from Bell Atlantic to supply video transport equipment for television coverage of the presidential inauguration in Washington (today) Bell Atlantic will use Artel's DigiLink 1240 systems, which are designed to interface smoothly with uplink services. For the inauguration, most of Bell

Atlantic's circuits will be routed in and out of major technical operation centers in Washington. From the centers, feeds will pass through the Artel equipment, then go through Bell Atlantic's fiber network to local TV and cable outlets and to AT&T for long-distance backhauls.

**Fujinon** has introduced a wide-angle lens for ENG use, the A10X4.8EVM/ERD, which has an 85 degree horizontal range of view. Using Fujinon's aspheric technology, as well as electron-beam coating and a new internal focusing system, the lens is suitable for extremely tight settings. In an elevator, for example, the A10X4.8EVM/ERD can cover two or more people as well as part of the elevator's interior, Fujinon says.

**SeaChange International** has sold its MPEG-2-based SPOT System, for digital ad insertion, and its new traffic and billing software to Greater Media Cable of Central Massachusetts. GMCCM which will use the gear to deliver 20 channels of ads to 125,000 cable viewers in Worcester County, Mass. "With digi-

tal quality and control, we provide advertisers with the ability to pinpoint specific audiences and to use advertising more strategically," says Allan Eisenberg, director of advertising sales and local programming, GMCCM. The cable operator will use SeaChange's Traffic and Billing System in conjunction with the SPOT System, which uses the Video Server 100 for storage and playback, for a complete solution to scheduling, verification and billing.

**Tape House Digital**, New York, handled special effects for "Printer," a J. Walter Thompson spot for Ford. In the spot, a young woman surfing the Web downloads a picture of a Ford Contour and



**Tape House Digital handled the special effects for this Ford commercial.**

prints it out in actual size. After pasting dozens of pages of the car together on a wall, she reaches for the door handle, and the two-dimensional mural is transformed into a three-dimensional automobile. Tape House visual-effects artist Cari Chad-

wick used Flame to composite the talent as she interacts with the paper and opens the car door. Then CGI artist Floyd Gillis of Tape House partner AFCG created a three-dimensional computer grid, dividing the last image into squares that blow away in the final scene, in which the woman speeds around a corner, blowing up dirt and the image panels as she drives off the TV screen.

**Vyvx** has bought another chunk of the ad distribution business, acquiring the dub-and-ship firm Viacom MGS Services from Viacom for an undisclosed amount. MGS Services is the second ad distribution company purchased by Vyvx, following its acquisition of Cycle-Sat last November. "This is a trend, not just an occurrence," says Bunker Sessions, Vyvx general manager of advertising distribution services. "We want to move forward into creating a store-and-forward environment for advertising clients using our fiber network and satellite distribution." MGS's 78 employees in New York, Los Angeles and Chicago will combine with Cycle-Sat offices in those cities. Between Cycle-Sat and MGS customers, Vyvx estimates that it will distribute 1.6 million TV spots this year.

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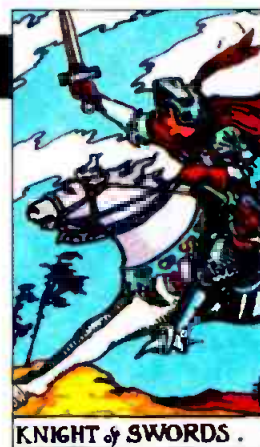
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## Reservation Form

Please reserve:

\_\_\_\_\_ Member tickets @ \$100 (Please note that all memberships are individual and are not tied to corporate subscriptions.)

Amount due: \_\_\_\_\_

\_\_\_\_\_ Non-Member tickets @ \$150

Amount due: \_\_\_\_\_

Total due: \_\_\_\_\_

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Company: \_\_\_\_\_

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City: \_\_\_\_\_

State: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Form of payment: \_\_\_\_ Credit Card \_\_\_\_ Check

VISA/MC # \_\_\_\_\_

Exp. Date \_\_\_\_\_

Billing Address (if different from mailing address):

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\_\_\_\_\_

**Make checks payable to:**  
IRTS Foundation Industry Conference  
420 Lexington Ave, Suite 1714  
New York, NY 10170

# Classifieds

See last page of classifieds for rates and other information

## RADIO

### HELP WANTED MANAGEMENT

Douglas Broadcasting, Inc. is looking for experienced **General Managers, Sales Managers, Account Executives and Chief Engineers** for our stations in the Top 10 Markets. We are a rapidly growing broadcast group that needs responsible, smart, aggressive broadcasters who know "how to win." Our company has two unique programming niches that are exciting and appealing to advertisers. You must have the skills to grow revenue and take us to the next level. The successful candidate will possess excellent communication and organizational skills. We offer an excellent compensation and benefits package. We currently own stations in San Francisco, San Jose, Seattle, New York, Chicago, Houston, Boston, Los Angeles and have agreements for additional stations in four more markets for a 1st quarter closing. Send your resume to:

Steven P. Schoppa  
Vice President/Chief Operating Officer  
Douglas Broadcasting, Inc.  
5821 Southwest Freeway  
Suite 600  
Houston, Texas 77057  
Fax 713-349-9365

Douglas Broadcasting, Inc. is an Equal Opportunity Employer

**Sales Executive - Unlimited Revenue opportunity.** Sales and marketing company seeks executive with an entrepreneur spirit. Person will be responsible for advertiser sales and planning/launch of national product line. Prefer a person who resides in the Long Island, NYC and Maryland vicinity with a minimum 3 years in radio/broadcast or placed-based network advertising sales experience and good computer, writing, training, and presentation skills. Send resume to: Human Resources Department, P.O. Box 1424, Bayville, NY 11703.

**National Account Manager.** Fast-growing broadcast media and consumer research company seeks experienced national account manager to handle major-market clients around the U.S. and Canada. 3+ years experience in account management and sales. Demonstrated experience in managing complex sales and developing new business. Strong presentation and communication skills required. Excellent opportunity with exceptional income potential and growth. Rush resume to Box 01034 EOE.

### HELP WANTED TECHNICAL

**Broadcast Radio Engineer.** Paxson Miami accepting application for future openings. 2-years experience required. Knowledge of studios, transmitters, remote broadcast operations required. Computer knowledge a plus. Fax resume: Roy Pressman 305-999-6100. EOE.

**Assistant Chief Engineer.** Immediate opening for experienced radio/satellite engineer, who is detail oriented and can work with little supervision. Applicant should have thorough knowledge of radio broadcasting, satellite uplinking, ISDN, and computer operating systems. Send resume to Bob Saunders, Director of Engineering, Paxson Networks, 621 Mainstream Drive, Suite 230, Nashville, TN 37228. E-Mail to: BobS17@aol.com EOE.

### HELP WANTED PRODUCTION

**Production Manager.** 96.3 FM WQXR, New York, the country's most-listened to classical station, has reopened its search for a knowledgeable, skilled, and imaginative production manager to design and create promos, commercials and features, and to help create the station's "sound." Strong production skills and experience, a knowledge of classical music, and outstanding writing skills are a must. Send resume and cover letter to Program Director, WQXR, Box B, 122 Fifth Avenue, New York, NY 10011. No phone calls, please. EOE.

### SITUATIONS WANTED MANAGEMENT

**Tired of Workin' It?** People person, strong leadership skills. 11 year multi-station/market GM seeking owner with properties to improve. I'll work it for you. Chris Karb 901-751-5395.

**Problems with ASCAP, BMI, SESAC?** Fees too high, annual financial reports, audit claims? Call Bob Warner today! 609-395-7110. Fax 609-395-7112.

**General Manager -** Multi-talented leader available immediately for your small/medium market. I can wear all hats from sales to programming to engineering. 16 years management experience. Ed 1-800-827-2483.

**GM/GSM Veteran,** success oriented small-medium market professional. Exceptional sales/people skills. Excellent trainer. Transformational management. Relocate. Jim 815-758-6292.

**Experienced Broadcaster Seeks GM/Sales Manager** position in small/market. Top biller. Will relocate. Ted 212-421-7699 or 212-888-7347.

### SITUATIONS WANTED ANNOUNCER

**Experienced Broadcaster Seeks Disc Jockey** or news position in small-medium or large market. Call Ted for tape and resume 212-421-7699 or 212-888-7347.

**Experienced Announcer/Salesman** available in February. Small/medium market! Now assisting with ownership change in Brownfield, Texas. Doing mornings, local news, copy and production. Dick Hoff 1-806-637-6330.

## TELEVISION

### HELP WANTED MANAGEMENT

#### Positions Available

#### Human Resources Manager Comptroller/Business Manager

##### Comptroller/Business Manager

Exciting position with fast growing Television Company. This position requires an innovative hands-on manager and team builder with excellent communication skills and ability to interact with other department managers. Functional responsibilities include: cash management, budgeting, auditing, accounting, reporting, information processing and insurance, plus implementation of corporation's overall financial and administrative plans and policies. Requirements include appropriate university degree (MBA and/or CPA preferred) and approximately five years experience in a similar management position. Send letter of introduction and resume attn. **Comptroller/Business position.**

send to:  
HR Department  
KUSI-TV  
P.O. Box 719051  
San Diego, CA 92171

##### Human Resources Manager

KUSI-TV San Diego, CA looking for a dynamic Human Resources Manager. Qualified candidate should have minimum 5 years HR experience and prefer HR degree on certification. Must be experienced with Federal and State Labor Laws, Record Keeping, employee relations, recruiting and training. Requires ability to design and implement employee policy and safety programs. Should be acquainted with workers comp., benefit and compensation packages. Industry experience a plus. For immediate consideration, please send resume and salary requirements attn. **Human Resources position.**

KUSI Television is an equal opportunity employer.



## MANAGEMENT



Maryland Public Television, a six-station public broadcaster serving the citizens of Maryland and the nation, seeks candidates for its senior management team. Successful candidates will help us build and grow our portfolio of successful programs like Wall Street Week with Louis Rukeyser,

Kratt's Creatures, Outdoors Maryland and Motorweek. If you have ten years of successful management experience, a bachelor's degree (Master's preferred) and a desire to use your executive skills with one of the best public broadcasters, we encourage you to consider one of the following positions:

#### **Senior Vice President - Station Manager**

We require an exceptional person with ten years of management experience in broadcasting which included responsibility for programming, television production and engineering. We prefer public broadcasting experience and knowledge of broadcasting trends and technologies.

#### **Senior Vice President - Marketing and Development**

For consideration, you must be an outstanding individual with ten years of management experience in marketing, promotion and development, including fundraising. Your proven track record in managing marketing and development efforts in public broadcasting are strengths we seek.

#### **Senior Vice President - Administration and Finance**

The ideal candidate will have ten years professional experience which provided a thorough background in managing the budgeting, accounting and financial forecasting as well as the human resources management of a dynamic organization. Previous experience in public broadcasting and CPA is desired.

#### **Director of Corporate Communications and Government Affairs**

We require five to ten years experience in corporate communications which involved liaison with various government agencies, boards of foundations. Excellent writing and organizational skills are essential.

We offer an excellent compensation package which will be based on the selected applicants' experience and salary history. For IMMEDIATE consideration, fax or send your resume and cover letter indicating the position for which you are applying to:

**Human Resources Department  
Maryland Public Television  
11767 Owings Mills Blvd.  
Owings Mills, MD. 21117  
FAX - 410-581-4382**

**Vice-President/Production WITF-TV Harrisburg, PA:** Seeking accomplished individual to lead production efforts. Demand highly effective professional combining proven creative skills with entrepreneurial instinct & solid business judgment. Manage wide range of projects, studio programs to major long-form series. Ten years related experience, three in supervisory role. Solid communications, administration and management skills. Significant credits in documentary production (history programming a big plus). Excellent benefits package. Resume with current compensation in confidence to: VP/Production Search, WITF, Inc., Box 2954, Harrisburg, PA 17105. Women and minorities encouraged to apply. EOE.

**Director of Operations:** Aggressive FOX station in South Bend is looking for a key senior manager with a "can do" attitude. Those applying must possess strong leadership, communication and problem solving abilities and have computer literacy and organizational skills. FOX or Independent experience helpful. Applicants must have five years management experience and college degree. Great benefit package. Send resume to Kevin Sargent, GM, WSJV, P.O. Box 28, South Bend, IN 46624. No phone calls. EOE.

**AIHEC Project Manager:** Direct the Day to day operations of the American Indian Higher Education Consortium Distance Learning Network. Create operating budgets, manage expenditures of network grant funds, seek and maintain funding opportunities with private foundations and write grant proposals. Serve as liaison with media organizations, tribal government agencies and others. Schedule telecourses and videoconferences for delivery. Bachelor's with major in telecommunications, mass communications, distance learning or related field plus three years experience, preferably in distance or higher education, required; equivalency considered. Background in marketing/fundraising essential. Excellent organizational, communications/interpersonal skills necessary. Excellent benefits. AIHEC Distance Learning Network is a non-profit, self-funded organization with project offices at Nebraska Educational Telecommunications/University Television. Review of applications will begin February 17. Position will remain open until a suitable candidate is found. Submit a cover letter of application and resume to: Personnel Coordinator, University Television, P.O. Box 83111, Lincoln, NE 68501, UNL is an AA/EOE. If you require accommodation under the ADA, please notify us.

**Business Development Director:** Develop new and existing services and business ventures for Native American Public Telecommunications. Create feasibility studies for project ideas, prepare short and long term business plans for individual projects and the entire unit. Bachelor's with major in communications, finance, marketing or related field plus four years business experience in a related area required. Master's will substitute for two years experience. Project management experience essential. Experience with Native American populations and business associates desirable. Experience in telecommunications technologies including multimedia and Internet applications helpful. Position is grant funded. Excellent benefits. NAPT is a non-profit, self-funded organization with headquarters at Nebraska Educational Telecommunications/University Television. Submit a cover letter and resume postmarked by February 17 to: Personnel Coordinator, University Television, P.O. Box 83111, Lincoln, NE 68501. UNL is an AA/EOE. If you require an accommodation under the ADA, please notify us.

**General Manager:** Established group seeks aggressive GM for ABC affiliate in top 60 market. Collegial work environment for experienced manager with proven growth record. Excellent interpersonal skills a must. Equal Opportunity Employer. Send replies to Box 01046.

## HELP WANTED SALES

**WGGB-TV,** Springfield, MA is looking for a General Sales Manager to lead our 8 person sales staff. We are an ABC affiliate with a strong news and community service commitment. Applicants should have at least 3 years experience and have strong interpersonal skills. Females and minorities are encouraged to apply. Fax resume to General Manager at 413-781-5733 or mail to: WGGB-TV, P.O. Box 40, Springfield, MA 01102-0040. EOE.

**Television Advertising Sales Executive.** WATE-TV/Young Broadcasting of Knoxville, Inc. is seeking a Television Advertising Sales Executive. Candidate must have at minimum two (2) years of television sales experience. Along with your resume, send a letter detailing your success in developing new business. We're looking for applicants with a demonstrated customer-focused selling attitude. Interested parties send resume to: Personnel, WATE-TV, P.O. Box 2349, Knoxville, TN 37901. No phone calls, please. WATE-TV/Young Broadcasting of Knoxville, Inc. is an Equal Opportunity Employer. Women and minorities are encouraged to apply.

**National Sales Manager, KYW-TV 3,** Philadelphia, CBS O&O. Responsible for national sales efforts. Must have thorough knowledge of ratings, research, and inventory management; be goal oriented, a leader and motivator, possess ability to build strong relationships in national markets. A proven track record and minimum of five years broadcast sales experience a must. National Rep experience a plus. Send resume to: Mike Collieran, GSM, KYW-TV 3, 101 South Independence Mall East, Philadelphia, PA 19106. EOE. M/F. ADA.

**Major group owned Buffalo television station** looking for Local Sales Manager. Individual will be aggressive, innovative and be able to lead, train and motivate a local sales staff. Must have good management and interpersonal skills and excellent track record in television sales management. EOE. Send resume to Box 01042. EOE.

**Local Sales Manager.** Viacom O&O in sunny South Florida seeks a management leader who can fulfill the revenue potential of a strong station. Minimum three years in station or rep firm experience. Must be able to foster and promote teamwork. Candidate should have demonstrative skills in creative selling techniques. Successful ability to attain and maintain close client relationships. Working knowledge of Scarborough TV Scan. CMR is a plus. Send resume to: Dept. #202, WBFS-UPN 33, 16550 NW 52nd Avenue, Miami, FL 33014. No phone calls, please. EOE.

**Account Executive:** Television sales experience is required, with proven success in New Business development. Experience handling agency business is required, knowledge of Scarborough is preferred. Send resume to: Local Sales Manager, WTSP-TV, P.O. Box 10,000, St. Petersburg, FL 33733. EOE. No phone calls please.

**Local Sales Manager.** WLAJ-TV 53, the Granite Broadcasting station serving Lansing-Jackson Michigan, is accepting resumes for a Local Sales Manager. We are seeking a dynamic individual who possesses strong leadership skills. Must be an energetic, creative, self-motivated, team oriented person, who can lead, motivate, and develop sales strategies to lead this office. Qualified applicants must have strong interpersonal skills as well as excellent oral and written presentation skills, with a desire to be Number 1. This position requires a minimum of (3-5) years broadcast sales experience. Columbine BMP experience is desirable. College degree preferred. No phone calls please. WLAJ is an Equal Opportunity Employer and encourages applicants from qualified women and minorities. Send resume and cover letter to: Margie Candela, Human Resources, WLAJ-53, 590 West Maple Street, Kalamazoo, MI 49008.

**Local Sales Manager.** Looking for a proven sales or management professional to lead the market's dominant sales force. Three years television experience preferred, must possess strong supervisory and presentation skills, and be able to motivate the team. Send resumes and references to Bill Preston, General Manager, KRTV, P.O. Box 2989, Great Falls, MT 59403. No phone calls, please. EOE.

**LMA Sales Manager.** WVIT, Connecticut's NBC station, is seeking a highly motivated self starter to head its LMA sales team. Responsibilities include hiring and training of AE's, packaging, pricing and inventory control and developing a marketing position. Emphasis is on sports and retail with agency experience a plus. Requirements include a minimum of three years broadcast selling, college degree, strong writing and verbal skills. Great opportunity to grow in management and with the Paramount Station Group. Contact: Ron Pulera, GSM, WVIT, 1422 New Britain Avenue, West Hartford, CT 06110. Equal Opportunity Employer.

**General Sales Manager.** WIFR, the Benedek Broadcasting station in Rockford, Illinois, has an immediate opening for a GSM. Candidate must possess strong new business development and management skills. Prefer local sales background with experience in research and inventory control. Send resume to Bob Smith, Vice President/General Manager, P.O. Box 123, Rockford, IL 61101. EOE.

**Director of Sales WPGH/WPTT:** Highly energetic individual with a proven ability to lead, motivate and direct two staffs for two television stations to monthly budget achievement. Establish revenue and expense goals. Firm knowledge of inventory control. Departmental accountability. Sales systems analysis. Strong computer skills (Quattro Pro, Windows '95, Wordperfect, etc.) preferred. Education: High School - college favorable. Experience: A Minimum of five (5) years of proven successful management in television sales, candidate should have documentable evidence of annual sales increases and ability of personnel accountability. Demonstrative skills in creative selling techniques, beyond a station's quantitative boundaries. Successful ability to attain and maintain tight client relationships. No telephone calls. Please send resume only to: Mr. John Rossi, Station Manager, WPGH Fox-53, 750 Ivory Avenue, Pittsburgh, PA 15214. EOE M/F.

**Account Executive:** KDLT-TV, the NBC affiliate in Sioux Falls, SD is looking for a seasoned salesperson to handle top list. Candidates should be computer friendly, and have a desire to make a lot of money! Send resume to: Michael Corne, G.S.M., KDLT-TV, 3600 South Westport Avenue, Sioux Falls, SD 57106. E.O.E., M/F.

**Account Executives:** Univision, the market leader in Spanish-Language Television, is seeking an Account Executive to work in their New York Spot Sales Office. Candidate selected will be an enthusiastic and aggressive self-starter who will develop new business as well as service existing accounts. Outstanding verbal and written communication skills are required. Computer skills are essential. Fluent in Spanish is highly desirable. College degree and sales experience is preferred. Send resumes to Mr. Bill Acker, Sales Manager, Univision Communications Inc., 605 Third Avenue, 12th Floor, New York, NY 10158 or fax it to (212)455-5329. EOE/M/F.

## HELP WANTED MARKETING

**Director, Third Party Development:** Claritas, the leader in precision marketing, has an immediate opening in its Media/Communications Group for an executive with tv sales experience who understands the role of research in advertising at the station level. This position, located in either our Darien, CT or New York City office, will be responsible for working with our third party partners to help build our market share in the broadcast and cable markets. The ideal candidate is a self starter who if familiar with our TVMarketQuest or Compass software, has a college degree and three to five years of sales experience. Knowledge of Microsoft office is a must. Send resume with salary requirements to: Claritas, Dept. KS-1, 11 West 42nd Street, New York, NY 10036. An Equal Opportunity Employer.

**Television Marketing and Special Coordinator** - Full Time. Create and coordinate sales marketing promotions, events and programs. Prepare and maintain television rating and research information. Must have working knowledge of Nielsen ratings and television avail systems. Experience with windows driven computer programs and desk top publishing. Print layout and design experience helpful. Must have TV Marketing and TV Sales experience. Salary commensurate with experience. Pre-employment drug testing required. Send resume to Personnel Manager, Bulletin #310, WAAY-TV, 1000 Monte Sano Boulevard, Huntsville, AL 35801. Pre-employment drug testing required. EOE.

## HELP WANTED OPERATIONS

**Operations Manager:** WTVS, the PBS affiliate in Detroit has an immediate opening for an Operations Manager. This position requires an enthusiastic individual to direct and coordinate our technical staff and facilities. This position supervises the on-air, production and C/Ku Band satellite uplink operation. Requirements include excellent oral, written and computer skills; the ability to work effectively with producers, clients and union personnel; 5 years TV technical operations management. Undergraduate degree preferred. PBS experience a plus. Send cover letter, resume and salary history to: WTVS, Human Resources #9703, 7441 Second Boulevard, Detroit, MI 48202. EOE.

**HELP WANTED TECHNICAL**

Harris Broadcast, a division of the #3.5 billion Fortune 500 Harris Corporation, is seeking a World-Class candidate for the position of Systems Engineer with its Systems operation located in Florence, Kentucky. Harris Broadcast Systems is a worldwide supplier of mobile radio and TV and production studio systems.

In this High-profile role, you will be responsible for project management, system design, customer liaison as well as interfacing with project architects and consultants. The design element of this position will utilize your ability to create detailed Audio Video, RF system flows. A working knowledge of both analog and digital system concepts is necessary. We are looking for a team player who can plan, prioritize, meet project goals and communicate effectively.

Candidates must have a 4 year college degree and 3-5 years Broadcast Systems experience.

Harris Corporation offers a competitive starting salary with a comprehensive benefits package.

If you qualify and are interested in working with state-of-the-art equipment in a professional and challenging environment, please send resume (including salary history / requirements) in confidence to:

Shawn Oberreiter  
Supervisor  
Human Resources  
Harris Corporation - Broadcast Division  
P.O. Box 4290 Quincy, IL 62305  
Equal Opportunity Employer



## ENGINEER CAMERAPERSON (TEMPORARY)

ABC7 Eyewitness News seeks an ENG Engineer for a temporary position as an ENG Cameraperson. The candidate must have a minimum of 3 years' experience with daily newsgathering and liveness. The ability to edit is a plus and a valid driver's license is required.

Please send resume and/or non-returnable tape to: **Cheryl Fair, News Director, Dept. BC/EC/120, ABC7, 4151 Prospect Avenue, Los Angeles, CA 90027.** EOE. No phone calls please.



**Video Editor:** International Christian Relief Organization is searching for a video editor for the Video Broadcast Department. Linear and non-linear skills are required. Abekas 8150 with DVE, A72 and GVG-131. Minimum of 3-5 years experience required. Willing to travel extensively with day and night work. Send resume and demo tape to Box 01047.

**UHF Broadcast Engineer** for Tribune owned ABC affiliate - experienced in installation, maintenance and repair of UHF TV transmitters, microwave links, satellite systems, ENG/SNG trucks, master control, production studio and news equipment. Must be self-starter who can work successfully with minimal supervision, meeting deadlines with high quality results. FCC General Class or SBE TV Certification and 5 years experience preferred. Good interpersonal skills are essential. EOE. Cover letter, resume and salary requirements to Keith Cibulski, WGNO, 2 Canal Street, Suite 2800, New Orleans, LA 70130. Fax (504)581-2182. E-Mail KCibulski@tribune.com

**Technician.** Hands on, component level troubleshooting broadcast equipment including Sony, Beta VTR's, Odetics library machines, Panasonic D3 VTR's, and other state-of-the-art equipment. Experience in digital video switchers and DVE's necessary. Familiarity with personal computers and local area networks a must. Five years experience and FCC license or SBE certificate required. Send resume to Jim Chase, KYW-TV Broadcast Operations and Engineering, 101 South Independence Mall East, Philadelphia, PA 19106. EOE. M/F. ADA.

**Maintenance Technician** - NBC O&O in Raleigh has an immediate opening for an experienced maintenance technician. 1-3 years installing and maintaining broadcast, ENG and related equipment. Send resume to Sim Kolliner, Director of Technical Operations, NBC-17, 1205 Front St., Raleigh, NC 27609. EOE.

**Small market UHF station in Northwest** seeks all-around engineer experienced in RF, studio and production gear, and computers. Duties include maintaining on-air look, managing operations department, and hands-on repair and maintenance. Must be organized, communicative and motivated to work unsupervised. Send resume, salary requirements and date of availability to Box 01036. EOE.

**Technician.** Accepting applications for Operations vacation relief positions at Colorado's News leader KCNC. Send resume c/o Human Resources, KCNC-TV, 1044 Lincoln Street, Denver, CO 80203. EOE/MF.

**Major group owned Buffalo television station** looking for Chief Engineer. Individual must possess good interpersonal and management skills and be capable of directing all of the technical operations of a television station. EOE. Send resume to Box 01043. EOE.

**Maintenance Technician:** WCSC is seeking a fulltime TV broadcast maintenance technician. Must also be computer proficient, including maintaining a novell network and a telephone system. Interested individuals send resumes to WCSC-TV, P.O. Box 186, Charleston, SC 29402. EOE.

**Maintenance Technician.** Skilled technician position available requiring an indepth knowledge of RF systems and TV transmitters along with ENG equipment, maintenance and operations experience plus TV production experience. General Radiotelephone license and ENG equipment maintenance experience preferred. Please send resumes to KCNC, Human Resources, 1044 Lincoln Street, Denver, CO 80203. EOE/MF.

**KBMT-TV Engineering:** ABC affiliate in Southeast Texas is looking for a studio engineer with a minimum 3 years experience with Sony Betacart, Beta SP, 3/4" and Sony Betacam. AMPEX AVC Switcher, ESS 5 still store, ADO 100, and DCT 500 editor. Harris transmitter experience is a plus. Send resume to EEOC Officer, KBMT-TV, P.O. Box 1550, Beaumont, Texas 77706. EOE.

**Broadcast Engineer. KCSM, San Mateo, CA.** KCSM, a Public Broadcaster in the San Francisco Bay Area, is seeking an experienced maintenance engineer. Must be enterprising and have experience with production and post production equipment, and phone systems. For information and an application call 415-574-6555.

**Chief Engineer.** The successful candidate will have superior knowledge of UHF transmitters as well as a strong studio management background. Organizational skills will be necessary for planning and rebuilding our facilities to meet future needs. Computer skills are a must. Send your resume and salary history to Chief Engineer, KSHV-TV, 3519 Jewella Avenue, Shreveport, LA 71109 or fax to 318-631-4195. EOE.

TO PLACE AN Ad IN BROADCASTING & CABLE'S  
Classified Section, Call ANTOINETTE FASULO  
PHONE 212-337-7073 FAX 212-206-8327

**Director, Computer Services:** ABC, Inc. has an immediate opening for an individual with extensive computer background including knowledge of both IBM 3090 Series mainframe and PC hardware and software. Email, LANs, servers, multimedia, internet and intranet. Technical, management, training and communications skills required. Broadcast and financial background preferred. Forward resume and salary requirements to: ABC, Inc., Employee Relations, Dept. SS/DCS, 77 West 66th Street, New York, NY 10023. Fax: (212) 456-7112. An equal opportunity employer m/f/d/v.

**Chief Engineer:** Possible future opening in the Tucson area for a Radio Chief Engineer. General Class license and a minimum of 5 years AM/FM transmitter and studio maintenance experience required. Strong organizational, computer and people skills. Demonstrated ability to troubleshoot complex digital workstation systems. Novell LAN and/or Dalet Radio Automation system experience a plus. Proven experience working effectively in a team environment. Send resumes to Randy Price, Journal Broadcast Group, 720 E. Capitol Dr., Milwaukee, WI 53201-0693. No phone calls please. EOE.

**HELP WANTED NEWS**

## GENERAL ASSIGNMENT REPORTER

ABC7 Eyewitness News is seeking a dynamic General Assignment Reporter to join our top-rated news team. Qualified candidates must have excellent writing and live presentation skills. A minimum of five years' television broadcast news experience in a medium to large market is preferred.

If you are interested in applying your reporting skills in a challenging and exciting news market, send your resume and a non-returnable videotape to: **Cheryl Fair, News Director, Dept. BC/GAR/120, ABC7, 4151 Prospect Avenue, Los Angeles, CA 90027.** EOE. No phone calls please.



## IMMEDIATE OPENINGS

UNIVISION, the nation's leading Spanish-language television network has immediate openings for the following news department positions:

- Assignment Editor
- On-Line Producer
- Segment Producer
- Writer, Full - P/T
- Editor
- Satellite Coordinator

Candidates must have at least five years experience and must be totally fluent in Spanish.

Extensive knowledge of Latin America and Hispanic issues in the U.S. a must.

Fax or mail resume to: (305)471-4161

Alina Falcon, V.P. and  
News Director, Univision  
9405 N.W. 41 ST,  
Miami, FL 33178

No phone calls please.

**Videographer/Editor:** Cover Washington news for our affiliates. Three years experience minimum. Resume/tape to Ron Sarro, Washington News Network, 400 North Capitol Street, NW, #183, Washington, DC 20001. EOE.

**Writer/Producer-Political Unit:** WABC-TV seeks an experienced broadcast journalist to coordinate coverage of politics and government in the #1 market. Excellent writing skills are a must. Knowledge of NY/NJ/CT is a big plus. Please send resume to: Bart Feder, WABC-TV, 7 Lincoln Square-4th Floor, New York, NY 10023-0217. No telephone calls or faxes please. We are an Equal Opportunity Employer.

**Weathercaster/News Reporter.** WHSV-TV (ABC), a Benedek Broadcasting Station in Harrisonburg, VA is looking for a solid utility player who can report (3 days a week) and serve as weekend weather forecaster. Experience in weather forecasting is a must. Knowledge of our market and (or) a Virginia residence is a plus. Please send a resume and non-returnable VHS tape to Doug Spero, News Director, WHSV-TV, P.O. Box TV-3, Harrisonburg, VA 22801. No phone calls please. EOE.

**TV News Reporter/Writer:** University of Missouri-Columbia seeks TV news reporter with news writing skills and a good on-camera presence. Editing experience a plus. We produce science, health, consumer, and agricultural stories. We are a small, well-equipped shop with broadcast Betacam and Digital Betacam. Requires an appropriate college degree, lifting, travel, and a commitment to excellence. Three years full-time experience required. No calls. Affirmative Action/Equal Opportunity Employer. Send resume, 3 references, non-returnable tape, and letter describing your role in each piece on the tape to: Frank Fillo, 9 Clark Hall, University of Missouri, Columbia, MO 65211.

**Sports Reporter/Producer.** Major market Indy seeks full-time sports reporter/producer for on-air presence. Multiple major league rightsholder requires thorough knowledge of sports, editing and on-air reporting. Must be charismatic and a great communicator with a minimum of 3 years experience. If you have what it takes, we'll know. Send non-returnable tape and resume (no phone calls please) to: WABU-TV, Box 20, 1660 Soldiers Field Road, Boston, MA 02135. EOE.

**TV Director.** Seeking a part-time director for Sunday morning news with 2-5 years experience and currently directing a weekday news schedule. Must be able to do own switching and be familiar with all phases of control room/studio operations. Candidate must be news oriented and able to direct clean high quality live newscasts. Excellent people skills required. Send resume and cover letter (no calls) to Terry Belford, Production Manager, WPVI-TV, Suite 400, 4100 City Avenue, Philadelphia, PA 19131. EOE.

**Reporter:** Join one of the Southeast's top ABC affiliates. Broadcast writing, videotape editing, and computer skills required, plus at least one year of TV news experience. Send non-returnable tape and resume to: News Director, WTVC, 410 W. 6th Street, Chattanooga, TN 37402. Equal Opportunity Employer.

**Regional Manager.** Conus Communications is looking for a Regional Manager who will manage a multi station Conus News Gathering region. Will be responsible for coordination and facilitation of the satellite news gathering needs for the region and has experience with local news gathering operations as well as a working knowledge of day to day local newsroom operations. Applicant must have experience, and ability to deal with news management and personnel, must be a proven leader, and self starter and must be willing to relocate. Send resumes: Human Resources, Conus Job #8-97, 3415 University Avenue, St. Paul, MN 55114. No telephone calls please. An Equal Opportunity Employer.

**Reporter.** We're expanding! Come join a hot team with all the bells and whistles! We need a digger who knows how to work a beat and develop sources, who is full of new ideas, who can produce focused unique packages and who loves "live." College degree required. Two years of experience in a commercial television newsroom preferred. Send tape/resume to Human Resources Director, WYFF TV, 505 Rutherford Street, Greenville, SC 29609. EOE.

**Reporter/Photographer.** KCRG-TV, eastern Iowa's 24 Hour News Source, is looking for a great reporter/photographer. We're looking for the best. One year on-camera experience required. Send your resume and non-returnable tape to: Bob Smith, News Director, KCRG-TV, 2nd Avenue at 5th Street, S.E., Cedar Rapids, Iowa 52401. No phone calls please. EOE.

**Producer:** New York's News Leader is looking for a great newscast producer. Must have at least 3 years major market line producing experience. Knowledge of Newstar a plus. Please send resume and tape of a recent newscast to: Bart Feder, WABC-TV, 7 Lincoln Square-4th Floor, New York, NY 10023-0217. No telephone calls or faxes please. We are an Equal Opportunity Employer.

**Producer:** Midwest NBC Affiliate is looking for a producer for its number one newscast. Must be highly organized, creative and a strong leader. We have the best equipment and most talented news team in the market. Please send resume and tape of a recent newscast you have produced by January 24, 1997 to: Marie Williams, News Director, WREX-TV, 10322 Auburn Road, Rockford, IL 61103. No phone calls please.

**Photojournalist:** News 4 San Antonio is looking for a full-time photojournalist. We're looking for someone with a great eye, a terrific work ethic and strong editing skills. Experience is preferred in network affiliated television. If that is you, please send a tape and resume to Jim Myers, Chief Photographer, KMOL-TV 4, P.O. Box 2641, San Antonio, Texas 78299.

**Newscast Producer!** Are you a top notch producer? WFLA-TV, NBC Tampa, is looking for someone to take the reigns of the highest-rated 6 PM newscast in the market, at the highest-rated television station in the state of Florida. The successful candidate will have sharp, people-oriented writing skills and be able to craft a well-rounded, informative newscast with high production values. We want a person with a clear vision on what makes a newscast hot and relevant to the community. The ideal candidate will be a line producer with 5 years experience. Join the top-rated news team in a market where sun, sand and surf are at your fingertips. If this sounds good to you and you have the skills to make it happen, send last night's newscast, a resume and references to: WFLA-TV Personnel Department, 905 East Jackson, Tampa, FL 33602. WFLA-TV is an Equal Opportunity Employer. M/F and a drug free workplace with pre-employment drug screening.

**News Director:** Looking for people and issue-oriented News Director. Great opportunity at group-owned network affiliate in the Southeast. Please send your resume, references, salary history, and brief overview of your management style and journalistic standards to Box 01049. EOE.

**News Producer:** Producer wanted for #1 station in the 38th market. We have all the hardware. What we need is someone who knows how to use it. If you have a tape which shows an innovative approach to presenting the news, and two years producing, please contact us via mail (no calls please). Send your resume, references and a non-returnable tape to: Patti McGettigan, Executive Producer, WOOD TV8, 120 College Avenue, SE, Grand Rapids, MI 49503.

**News Promotion Writer/Producer:** WAVY-TV needs a news junky who lives and breathes topical news promotion. Position handles all tease elements in and out of our newscasts. Additional series and POP spots are par for the course. If you can crank with creativity, survive with self-motivation, and drive viewers with a vengeance, send non-returnable VHS tape and resume to Judy Triska, Promotions Manager, WAVY-TV, 300 Wavy Street, Portsmouth, VA 23704. No phone calls! WAVY Broadcasting, Inc. is an Equal Opportunity Employer.

**News Director:** 17 hours of news weekly and growing. Degreed TV journalist, 5 years on-air, shooting, editing, producing, computer skills, with ability to teach same and lead by example. Send resume, writing samples, tape, salary required, by 2/7/97, to: GM, WTAP, One TV Plaza, Parkersburg, WV 26101. Benedek Broadcasting is EOE.

**News Director.** Top 35 market ABC affiliate in Southeast seeking veteran to run operation with 20+ hours of live news weekly, primetime news specials, public affairs, and news on separate independent station. Unparalleled lifestyle in Blue Ridge Mountains. Resumes to Will Davis, VP/GM, 288 Macon Avenue, Asheville, NC 28804. EOE.

**News Anchor:** News anchor needed to co-anchor weekday evening newscasts. Will also report live and on tape and write packages, stories and teases for newscasts. Required 10 years awarding winning anchoring and reporting experience and a history of ratings success. Send resume and demo tape to: Kathy Copeland, KGW Northwest NewsChannel 8, 1501 SW Jefferson Street, Portland, OR 97201. EOE M/F/D/V.

**Major group owned Buffalo television station** looking for Executive News Producer. Focus will be content and presentation of daily newscasts. Individual will have strong producing, writing and management skills and will work closely with News Director on editorial process, story selection and newscast formatting. EOE. Send resume to Box 01041. EOE.

**KSBW is seeking an energetic anchor person** for its top rated Sunrise and Midday newscasts. Applicants must have 2-3 years experience as an anchor and producer. You will be responsible for producing the Midday. Send tapes and resumes to: KSBW-TV, Laura Clark, News Director, Dept. J., P.O. Box 81651, Salinas, CA 93912. No calls. EOE.

**Freelance Reporters:** Nationally broadcast business and financial news program "Nightly Business Report" is looking for freelance reporters nationwide. Must have experience in TV news reporting. Experience and/or strong interest in business and financial news reporting preferred. Must be able to demonstrate strong understanding of business, finance, investing and personal finance. Must be able to deliver story ideas, proposals and packages in a timely manner. Ability to work under short deadlines essential. Send resume with non-returnable demo reel to Human Resources, WPBT2, P.O. Box 2, Miami, FL 33261-0002. An Equal Opportunity Employer, M/F/D/V.

**KOLN/KGIN-TV is currently seeking applications** for a sports director. This strong Number 1 station is looking for someone who's willing to go the extra mile covering one of the premiere college athletic programs in the nation. But that's not all. We want someone who can develop alternative sports stories, and is willing to put a heavy emphasis on local sports. Send resume and tape to Ruth Rohnke, KOLN/KGIN-TV, P.O. Box 30350, Lincoln, NE 68503.

**KAAL-TV, a small market ABC affiliate** in Austin, Minnesota has an opening for an entry level news producer for our 6 & 10 news. We are looking for the right person who is serious about building a career as a producer. Please send resume, references and non returnable VHS or 3/4" tape by February 7th to: Dean Adams, KAAL-TV, 1701 10th Place NE, Austin, MN 55912. KAAL-TV is an Equal Opportunity Employer.

**Full and Part-time TV Anchors needed.** Metro Networks News Bureaus in Washington and Baltimore are looking for experience TV reporters/anchors. Good writing, news judgement, and production skills necessary. Send tape and resume to Jim Ribble, Director of Operations, Metro Networks, 5454 Wisconsin Avenue, Suite 1215, Chevy Chase, MD 20815. No phone calls please.

**Executive Producer:** KTRK-TV in Houston, Texas needs the best executive news producer in the country. Applicants should have 5 years experience in television news and must demonstrate a history of news room leadership especially in the area of newscast production. This position is responsible for overseeing all newscasts and supervising and developing newscast producers. Applicants must be comfortable in supportive critiquing of individual and newscast efforts. Strong editorial, news content, and people skills are a must. Candidates should send resume to: Richard Longoria, New Director, KTRK-TV, PO Box 13, Houston, Texas 77001. An equal opportunity employer (M/F/H/V).

**Executive Producer/Managing Editor:** Dynamic NYC-based broadcast public relations firm, seeks experienced TV news producer. Responsibilities include oversight of VNR production staff, quality control, script writing & editing, staff and client management. Some travel. Recent top-20 market experience required. Strong writing, excellent track record supervisory experience, interpersonal skills a must. Experience with PR industry a plus. Competitive salary + benefits. Send cover letter, resume, sample tape. Reply to Box 01048. EOE.

**Are you a morning person?** Can you put a smile on the face of someone who isn't? We're looking for an energetic, engaging weather personality to put some sunshine into our hour-long morning show. You'd also have an opportunity to contribute stories to our 5:00 pm show. Please send resume and tape to Box 01045. EOE.

**Fax your classified ad to**  
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**Entire News Team including News Director** needed at brand new, small market (#175) ABC affiliate in Michigan's Beautiful Upper Peninsula! We need well-rounded people who can "do it all"...report, shoot, edit, anchor, do weather and sports, and hustle! Must have positive, "can-do" attitude, work well with people, and have excellent driving record. If you love the rugged outdoors, Lake Superior, winters with lots of snow and gorgeous summers, send a detailed resume, written statement of your news philosophy, and tape (Beta preferred, 3/4" OK) to: News Team, WBKP, ABC TV 5&10, 1122 Calumet Avenue #5, Calumet, MI 49913. EOE/MF.

**Desk Assistant:** Entry-level position for an energetic, self-starting, highly organized individual. Responsibilities include script organization, file tape distribution and other general newsroom functions. Previous newsroom experience a plus. Please send resume to: Bart Feder, WABC-TV, 7 Lincoln Square-4th Floor, New York, NY 10023-0217. No telephone calls or faxes please. We are an Equal Opportunity Employer.

**Anchor/Reporter for ABC 30.** Must have at least two years experience as Television News Anchor, four years college degree with tremendous writing and speaking skills and excellent references. Send resume and Beta or VHS tape along with resume and salary requirements to: KFSN-TV, Personnel Department, 1777 G Street, Dept. B, Fresno, CA 93706. No phone calls please. KFSN-TV is an Equal Opportunity Employer. Women and minorities are urged to apply.

**Anchor.** WFTX-TV in the Ft. Myers/Naples market seeks a Weekend Anchor/Reporter. Three years television experience required, college degree preferred. The successful candidate will be a leader and FOXIFIED. Send non-returnable tape and resume to Mark Pierce, Station Manager, 621 SW Pine Island Road, Cape Coral, FL 33991. We are an Equal Opportunity Employer.

**Promotion Writer/Producer** - Southwest Florida TV and radio stations needs experienced promotion writer/producer. Send reel and resume to Paul Greeley, WINK Television, 2824 Palm Beach Blvd., Ft. Myers, FL 33916. EOE, DFWP.

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### HELP WANTED PROMOTION

## DIRECTOR, ON-AIR AFFILIATE PROMOTION

You have strong creative credentials and a great reel, but your greatest satisfaction comes when you can help someone else grow, and move your team forward. You are a seasoned manager, equally comfortable working with network affiliates, top management, and staff. Your experience includes creating innovative, effective campaigns at affiliate stations, syndicators or networks. If this sounds like you, send resumes and tapes to Brad Crum, rm.107, 7800 Beverly Blvd., L.A. 90036.

**CBS ADVERTISING & PROMOTION**  
Equal Opportunity Employer

**WGGB-TV**, the ABC affiliate in Springfield, Mass. seeks a promotion guru...Applicants will be responsible for the station overall marketing plan, both internal and external. 3 years of experience and strong interpersonal skills required. Females and minorities are encouraged to apply. Fax resume to General Manager at 413-781-5733 or mail to: WGGB-TV, P.O. Box 40, Springfield, MA 01102-0040. EOE.

**Manager, On-Air Promotions:** ExtraHelp Channel, a new affiliate of Rainbow Programming and an innovative Cable TV network is seeking an individual to create and implement on-air promotion plans: provide video support; and manage all aspects of the on-air promotion areas (including budgets). Qualifications include a college degree in marketing, communications or a related discipline. 5+ years of experience in video production and strong marketing skills. Supervisory background a plus. Please send resume/salary history to: Human Resources, Dept EH, Rainbow Programming, 150 Crossways Park West, Woodbury, NY 11797. We are an equal opportunity employer.

**Marketing and Creative Services Manager.** Top 75 market station in Upper Midwest is seeking someone with great creativity combined with strong motivation to provide leadership to the department. Strong news operation combined with powerful syndicated programming provide keys to a potential market dominator! Superior production resources will assist you build upon station image/branding, news promotion, graphics and outside promotion. At least two years experience in television marketing and promotion plus college degree required. Candidates should send a written resume including salary history and a tape illustrating on-air production skills to Box 01040. EOE.

Got it all? Creative? Know news? Strong writer/producer? Organized? Team player and leader? WTVM-TV, Columbus, Georgia wants you to manage our Promotion Department in the sunny south. Member of emerging broadcast group giant offers growth opportunities! Resume and VHS or 3/4" tape, to Lowell Sollenberger, Operations Manager, WTVM-TV, 1909 Wyntonn Road, Columbus, GA 31906-2931.

### HELP WANTED FINANCIAL & ACCOUNTING

**KGUN 9, Tucson, AZ** is recruiting for a Business Services Manager. This individual will be responsible for accounting, financial, and human resource functions of the station. 3 years experience in accounting management. CPA or degree in accounting or business. Finance management. Human Resources knowledge and Broadcast experienced preferred. Send resume and salary history to: KGUN 9, Human Resources, 7280 East Rosewood Street, Tucson, AZ 85710. EOE.

**Director of Finance - KRQE TV**, the CBS affiliate in Albuquerque, New Mexico is currently accepting applications for a Director of Finance to oversee accounting and financial management. Responsibilities would also include overseeing our satellite operations in Roswell and Durango and our independent stations in El Paso and Albuquerque. A BA in Accounting or Finance and a minimum of five years accounting or financial management experience is needed. Broadcast operations experience is required. Send resume to: De Hasselbacher, KRQE-TV, PO Box 1294, Albuquerque, NM 87103.

### HELP WANTED PUBLIC RELATIONS

**Communications Specialist:** WFOR-TV, the CBS owned station in Miami seeks a dynamic press and public relations professional to join our marketing team. You will play a key role in planning and implementing public relations, publicity and audience development programs and serve as the station's media liaison. Successful candidate must have excellent writing skills, strong strategic planning background and a good track record of achieving results. Position requires a minimum of three years of professional experience in press and public relations, preferably in news broadcasting, college degree in communications-related field preferred. Submit resume, writing samples and list of reference to: Sonia Fleming, Human Resources Administrator, WFOR, 8900 NW 18th Terrace, Miami, FL 33172. M/F. EOE.

**HELP WANTED RESEARCH**

**Viacom O&O in sunny South Florida** seeks a Research Director who has two years experience in TV research. The person we're looking for should be able to analyze ratings and audience data, present/position data in support of Sales Department. Knowledge of Nielsen, Scarborough, and TV Scan is a must! Send resume and cover letter to: Dept. #202, WBFS-UPN 33, 16550 NW 52nd Avenue, Miami, FL 33014. No phone calls, please. EOE.

**Part-time Investigative Researcher:** Will engage in various types of research and support duties for our investigative Eye Team. Must have exceptional journalistic, computer, organizational and people skills. A broadcast journalism or allied degree is required. Newsroom experience preferred, send resumes and cover letter to: Christian Median, Human Resources Coordinator, Job #9719, 5233 Bridge Street, Fort Worth, TX 76103. No phone calls please. We are an equal opportunity employer.

**HELP WANTED PRODUCTION**

**Videographer/Editor - KSWB, Tribune Broadcasting** in San Diego is seeking an experienced, creative and driven videographer/editor to join the market's fastest growing TV station. The ideal candidate is well versed in single camera field production, lighting and story telling with a camera, in addition to being a solid editor comfortable in the linear and non-linear worlds. Reporting to the creative service director, this person will be responsible for shooting station promotion and image pieces, PSA's and some commercials. Editing duties will include station promotion, image and commercial production. A "knockout" reel, can-do attitude, solid people skills and broadcast or professional television production experience are a must. A four-year degree is preferred. Send non-returnable VHS tape, resume and references to Mr. Will Givens, Director of Creative Services, KSWB-TV, P.O. Box 121569, Chula Vista, CA 92112. No phone calls please. KSWB is an Equal Opportunity Employer. Women and minorities are encouraged to apply.

**Major Northeast Market Network Affiliate** is looking for a hot-shot news producer. We need a creative writer who knows how to tell and sell a story; someone with a strong graphic eye who can package the product with flare and taste; someone who can rock and roll with live breaking news and generate story ideas on a slow day. If you can take charge, get the most out of your anchors and reporters and know how to win, then we want to talk to you. Reply to Box 01029. EOE.

**Video Producer/Director/Editor:** Significant experience in one or more of the following: writing, producing, directing, film style EFP, linear post production, non-linear post production and computer graphics/animation. Must learn quickly and work well alone or in collaboration with local sales staff, direct clients, agency clients and colleagues. Salary commensurate with experience and market norms. No calls please. Send tape and resume to: Production Manager, KHSL-TV/AAV, P.O. Box 489, Chico, CA 95927. GETC is an EOE.

**Director.** South Florida Production facility seeks top notch Director for a variety of shows. Must be comfortable with Talk, Game, News and Entertainment formats. Must be fully bilingual (Spanish and English) and have a good creative eye. Salary commensurate with qualifications and experience. Excellent benefits package. Send resume and non-returnable tape to Human Resources, Telemundo Network, 2290 West 8th Avenue, Hialeah, FL 33010. No phone calls, please. EOE.

**Talk Show Producer** for a successful major market talk program. Candidate must have proven talk show booking and producing skills, and be able to generate topic ideas with high viewer appeal. Must have Beta editing and remote production skills. Minimum of two years talk show experience necessary. Send resume to KOMO TV, Human Resources Department, 100 Fourth Avenue North, Seattle, WA 98109. No telephone calls, please. EOE.

**Golden Dome Productions** is looking for a talented producer to join our award winning video production company. Extensive experience as a producer, including experience in various aspects of production such as studio, location, editing, post production, graphics and audio required. College degree preferred. We are an internationally recognized organization with excellent facilities. Send resume and non-returnable sample of your work to: Golden Dome Productions, Position #00165, Attention: Human Resources, P.O. Box 1616, South Bend, IN 46634. EOE.

**Executive Producer:** Top 50, Southeast affiliate seeks current cutting-edge EP or dynamic line producer with three to five years of experience ready for the next challenge. Supervise an eager team of producers, approve all scripts and organize quality control. We are #1 in news and need someone who can keep us there. If you can create and communicate a vision using all the toys including research, SNG, non-linear news editing and 3-D animated graphics, tell me how you would do it. Resumes to Box 01028. EOE.

**ENG Personnel For A Major Broadcast Facility** in NYC. ENG field operations with camera (and microwave) experience, video tape editors, and ENG maintenance. employment would commence spring/summer 1997. Out-of-town applicants accepted for these positions will be reimbursed for airfare, hotel and per diem expenses. Send resumes to: Media Management Services, Suite 345, 847A Second Avenue, New York, NY 10017 or fax to 212-338-0360. This employment would occur in the event of a work stoppage, and would be of a temporary nature to replace striking personnel. This is not an ad for permanent employment. An Equal Opportunity Employer.

**Paintbox Artist** - Immediate opening for creative designer to work on Quantel Paintbox and Harriet. Help us with exciting news graphics, sports, promotion and station image graphics. Minimum three years experience. Send resume and reel to Kathy Thaden, 7 News, 123 Speer Blvd., Denver, CO 80203. Equal Opportunity/Affirmative Action Employer.

**CMX Editor-Santa Barbara, CA Prod/Post Company.** Fast paced firm needs quick, professional, innovative and upbeat team player. Experience with CMX, GV 300, ADO and D-2 Pre-read a must. Abekas A-72 and Avid Non-Linear a plus. Salary DOE. Send resume and salary requirements to: P.O. Box 23942, Santa Barbara, CA 93121.

**SITUATIONS WANTED NEWS**

**Creative, talented writer:** BA and MBA. Knows politics and business. Has print and radio experience. Needs break into television news in Cleveland, Columbus, Youngstown or Pittsburgh market. Will consider any opportunity. David (216)650-0109.

**SITUATIONS WANTED MANAGEMENT**

**Business Manager** from top 25 market seeking new opportunity. Will relocate. Twenty years experience. For resume, call (406)251-9700.

**PROGRAMMING SERVICES**



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**CREATIVE SERVICES**

**Graphic Designer:** KSDK, St. Louis is seeking a person with strong design skills. Join a team that's positive and hardworking. Sure, we do the usual TV stuff, but we strive to be the best and we enjoy the challenges. We are seeking someone with 1-3 years TV experience and wouldn't mind working for NBC's #1 rated affiliate station. Send your resume and tape to: Director of Human Resources, 1000 Market Street, St. Louis, MO 63101. No calls please. EOE.

**Graphic Artist:** (full time) Requires strong design and illustration skills. Responsible for production of weekend news graphics and occasional weekday work, plus some animation and print work. Previous broadcast design experience and knowledge of DP Max are pluses. Knowledge of computerized art and degree in graphic design (or equivalent) are preferred. Send resume and non-returnable tape to Personnel, KFOR-TV, Box 14068, Oklahoma City, OK 73113. No phone calls please. EOE.

**PRODUCER REPRESENTATION**

**If one more news director asks us** when we're finally going to start representing Producers...we'll answer: "Right Now." Submit resume and tape (3/4" or VHS) for confidential consideration and details to Box 01044.

## CABLE

## HELP WANTED MANAGEMENT

**ASSISTANT COUNSEL & DIRECTOR OF REGULATORY AFFAIRS**

Post-Newsweek Cable, a rapidly growing division of The Washington Post Company, is looking for an Assistant Counsel & Director of Regulatory Affairs to play a key, front-line role in its headquarters office, as the second attorney in a Legal Department handling a wide variety of legal and regulatory matters.

The position reports to the Vice President & General Counsel and will join a team responsible for legal and regulatory matters, acquisitions and other transactions, litigation supervision, personnel issues, tax, copyright, trademark, corporate compliance and other matters.

The ideal candidate will have at least three years' experience as a practicing attorney; significant understanding of cable television law and regulation (including FCC and copyright); excellent communication, interpersonal and advocacy skills; superior analytic, organizational, drafting and negotiating abilities; a high, self-imposed standard of excellence; and the ability to work independently in a challenging and rewarding environment.

The job location is at the corporate office in beautiful, sunny Phoenix, Arizona. Interested applicants should send their resume and salary requirements to:

Post-Newsweek Cable  
Attention: Assistant Counsel Position  
4742 N. 24th Street, Suite 270  
Phoenix, Arizona 85016

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## HELP WANTED SALES

Finance

**JONES**

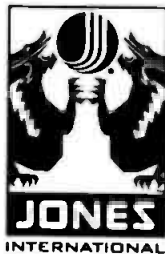
Jones Communications, a leader in the telecommunications service & technology industry, seeks a qualified candidate for the following position. This position will be based in our Eastern Regional Office.

**ADVERTISING SALES OPERATIONS MANAGER**

The qualified candidate for this position will report to the General Sales Manager and will oversee the business side of this newly formed operating division of Jones Communications, representing over 400,000 subscribers in the Washington DC and Northern Virginia area. Responsibilities will include weekly, monthly and quarterly preparation and analysis of revenue reports and P&L's; annual capital and budget preparation; spreadsheet design and reports; development of traffic, billing and accounts receivables policy and procedures. This position will also work with corporate accounting and advertising operations. Candidate will also be involved in the design of an internal communications systems using a WAN, development of sales automation platforms and digital insertion technology.

Requirements include BS/BA degree in Accounting, Business Administration, Finance or equivalent. A minimum of five years applicable business and/or accounting experience required in media sales and traffic environments, including supervisory and/or management experience. Working knowledge of Lotus 1-2-3, Microsoft Office, Windows NT 3.5, Windows 3.1 and UNIX operating systems. Proven analytical, organizational and communication skills a must.

Jones offers an excellent compensation and benefits package as well as growth opportunities. Interested candidates should submit a resume with salary history to: **Jones Communications, Attn: Neil Schwartz, 4601 Forbes Blvd., Ste. 300, Lanham, MD 20706.** Jones promotes a drug free work environment and screen tests for illegal drug use are required as a condition of employment. EOE



## HELP WANTED TECHNICAL

**Have The World At Your Fingertips:** EWTN, The Global Catholic Network, is currently seeking persons with broadcast related experience to staff its brand-new Technical Operations Center. Personal Computer skills and knowledge of the Windows environment are a must. Send resumes to: TOC Operator Search, EWTN, P.O. Box 101642, B'ham, AL 35210. EOE.

## HELP WANTED SALES

**Network TV Sales.** Senior Account Executive. Leading interactive music television network seeks a high-energy, self-starter to develop key advertising accounts. Based in New York, this individual must have a proven track record in sales, excellent communication skills, agency and client contacts, minimum of five years experience, knowledge of pop culture, music and the ability to package it all for an effective sell. Send resume with cover letter and salary expectations to Box 01035.

## HELP WANTED PUBLIC RELATIONS

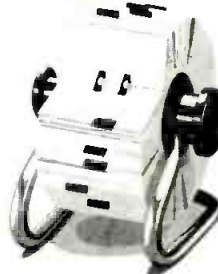
**PUBLICIST**

Responsible for preparing and distributing information to the media. Assists in developing and implementing media strategies to promote the network's programming. Qualified applicants should be excellent writers and have some press relations background. Bachelor's degree in English, Journalism or related field. Please send resume to:

**The Family Channel**  
Human Resources Department  
Reference LA-0405-BC  
P.O. Box 2050  
Virginia Beach, VA 23450-2050

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**HELP WANTED PRODUCTION**

**DIRECTOR PRODUCTION ADMINISTRATION**

A&E Television Networks is currently seeking a highly motivated individual to oversee the administrative, scheduling and financial operations of our production department. The individual will be responsible for directing all departmental administrative, budgetary and procedural issues, insuring efficient usage of all resources within budgetary and contractual guidelines. Duties include supervising the scheduling of all post production, negotiating facilities, maintaining department budget guidelines, ensuring accurate budgeting & forecasting, and providing budget accrual information, cost analyses and usage reports.

Requirements include 7-10 years management related experience, production administration experience and extensive budgeting/financial background. Strong negotiating and organizational skills, as well as strong attention to detail are a must. College degree or equivalent experience is required.

Please forward resume with SALARY REQUIREMENTS to:

**A&E Television Networks**  
**ATT: Human Resources/DPADM**  
**235 East 45th Street, New York, NY 10017.**



*Only resumes with salary requirements will be considered. No phone calls please. We are an equal opportunity employer.*

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**Audio/Visual Technician**

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There's never been a better time to join Liz Claiborne. We are one of America's leading brands of apparel and accessories, creating designs for the way people live, work and play today. As a result, we are looking for an Audio/Visual Technician to join our Corporate Marketing Division.

The ideal candidate is well-versed in all aspects of communications systems integration, engineering and maintenance and will provide hands-on management of systems and ancillary audio-visual equipment. Knowledge of ENG production is necessary. A minimum of three years' experience in broadcast operations and maintenance as well as SBE certification and related college degree (Computer Sciences, Electronic Engineering, etc.) are required.

Please fax or send your resume including salary history, to: **Human Resources, Liz Claiborne Inc., 1441 Broadway, New York, NY 10018. Fax: (212)626-5060.** Committed to a diverse workforce, we are an equal opportunity employer.

**LIZ CLAIBORNE**

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**HELP WANTED NEWS**

**Internships:** Spend six months interning with crack professional journalists in Illinois Statehouse pressroom in University of Illinois/Springfield's one-year MA Public Affairs Reporting program. Tuition waivers. \$3,000 stipends during internship. Applications due April 1. Contact: Charles Wheeler. PAC 418. UIS, Springfield, IL 62794-9243. (217)786-7494. E-mail: wheeler.charles@uis.edu. PAR Home Page: <http://www.uis.edu/~wheeler/>. EOE.

**HELP WANTED INSTRUCTION**

**Indiana State University - Department of Communication - Tenure Track Position.** Assistant Professor. Radio/Television/Film. Areas of teaching specialization: Broadcast Sales/Advertising, Management, Programming, Law, Cable TV. Ph.D., program of research/publications/creative projects, service to Department, College or University required. Screening begins February 1, 1997 continuing until position is filled. Send letter of interest, vita, samples of research/creative projects, evidence of teaching effectiveness and three letters of reference to Dr. Joseph Tenerelli, Search Committee Chair, Department of Communication, Indiana State University, Terre Haute, IN 47809 (e-mail: [cmtener@ruby.indstate.edu](mailto:cmtener@ruby.indstate.edu)). AA/EEO/ADA Employer. Applications from women and minorities are especially encouraged.

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**PUBLIC NOTICE**

The Public Broadcasting Service Budget, Finance and Audit Committee will meet in executive session at 9:30 a.m. on January 31, 1997, at Scottsdale Conference Center in Scottsdale, Arizona. The tentative agenda includes FY 1998 budget, delegation of authority, stations on deferred payment plans, and other business.

The Board of Directors of Public Broadcasting Service will meet in executive session on January 31 and February 1 and in general session at 9:00 a.m. on February 2, 1997 at the Scottsdale Conference Center in Scottsdale, Arizona. The tentative agenda includes PBS governance, FY 1998 budget, underwriting guidelines, reports on new distribution technologies and equal employment opportunity, and other business.

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

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

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**Category:** \_\_\_\_\_ **Line ad** ☐ **Display** ☐

**Ad Copy:** \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
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 \_\_\_\_\_

**Date(s) of insertion:** \_\_\_\_\_

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# For the Record

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

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

## OWNERSHIP CHANGES

### Dismissed

**Lincoln, Me.** (BAL-961118GN)—Gary M. Growe, Chapter 11 trustee, for WTOX(AM): involuntary assignment of license from Gary M. Growe to Bangor Baptist Church. *Dec. 31*

**Roanoke, Va.** (BTCED-961119GE)—Vision Communications Inc. for WRXT(FM): voluntary transfer of control from Michael Campbell to Barry Armstrong. *Dec. 31*

### Granted

**Waynesboro, Tenn.** (BTC-961211FN)—Ohio Broadcast Associates for WTNR(AM): involuntary transfer of control from estate of Arnold Malkan to Audrey Malkan. *Jan. 8*

**Corpus Christi, Tex.** (BTC-961211FO)—Malkan AM Associates for KEYS(AM): involuntary transfer of control from estate of Arnold Malkan to Malkan Family Trust and Audrey Malkan. *Jan. 9*

## NEW STATIONS

### Granted

**Gould, Ark.** (BPH-960425MC)—Snider Corp. for FM at 102.5 mhz. *Jan. 9*

**Pensacola, Fla.** (BPED-960910IG)—Pensacola Christian College for new auxiliary station to serve WPCS(FM): *Jan. 8*

### Filed

**Concord, Ala.** (BPED-961224MB)—Alaba-

ma Heritage Association (Karen R. Bowman, trustee, 13910 Wyandotte Dr. SW, Huntsville, AL 35803) for noncommercial FM at 88.1 mhz, 2 kw, ant. 142 m., 1237 Clark Mountain Rd. *Dec. 24*

**Tuba City, Ariz.** (BPH-961223MD)—Skynet Communications Inc. (Thomas C. Troland, president/owner, 1632 S. 2nd St., Gallup, NM 87301) for FM at 97.9 mhz, 30 kw, ant. 327 m, at Preston Mesa communications site, 25.1 km N of Tuba City. Troland owns KFXR(FM) Chinle, Ariz., and KGLX(FM) and KFMQ(FM) Gallup; has applied to build FM in Gallup. *Dec. 23*

**Blytheville, Ark.** (BPED-961205MB)—American Family Association (Donald E. Wildmon, president, 1208 Zentwood, Tupelo, MS 38801) for FM at 88.1 mhz, 1 kw, ant. 58 m., 4442 Hwy. 239. American has applied to build FMs at Lamesa and Pampa, Tex. (see items, below). *Dec. 5*

**Marvell, Ark.** (BPED-961224MD)—East Arkansas Educational Foundation (Alfred L. Roberson IV, trustee, 113 Quapaw Trail, Helena, AR 72342) for noncommercial FM at 90.7 mhz, 50 kw, ant. 150 m., County Rd. 145, .9 km S of Lee County line. *Dec. 24*

**Johannesburg, Calif.** (BPH-961212ME)—Sue A. Avery (632 Glen Ct., Ridgecrest, CA 93555) for FM at 100.9 mhz, .365 kw, ant. 400 m, El Paso Peak communications site, 13 km NW of Johannesburg. *Dec. 12*

**Johannesburg, Calif.** (BPH-961213MB)—Point Broadcasting Co. (John Q. Hearne, president/owner, 100 Wilshire Blvd., No. 1000, Santa Monica, CA 90401) for FM at 100.9 mhz, .37 kw, ant. 398.2 m, El Paso Peaks communications site, 17.4 km SSW of Ridgecrest, Calif. Point has applied to build FM at Temecula/Riverside, Calif. (see item, below). *Dec. 13*

**Johannesburg, Calif.** (BPH-961218MA)—Shepherd Communications Inc. (Tim Bronleewe, president, PO Box 1000, Yucaipa,

CA 92399) for FM at 100.9 mhz, .18 kw, ant. 391 m., Paso Peak electronics site, 13 km NW of Johannesburg. *Dec. 18*

**Santa Maria, Calif.** (BPED-961223ME)—Calvary Chapel of San Luis Obispo Inc. (Bryan Stupar, president, 533 Pismo St. No. 6, San Luis Obispo, CA 93401) for noncommercial FM at 89.7 mhz, 2.45 kw, ant. 566 m., atop Tepusquet Peak, 20 km, E of Santa Maria. *Dec. 23*

**Temecula/Riverside, Calif.** (BPH-961218-MC)—Radio Ventures (Anne DeFazio, 80% owner, 1045 10th Ave., San Diego, CA 92101) for FM at 103.3 mhz, .9 kw, 251 m., Freeman Reservoir site at Calle Escadara, 2.2 km WSW of Temecula. *Dec. 18*

**Temecula/Riverside, Calif.** (BPH-961219-MA)—Gill and Marilyn Byrd (14555 Wildgrove Rd., Poway, CA 92064) for FM at 103.3 mhz, 6 kw, ant. 100 m, .65 km SW of intersection of Front St. and I-15. *Dec. 18*

**Temecula/Riverside, Calif.** (BPH-961219-MC)—Point Broadcasting Co. (John Q. Hearne, president/owner, 100 Wilshire Blvd., No. 1000, Santa Monica, CA 90401) for FM at 103.3 mhz, 6 kw, ant. -31.5 m., 43500 Ridge Park Drive. Point owns KBET(AM) Santa Clarita and KKZZ(AM)-KOCF(FM) Oxnard/Ventura and KTRO(AM) Port Hueneme-KCAO(FM) Oxnard/Ventura, Calif.; is buying 95% of KUTY(AM) Palmdale-KLXX-FM Rosamond and KHJJ(AM)-KGMX-FM Lancaster, Calif.; is buying 87.7% of KXSP(AM) Ventura-KTND(FM) Ojai/Ventura, all Calif.; has applied to build FM in Johannesburg, Calif. (see item, above). *Dec. 19*

**Temecula/Riverside, Calif.** (BPH-961219-MD)—BriMarc Broadcasting (Stephen M. Cilurzo, owner, PO Box 891736, Temecula, CA 92589-1736) for FM at 103.3 mhz, 1.05 kw, ant. 239 m., Freeman Reservoir site at Calle Escadara, 3.5 km from Temecula. Cilurzo owns 40% of another filer for FM in Temecula. *Dec. 19*

**Temecula/Riverside, Calif.** (BPH-961219-ME)—Christopher L. Hicks (60 Calais St., Laguna Niguel, CA 92677) for FM at 103.3 mhz, 6 kw, ant. 100 m, 1.1 km S of intersection of Borel and Leon rds., just N of Temecula. *Dec. 19*

**Temecula/Riverside, Calif.** (BPH-961219-MF)—Mark and Mickie Evans (PO Box 890603, Temecula, CA 92589) for FM at 103.3 mhz, 3.1 kw, ant. 134 m., 30025 Front St., 3 km S of Temecula. *Dec. 19*

**Temecula/Riverside, Calif.** (BPH-961219-MG)—Maximum Broadcasting LLC (Paul W. Robinson, chairman/33.3% owner, 1090 Vermont Ave. NW, No. 800, Washington, DC 20005) for FM at 103.3 mhz, 6 kw, ant. -52 m., 27525 Jefferson Ave. For Maximum's holdings, see "For the Record," Jan. 13. *Dec. 19*

**Temecula/Riverside, Calif.** (BPH-961219-MH)—CNS Media (co-owners Leo Ramos, Joseph G. Antelo, 30721 Driftwood Dr., Laguna Beach, CA 92677) for FM at 103.3 mhz, .82 kw, ant. 273.4 m, Rainbow Canyon

## BY THE NUMBERS

### BROADCAST STATIONS

| Service                   | Total         |
|---------------------------|---------------|
| Commercial AM             | 4,906         |
| Commercial FM             | 5,285         |
| Educational FM            | 1,810         |
| <b>Total Radio</b>        | <b>12,001</b> |
| VHF LPTV                  | 561           |
| UHF LPTV                  | 1,211         |
| <b>Total LPTV</b>         | <b>1,772</b>  |
| FM translators & boosters | 2,453         |
| VHF translators           | 2,263         |
| UHF translators           | 2,562         |
| <b>Total Translators</b>  | <b>7,278</b>  |

| Service            | Total        |
|--------------------|--------------|
| Commercial VHF TV  | 559          |
| Commercial UHF TV  | 622          |
| Educational VHF TV | 123          |
| Educational UHF TV | 240          |
| <b>Total TV</b>    | <b>1,544</b> |

### CABLE

|                    |            |
|--------------------|------------|
| Total systems      | 11,660     |
| Total subscribers  | 62,231,730 |
| Homes passed       | 91,750,000 |
| Cable penetration* | 65.3%      |

\*Based on TV household universe of 95.9 million

Sources: FCC, Nielsen, Paul Kagan Associates

GRAPHIC BY BROADCASTING & CABLE

Rd., 5.4 km NE of Rainbow, Calif. Ramos owns 50% of company applying to build FM in Sebastian, Fla. *Dec. 19*

**Temecula/Riverside, Calif.** (BPH-961219-MI)—Pacific Spanish Network Inc. (Jaime Bonilla Valdez, president/owner, 296 H St., Chula Vista, CA 91910) for FM at 103.3 mhz, 1.15 kw, ant. 229.4 m. Freeman Reservoir communications site, Calle Escadara. PSN owns KLNA(FM) Dunnigan and KZAC(FM) Esparto, Calif.; has applied to build FMs in Shingletown and Willows, Calif., and Delta, Colo. Bonilla owns KIEZ(AM) Carmel Valley, KROK(FM) Lompoc, KURS(AM) San Diego, KJDI (AM) San Luis Obispo and KSBO(AM) Santa Maria, all Calif. *Dec. 19*

**Temecula/Riverside, Calif.** (BPH-961219-MO)—Calvary Chapel of Temecula Valley Inc. (Gary H. Nelson, president/33.3% owner, 27462 Enterprise Cir. W., Temecula, CA 92590) for noncommercial FM at 103.3 mhz, 1.03 kw, ant. 230 m, 5.6 km SE of Temecula. *Dec. 19*

**Temecula/Riverside, Calif.** (BPH-961218-ME)—Alan R. Quarstrom (702 Popla St., Cloquet, MN 55720) for FM at 103.3 mhz, 1.1 kw, ant. 233 m., 3.5 km SW of Temecula. Quarstrom owns WKLK-AM-FM Cloquet and FMs in Moose Lake and Nashwauk, all Minn., and WWSM-AM-FM Hayward, Wis.; 95% of WMFG-AM-FM Hibbing, Minn.; 51% of KDUT-(FM) Rock Valley, Iowa; has applied to build FM in Spooner, Wis. *Dec. 18*

**Temecula/Riverside, Calif.** (BPH-961218-MF)—Galaxy Broadcasting Corp. (Robert I. Jacobson, president/owner, 10301 Snyder Ave., Las Vegas, NV 89134) for FM at 103.3 mhz, 6 kw, ant. 31 m., .67 km S of intersection of Borel and Leon rds. *Dec. 18*

**Temecula/Riverside, Calif.** (BPH-961219-MJ)—George S. Flinn Jr. (188 S. Bellevue, No. 222, Memphis, TN 38104) for FM at 103.3 mhz, 3 kw, ant. .92 m., Madison Ave., .35 km NW of Winchester Rd. and I-15. Flinn owns KMZN(FM) Marion and KDRE(FM) North Little Rock, Ark.; WCCL(TV) New Orleans, and WNWZ(AM) Germantown and WFB(TV) and WHBQ(AM) Memphis; 25% of CP for KDEN(TV) Longmont, Colo.; has applied to build TVs in Nogales and Phoenix, Ariz.; Memphis; Kailua and Waimanalo, Hawaii; Jackson, Miss.; Norman, Okla., and Ogden, Utah; has 50% interest in applications for TVs in Gosnell, Ark.; Destin, Fla.; Newton and Des Moines, Iowa; Minden, La.; Arcade, N.Y.; Greenville, N.C.; Provo, Utah, and Spokane, Wash.; has interest in applications for TVs in Hot Springs, Ark.; Coolidge and Phoenix, Ariz.; Senatobia, Miss.; Santa Fe, N.M., and Tulsa, Okla.; is building FMs in Maumelle, Ark., and Sun Valley, Nev.; has applied to build FMs in Cambria, Calif.; Grenada, Oxford and Tunica, all Miss.; Forest Acres, S.C., and Virginia Beach, Va. ■ Flinn is president of Broadcasting for the Challenged Inc., which has applied to build TVs in Selma, Ala.; Nogales, Ariz.; Memphis, and Ogden, Utah. *Dec. 19*

**Temecula/Riverside, Calif.** (BPH-961220-MA)—Huscalco Communications (William B. Hull, general partner/50% owner, 2424 Fairview Ave., Caldwell, ID 83605) for FM at 103.3 mhz, 6 kw, ant. .11 m., .6 km SE of intersection of Ynez and Yorba rds. *Dec. 20*

**Ukiah, Calif.** (BPH-961217MF)—Wine Country Radio (Frederic W. Constant, president/owner, 3565 Standish Ave., Santa Rosa, CA 95407) for FM at 97.1 mhz, .17 kw, ant. 569 m., 2 mi. NE of intersection of Mill Creek and Cow Mountain Access rds. Wine Country owns KSAC(FM) Sutter Creek, Calif.; has applied to build FM in Healdsburg, Calif. Constant owns KMXM(FM) Gooding and KIKX(FM) Ketchum, Idaho. *Dec. 17*

**Ukiah, Calif.** (BPH-961227MA)—Altus Educational Broadcasting Foundation (Michael D. Masterson, CEO, PO Box 837, Altus, OK 73522) for FM at 97.1 mhz, .15 kw, ant. 578 m., 11.5 km E of Ukiah on Cow Mountain communications site. Altus owns KKVO(FM) Altus; is building FM in Snyder, Okla.; has applied to build FM in Sun Valley, Nev. *Dec. 27*

**Julesburg, Colo.** (BPH-961213MB)—Julesburg/Holyoke Media Association (co-owners Terry G. Peters, David M. Stout, W66N545 Madison Ave., Cedarburg, WI 53012) for FM at 96.5 mhz, 100 kw, ant. 600 m. *Dec. 13*

**Keokuk, Iowa** (BPED-961220MC)—Moody Bible Institute of Chicago (Joseph M. Stowell, president, 820 N. LaSalle Blvd., Chicago, IL 60610) for noncommercial FM at 90.9 mhz, .03 kw, ant. 97.6 m., .3 mi. W of intersection of Hilton Rd. and Rte. 61. Moody owns WMBV(FM) Dixon's Mills, Ala.; WRMB(FM) Boynton Beach, Fla.; WAFS(AM) Atlanta; WMBI-AM-FM Chicago, WDLN-AM-FM East Moline and WGNR(FM) Moline, all Ill.; WWWC(FM) Kokomo, Ind.; WJSO(FM) Pikeville, Ky.; WGNB(FM) Zeeland, Mich.; WMBU(FM) Forest, Miss.; KSPL(FM) Kalispell, Mont.; WCRF(FM) Cleveland and WVMS(FM) Sandusky, Ohio; WVMN(FM) New Castle, Pa.; WMBW(FM) Chattanooga, WMLW(FM) Crossville and WFCM(FM) Murfreesboro, all Tenn.; KMLW(FM) Moses Lake and KMBI-AM-FM Spokane, Wash.; is buying WCIE-FM Lakeland and WSOR(FM) Naples, Fla.; is buying CP for FM in Vero Beach, Fla.; is selling WKES(FM) St. Petersburg, Fla.; has applied to build FMs in Prichard and Tuscaloosa, Ala.; La Crosse, Sebring and Sebastian, all Fla.; Crown Point and Mitchell, Ind.; Keokuk, Iowa; Wilmington, N.C.; Las Cruces, N.M., and Wenatchee, Wash. *Dec. 20*

**Muskegon, Mich.** (BPED-961224MC)—Great Lakes Broadcast Academy Inc. (James J. McCluskey, CEO/60% owner, PO Box 334, Stanwood, MI 49346) for FM at 91.7 mhz, 6 kw, ant. 100 m., E side of Hwy. 120, .5 km S of Riley-Thompson Rd. *Dec. 24*

**State College, Miss.** (number unreadable)—ERT Broadcasting Inc. (Ray Toney, president, 44 Honeysuckle Lane, Columbus, MS 39711) for FM at 104.5 mhz, 25 kw, ant. 100 m., .4 km S of New Prospect Rd., .62 km E of Hwy. 25, 7.5 km SSW of Starkville.

**Kirkville, Mo.** (BPED-961226MA)—Truman State University (E. Normal St., Kirkville, MO 63501) for FM at 88.7 mhz, 1 kw, ant. 60 m., 80 m. NW of E. Gillaspay Rd. and S. Halliburton St. *Dec. 26*

**Ely, Nev.** (BPH-961223MH)—Topaz Enterprises Inc. (Dale A. Ganske, president, 5546-3 Century Ave., Middleton, WI 53562) for FM at 96.7 mhz, 100 kw, ant. .9 m., Lowry

Canyon Rd., 6 km SE of Ely. Ganske owns KIXX(FM) Sageville, Iowa; 45% of KIKR(FM) Asbury, Iowa; has applied to build FMs in McCall and Wallace, Idaho; owns 49% of applicant for FM at Dickeyville, Wis.; 21% of applicant for FM at DeForest, Wis. *Dec. 23*

**Nashua, N.H.** (BPED-961224MD)—New Hampshire Public Radio Inc. (Eugenia Hamilton Sr., chair, 207 N. Main St., Concord, NH 03301) for FM at 88.3 mhz, 1 Chestnut St. New Hampshire Public Radio owns WEVO(FM) Concord, WEVH(FM) Hanover and WEVN(FM) Keene, all N.H.; has applied to build FMs at Jackson, N.H., and Norwich, Vt. *Dec. 24*

**Eagle Bridge, N.Y.** (BPED-961217MB)—Northeast Gospel Broadcasting Inc. (Brian A. Larson, president, Box 36, The Kings Rd., Buskirk, NY 12028) for FM at 88.1 mhz, .1 kw, ant. .107 m., corner of Hwy. 67 and Daun Rd. Northeast Gospel owns WNGX-FM Argyle, N.Y.; has applied to build TVs in Lake Placid and Schenectady, N.Y. Larson owns WNGN-FM Hoosick Falls, N.Y. *Dec. 17*

**Old Forge, N.Y.** (BPH-961212MF)—Lyle Robert Evans (1296 Marian Lane, Green Bay, WI 54304) for FM at 94.1 mhz, 6 kw, ant. .9 m. Evans owns WEZR(FM) Brillin, Wis. *Dec. 12*

**Folkstone, N.C.** (BPED-961231MA)—Family Radio Network (James J. Stephens Jr., president/12.5% owner, PO Box 957, Wilmington, NC 28401) for FM at 89.9 mhz, 10 kw, ant. 100 m., .5 km SE of intersection of Old Folkstone Rd. and SR 210. Family owns WWIL(AM)-WKQK(FM) Wilmington, N.C. *Dec. 31*

**Mount Airy, N.C.** (BPED-961218MB)—American Family Association (Donald E. Wildmon, president, 1208 Zentwood, Tupelo, MS 38801) for noncommercial FM at 90.3 mhz, .625 kw, ant. 47 m, Hwy 52 N. *Dec. 18*

**Hemphill, Tex.** (BPED-9612)—WLV-TV Inc. (Edwin T. Baldrige, president/75% owner, 595 San Antonio Ave., Many, LA 71449) for FM at 103.9 mhz, 6 kw, ant. 69 m., Main St., .25 km E of SR 87. WLV-TV owns KWLA(AM)-KWLV-FM Many, La. *Dec. 19*

**Lamesa, Tex.** (BPED-961219MM)—American Family Association (Donald E. Wildmon, president, 1208 Zentwood, Tupelo, MS 38801) for FM at 91.3 mhz, .25 kw, ant. 60 m, 2506 Woody Rd. American has applied to build FM at Blytheville, Ark. (see item, above), and Pampa, Tex. (see item, below). *Dec. 19*

**Lubbock, Tex.** (BPED-961230MA)—Christian Broadcasting Co. Inc. (L. Jack Hill, president, 1001 Cedar Crest, Abilene, TX 79601) for FM at 91.9 mhz, 6 kw, ant. 58.4 m. CBC owns KGNZ(FM) Abilene, Tex. *Dec. 30*

**Pampa, Tex.** (BPED-961220MF)—American Family Association (Donald E. Wildmon, president, 1208 Zentwood, Tupelo, MS 38801) for FM at 90.9 mhz, .25 kw, ant. 63 m., 1432 S. Barnes. Association owns WALN (FM) Carrollton and WAKO(FM) Sheffield, Ala.; owns KVVA-FM Apache Junction, Ariz.; KAOW (FM) Fort Smith and KANX(FM) Pine Bluff, Ark.; KBUZ(FM) Topeka and KCFN(FM) Wichita, Kan.; WAPD(FM) Campbellsville, Ky.; KAPM(FM) Alexandria and KAPI(FM) Ruston, La.; WDFX (FM) Cleveland, WOST-AM-FM Forest and WAFR

(FM) Tupelo, all Miss.: KAKU(FM) Springfield, Mo., and WAMP(FM) Jackson, Tenn.: is buying CP for FM at Ottawa, Kan.: is selling FM in Mount Morris, Ill.: is building FMs in Selma and Ozark, Ala.; Vincennes, Ind.; St. Martinville, La.; Hattiesburg and Natchez, Miss.; Hubbard, Neb.; Clovis, N.M.; Reedsport, Ore., and Culpeper, Va.; has applied to build FMs in Bentonville, Blytheville (see item, above), Des Arc, El Dorado, Fayetteville and Forrest City, all Ark.; Panama City, Fla.; Americus, Cairo, Dublin, Savannah and Waycross, all Ga.; Marion and Waverly, Iowa; Jonesboro, La.; Flora, Kankakee, Kewanee and Pana, all Ill.; Fairfield, Iowa; Manhattan, Salina and Independence, all Kan.; Mount Sterling, Ky.; Jonesboro, Many and Westdale, all La.; Muskegon, Mich.; Corinth, Duck Hill, Laurel, Port Gibson and McComb, all Miss.; Benton, Cabool, High Point, Kennett and St. Joseph, all Mo.; Ahoskie and Fayetteville, N.C.; Shelby and Steubenville, Ohio; Ada, Ardmore, Durant, Stillwater and Weatherford, all Okla.; Reedsport, Ore.; Franklin, Pa.; Dillon, S.C.; Clarksville, Hohenwald, Lake City and Shelbyville, all Tenn.; Del Rio, Fannett, Gatesville, Huntsville, Kerrville, Lamesa (see item, above), Mart, Nacogdoches, Victoria and Odessa, all Tex.; Charles City, Va.; Cuba City, Wis., and Gillette, Wyo. Dec. 20

**San Angelo, Tex.** (BPH-961213MC)—Three Guys Radio Partnership (John Wolfenbarger, 55% owner, 5103 N. Cherry St., Lawton, OK 73505) for FM at 105.7 mhz, 12.66 kw, ant. 80.15 m., kyzz transmitter site, 3639 N. Bryant. Morton has interest in KMGZ(FM) Lawton, Okla. Dec. 13

**San Angelo, Tex.** (BPH-961219ML)—Sun-Group Inc. (John W. Biddinger, president/36% owner, 1618 Judson Rd., Longview, TX 75601) for FM at 105.7 mhz, 17 kw, ant. 121.5 m., US 87 N past 29th St. For Sun-Group's holdings, see "For the Record," Jan 6. Dec. 19

**San Angelo, Tex.** (BPH-961220MB)—Perry L. and Leslye Curnutte (1519 Ray St., San Angelo, TX 76904) for FM at 105.7 mhz, 25 kw, ant. 77 m., Hwy. 87, 5.1 km NW of San Angelo. Dec. 20

**San Angelo, Tex.** (BPH-961223MB)—Regency Broadcasting Inc. (Jack Auldrige Sr., president/62.5% owner, 3298 Sherwood Way, San Angelo, TX 76901) for FM at 105.7 mhz, 19.9 kw, ant. 112 m., 9021 Arden Rd. Dec. 23

**San Angelo, Tex.** (BPH-961224MF)—J. Rodger Skinner Jr. (Suite 3-110, 700 W. Hillsboro Blvd., Deerfield Beach, FL 33441) for FM at 105.7 mhz, 10.3 kw, ant. 154.5 m., Willeke Hill, Rte. 67, 3 mi. SW of San Angelo. Dec. 24

**San Angelo, Tex.** (BPH-961224MG)—Pacific Spanish Network Inc. (Jaime Bonilla Valdez, president/owner, 296 H St., Chula Vista, CA 91910) for FM at 105.7 mhz, 25 kw, ant. 100 m, 320 W. 26th St. Pacific has applied to build FM in Temecula/Riverside, Calif. (see item, above). Dec. 24

**San Angelo, Tex.** (BPH-961224MH)—OARA Inc. (Kenneth R. Reynolds, president/owner, PO Box 11196, College Station, TX 77842) for FM at 105.7 mhz, 9.6 kw, ant. 160

m., Willeke Hill, Hwy. 67, 10.3 km SW of San Angelo. OARA owns KAGG(FM) Madisonville and FM at Linden, Tex.: is buying KWSK(FM) Daingerfield, Tex.: has applied to build FMs in Winona, Pittsburg and Blossom, all Tex. Reynolds also owns KBIL(AM)-KROO-FM Breckenridge, Tex. Dec. 24

**White Hill, Tex.** (BPED-9612)—Educational Radio Foundation of East Texas Inc. (Tom B. Ramey Jr., president, 2721 E. Erwin, Tyler, TX 75708) for noncommercial FM at 91.7 mhz, 1.3 kw, ant. 194 m., intersection of Hwy. 300 and Farm to Market Rd. 1844. Dec. 17

**Sturgeon Bay, Wis.** (BPED-961218\*\*)—Family Educational Broadcasting Corp. of Door County, Wis. (Mark Schwarzbauer, president, 1715 Michigan St., Sturgeon Bay, WI 54235) for FM at 88.5 mhz, 50.1 kw, 158.3 m., Hwy. HH, 4.5 mi. N of Sturgeon Bay. Dec. 19 \*\*=unreadable

## FACILITIES CHANGES

### Dismissed

**Okeechobee, Fla.** (BP-960830AB)—Okeechobee Broadcasters Inc. for WKOC(AM): change TL, power, ant. Jan. 2

**Sulphur, La.** (BP-950124AA)—Ladas Broadcasting Corp. for KEZM(AM): experimental station at Lake Charles, La. Dec. 31

**Ash Grove, Mo.** (BPH-960624IC)—Moon Song Communications Inc. for KOMO(FM): change ERP, ant., TL. Jan. 8

**Corning, N.Y.** (BP-961125AF)—Eolin Broadcasting Inc. for WCLI(AM): change TL, ant. Jan. 3

**Dickson, Tenn.** (BPH-951018ID)—Tuned In Broadcasting Inc. for WYVB(FM): change channel from A to C3. Jan. 7

### Granted

**Clermont, Fla.** (BP-961127AF)—Central Florida Investments Inc. for WWFL(AM): change TL, ant. Jan. 7

**Titusville, Fla.** (BPED-960214IA)—Florida Public Radio Inc. for WPIO(FM): new auxiliary station. Dec. 31

**Milledgeville, Ga.** (BPED-960506MF)—Georgia College and State University for WXCC(FM): change channel from 88.9 mhz to 91.9 mhz, ant., TL, ERP, class. Jan. 8

**Rome, Ga.** (BPH-960906IG)—Briar Creek Broadcasting Corp. for WKCX(FM): change ERP, ant. Jan. 7

**Veedersburg, Ind.** (BMPH-960606ID)—Veedersburg Radio for WKLO(FM): change ERP, ant., TL. Jan. 8

**Topeka, Kan.** (BP-951109AC)—Wren Broadcasting for WREN(AM): change city of license to Kansas City, Kan.; increase power to 15 kw day; reduce power to 3.7 kw night; change ant.; relocate main studio; change TL. Jan. 8

**Georgetown, Ky.** (BPED-960709MB)—Georgetown College for WRVG-FM: change ant., TL, class, ERP. Jan. 9

**Frostburg, Md.** (BPED-960228MB)—Frostburg State University for WFWM(FM): change ERP, frequency, class. Jan. 7

**Lansing, Mich.** (BPH-960829IC)—MacDonald Broadcasting Co. for WHZZ(FM): 2.15

kw, ant. 118 m. Dec. 31

**St. Charles, Minn.** (BMPH-960613IA)—Richard R. Radke for KANP(FM): change ERP, ant., TL. Jan. 2

**Sewanee, Tenn.** (BPED-960806IE)—University of the South for WUTS(FM): change channel from 91.3 mhz to 88.5 mhz. Jan. 8

**Burnet, Tex.** (BPH-960911IG)—Kirkman Group Inc. for KHLB-FM: change ERP, ant. Jan. 7

**Eagle Pass, Tex.** (BPH-950216IC)—Eagle Pass Broadcasters Inc. for KINL(FM): change ERP to 6 kw, ant. to 57 m., TL. Dec. 31

**Helotes, Tex.** (BPH-960910IB)—October Communications Group Inc. for KONO-FM: change city of license. Jan. 3

**Lewisburg, W.Va.** (BMPCT-960111LI)—High Mountain Broadcasting Corp. for WWSX (TV): change ERP to 1923 kw visual, ant. 568 m, TL to top of Keeney Knob. Aug. 30

### Filed/Accepted for filing

**Alameda, Calif.** (961223IB)—KZSF Broadcasting Inc. for KZSF(FM): change ERP, ant. Jan. 9

**Lancaster, Calif.** (BMPED-961224IA)—Living Way Ministries for KTLW(FM): change main studio location. Jan. 9

**Madera, Calif.** (961223IA)—KZFO Broadcasting Inc. for KZFO(FM): change channel from B1 to B. Jan. 9

**Ukiah, Calif.** (961220IA)—Ukiah Broadcasting Corp. for KUKI-FM: change ERP, ant. Jan. 9

**Telluride, Colo.** (961220IC)—Rocky III Investments Inc. for KRYD(FM): change ERP, class. Jan. 13

**Valdosta, Ga.** (961122ID)—CDJ Inc. for WYZK(FM): change ERP, TL, ant. Jan. 9

**Vincennes, Ind.** (BMPED-961219MN)—American Family Association for FM at 89.9 mhz: change ERP. Jan. 10

**Sioux City, Iowa** (961122IE)—Donald A. Swanson for KTFC(FM): change TL, ant. Jan. 9

**Independence, Kan.** (BMPED-961220-MG)—American Family Association for KARP (FM): change ERP. Jan. 10

**Grand Rapids, Mich.** (BPED-961217IA)—Grand Rapids Public Broadcasting Corp. for WBYW(FM): change main studio location. Jan. 9

**East Syracuse, N.Y.** (961217AA)—Forus Communications of New York Inc. for WSV (AM): change frequency, power, TL. Jan. 7

**Syracuse, N.Y.** (BMP-961218AA)—Wolf Radio Inc. for WOLF(AM): change ant., TL. Jan. 7

**Elon College, N.C.** (BPED-961217MD)—Elon College for WSOE(FM): change frequency from 89.3 mhz, ERP, ant., TL. Dec. 31

**Greensboro, N.C.** (BPH-961206ID)—Murray Hill Broadcasting Co. for WQMG-FM: change ant., TL. Dec. 26

**Cincinnati** (BPH-961206IC)—Jacor Broadcasting Corp. for WEBN(FM): change ant., TL, ERP. Dec. 26

**Holdenville, Okla.** (961220IB)—Hughes County Broadcasting for KCMA(FM): change ant., TL. Jan. 13

—Compiled by Elizabeth A. Rathbun

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# Datebook

## THIS WEEK

**Through Jan. 22**—10th annual *International Teleproduction Society* president's retreat and management conference. Four Seasons Hotel. Nevis, West Indies. Contact: (212) 629-3266.

**Jan. 21**—Diversity in Media '97 Conference, presented by *The Harkless Business Planning Group*. DePaul University Center, Chicago. Contact: (773) 918-2752.

**Jan. 21-23**—*International Engineering Consortium* Design SuperCon '97. Santa Clara Convention Center, Santa Clara, Calif. Contact: (312) 559-4600.

**Jan. 22-24**—*North American National Broadcasters Convention* general meeting. Presidente Intercontinental Hotel, Mexico City. Contact: Janat Hamid (416) 205-2227.

**Jan. 25-28**—54th annual *National Religious Broadcasters* convention and exposition. Anaheim Convention Center, Anaheim, Calif. Contact: (703) 330-7000.

**Jan. 26-27**—*West Virginia Broadcasters Association* winter meeting. Marriott Town Center, Charleston, W. Va. Contact: (304) 744-2143.

**Jan. 26-28**—Regulatory and Law Forum on Competition in Wireless Markets, presented by *Strategic Research Institute*. The Fairmont Hotel, San Francisco. Contact: (800) 599-4950.

## JANUARY

**Jan. 27**—*Nebraska Broadcasters Association* annual state legislative reception. Cornhusker Hotel, Lincoln, Neb. Contact: Dick Palmquist. (402) 333-3034.

**Jan. 27-28**—*South Carolina Cable Television Association* annual winter meeting. Embassy Suites Hotel, Columbia, S.C. Contact: Patti Hall. (404) 252-2454.

**Jan. 28**—*The Caucus for Producers, Writers & Directors* general membership meeting. Jimmy's Restaurant, Los Angeles. Contact: David Levy. (818) 843-7572.

**Jan. 31**—*The New York Festivals* 1996 International TV & Cinema Advertising Awards Show/AME International Awards Show. Sheraton New York Hotel & Towers, New York City. Contact: (914) 238-4481.

## FEBRUARY

**Feb. 4**—The Miami ShowBiz Summit, presented by *Variety*. The Biltmore Hotel, Miami. Contact: Seth Gordon. (305) 381-6500.

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

**Feb. 4-5**—*Arizona Cable Telecommunications Association* annual meeting. Doubletree Suites Hotel, Phoenix. Contact: Susan Bitter Smith. (602) 955-4122.

**Feb. 5-7**—"Pushing the Boundaries," fourth annual *American Association of Advertising Agencies* media conference and trade show. Hyatt Regency, Atlanta. Contact: International Print & Radio Advertising Competition. Contact: Fran Massa. (212) 850-0731.

**Feb. 6-9**—*Radio Advertising Bureau* marketing sales conference. Marriott Marquis Hotel, Atlanta. Contact: (214) 753-6740.

**Feb. 7**—*International Radio & Television Society Foundation* newsmaker luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis. (212) 867-6650.

**Feb. 10-12**—*CTAM* 13th annual research conference. Hotel del Coronado, San Diego. Contact: (703) 549-4200.

**Feb. 11**—*West Virginia Broadcasters Association* television sales seminar. Marriott Town Center, Charleston, W. Va. Contact: (304) 744-2143.

**Feb. 11-13**—52nd annual Georgia Radio-TV Institute, sponsored by the *Georgia Association of Broadcasters*. University of Georgia, Athens, Ga. Contact: (770) 395-7200.

**Feb. 12**—"Celebrating the 105th Congress," gala reception hosted by the Washington, D.C., chapter of *American Women in Radio and Television*. Cannon Caucus Room, U.S. House of Representatives, Washington. Contact: Melodie Virtue. (703) 841-0606.

**Feb. 12-13**—*Cable Television Association of Georgia* annual convention. Ritz-Carlton Hotel, Atlanta. Contact: Patti Hall. (404) 252-2454.

**Feb. 13-14**—"The FCC in 1997: New Priorities and Future Directions," conference presented by the *Federal Communications Bar Association* and the *Federal Communications Commission*. Capital Hilton Hotel, Washington. Contact: Paula Friedman. (202) 736-8640.

**Feb. 13-15**—*Wireless Cable Association* Technical Symposium and Winter Show. Riverside Hilton Hotel, New Orleans. Contact: (202) 452-7823.

**Feb. 14**—Deadline for entries for the *New York Festivals* 1997 International Print & Radio Advertising Competition. Contact: (914) 238-4481.

**Feb. 18-20**—OFC '97, optical fiber communications conference presented by the *Optical Society of America*. Dallas Convention Center, Dallas. Contact: (202) 416-1980.

**Feb. 19**—*Cable Positive* first annual benefit dinner, honoring Dick Aurelio. New York Hilton, New York City. Contact: Molly Padian. (212) 713-7110.

**Feb. 19-20**—Asia Pacific Multichannel TV Summit, presented by *Kagan World Media Ltd.* Mandarin Oriental Hotel, Hong Kong. Contact: Alexandra Guthrie. +44 (0) 171 371 8880.

**Feb. 19-21**—32nd annual *Broadcast Cable Credit Association* seminar. Hyatt Riverwalk, San Antonio, Tex. Contact: Mary Teister. (847) 296-0200.

**Feb. 19-21**—Texas Show '97, presented by the *Texas Cable & Telecommunications Association*. San Antonio Convention Center, San Antonio, Tex. Contact: (512) 474-2082.

**Feb. 22-25**—*MECOM '97* 9th annual Middle East international telecommunications show and conference. Bahrain International Exhibition Centre, Bahrain. Contact: Virginia Jensen. (210) 652-7070.

**Feb. 24**—Deadline for entries for the 18th annual *Banff Television Festival* program competition. Contact: (403) 678-9260.

**Feb. 24-27**—Canada Link '97, conference on cable and distribution services in Canada presented by *Link Events*. Vancouver Trade and Convention Center, Vancouver. Contact: Gerard Herrador. (713) 342-9826.

**Feb. 25-26**—Great Lakes Broadcasting Conference & Expo, presented by *Michigan Association of Broadcasters*. Lansing Center, Lansing, Mich. Contact: (517) 484-7444.

**Feb. 26-27**—"The Future of Cable. Pay TV and New Media in Spain," conference presented by *Kagan World Media*. Hotel Villa Magna, Madrid. Contact: (408) 624-1536.

**Feb. 27**—*Federal Communications Bar Association* luncheon featuring Betty Alewine, president/CEO, COMSAT Corp. Capital Hilton Hotel, Washington. Contact: Paula Friedman. (202) 736-8640.

**Feb. 27-28**—"Cable Television Law 1997: Implementing the 1996 Telecommunications Act," conference presented by *Practising Law Institute*. PLI Conference Center, New York City. Contact: (800) 260-4754.

## MARCH

**March 1**—Deadline for entries for the *Society of Cable Telecommunications Engineers* 1997 Field Operations Awards Competition. Contact: (610) 363-6888.

**March 3-4**—*PROMAX* Europe conference and exposition, presented by *PROMAX International* and *BDA International*. Hotel Arts (Ritz Carlton), Barcelona, Spain. Contact: (212) 376-6222.

**March 3-6**—1997 Western ComForum TecForum/ProForum, presented by *International Engineering Consortium*. Broadmoor Hotel, Colorado Springs. Contact: (312) 559-4600.

**March 4**—2nd International Conference on

Practical Satellite Imagery Projects for News Media, presented by *American University's School of Journalism et al.* American University, Washington. Contact: (202) 885-2037.

**March 6**—10th annual *Achievement in Radio Awards*. The Rivers Club, Pittsburgh. Contact: Michelle Frenier. (412) 391-3193.

**March 7-9**—*International Teleproduction Society* financial institute. Sheraton Crescent Hotel, Phoenix. Contact: (703) 641-8770.

**March 7-9**—*Intercollegiate Broadcasting Association* 56th annual international convention of educational broadcasters. Hotel Pennsylvania, New York City. Contact: Fritz Kass. (914) 565-0003.

**March 8**—*National Association of Radio Talk Show Hosts* Talkfest Forum. Holiday Inn, San Antonio, Tex. Contact: Carol Nashe. (617) 437-9757.

**March 9-12**—*MID Television International Television Programme Market*. Dubai World Trade Center, Dubai, United Arab Emirates. Contact: +971-4-621133.

**March 12**—*Radio & Television News Directors Foundation* annual banquet and celebration of the First Amendment. Mayflower Hotel, Washington. Contact: Joyce Schreiber. (202) 467-5215.

**March 13**—*International Radio & Television Society Foundation* newsmaker luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis. (212) 867-6650.

**March 16-18**—Cable '97, *National Cable Television Association* annual convention and exposition. Ernest Morial Convention Center, New Orleans. Contact: Bobbie Boyd. (202) 775-3669.

**March 16-20**—*Electronic Industries Association* spring conference. J.W. Marriott Hotel, Washington. Contact: (202) 907-7971.

**March 18**—*Federal Communications Bar Association* luncheon featuring Sam Donaldson. Capital Hilton Hotel, Washington. Contact: Paula Friedman. (202) 736-8640.

**March 18**—*National Association of Minorities in Communications* annual awards breakfast. Sheraton New Orleans, New Orleans. Contact: Roxanne Yballe. (310) 404-6208.

**March 24-27**—SBCA Las Vegas '97 Satellite Show, presented by the *Satellite Broadcasting and Communications Association*. Las Vegas Convention Center, Las Vegas. Contact: (800) 654-9276.

**March 26**—*International Radio & Television Society Foundation* Gold Medal Award dinner honoring Bob Wright. Waldorf-Astoria, New York City. Contact: Marilyn Ellis. (212) 867-6650.

## APRIL

**April 4-7**—*Broadcast Education Association* 42nd annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5354.

**April 7-8**—*Television Bureau of Advertising* sales and marketing conference. Las Vegas Hilton, Las Vegas. Contact: Janice Garjian. (212) 486-1111.

**April 7-10**—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5300.

## JUNE

**June 4-7**—*PROMAX* and *BDA '97* conference and exposition, presented by *PROMAX International* and *BDA International*. Navy Pier Convention Center, Chicago. Contact: (310) 788-7600.

**June 8-14**—18th annual *Banff Television Festival*. Banff Springs Hotel, Banff, Alberta, Canada. Contact: (403) 678-9260.

**June 12-17**—*20th Montreux International Television Symposium and Technical Exhibition*. Montreux Palace, Montreux, Switzerland. Contact: (800) 348-7238.

**June 23-25**—*Wireless Cable Association* 10th annual convention and exposition. Anaheim Convention Center/Anaheim Marriott Hotel, Anaheim, Calif. Contact: (202) 452-7823.

**Major Meeting dates in red**

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

## The late shift and more

**U**SA Networks Entertainment President Rod Perth grew up in a household without a television set.

His mother, a schoolteacher, and his father, a quality-control inspector for Douglas Aircraft, did not allow a set in the house until Perth and his sister were in junior high school.

"It probably was a positive in many ways, but I was pop-culturally deprived," says Perth. "Once we were allowed to watch television, I was hooked. I knew that in some way I had to be involved."

Perth graduated from San Jose State University with a B.S. degree in management and administration in 1966 and immediately applied for a job in the CBS mailroom.

"I was an overachiever and I was out [of the mailroom] in two weeks," says Perth, who was quickly promoted to a clerk's job shipping film cans to CBS stations around the country. Within a year, he entered a sales trainee position at KCBS-TV Los Angeles, to begin a 25-year run with the company.

"There was a very clear and identifiable career path in those days at the CBS O&Os that led to station general management, and that was my objective," Perth says. He quickly went from a local sales position at KCBS-TV to account executive positions at CBS Spot Sales in Chicago and New York.

In 1973 he took his first management job as New York-based eastern sales manager for CBS-owned KMOX-TV St. Louis. Within a year, he moved to Chicago to become director of Midwest sales for CBS National Sales. In yet another move, he relocated to St. Louis in 1976 to become director of sales at KMOX-TV.

By 1980, he had managed to settle down for a while as vice president and general manager of CBS National Sales in New York. He stayed six years at the division, which oversaw seven regional offices with annual billings of more than \$150 million.

Perth's first opportunity to shine as a programmer came in 1986, when he and Jonathan Rodgers were sent to WBBM-TV Chicago to try to turn around the ailing CBS station. Among the items high on Perth's agenda was stealing two hot shows—*The People's Court* and *Love Connection*—from competitor WMAQ-TV.

"I stalked [Warner Bros. Domestic Television Distribution President] Dick Robertson for days while he was at a Lorimar Telepictures retreat at LaCosta," says Perth. "I would not let him get out of my sight until I



*"Once we were allowed to watch television, I was hooked. I knew that in some way I had to be involved."*

### Rod Perth

**President, USA Networks Entertainment, Los Angeles; b. April 14, 1945, LA; BS, management/administration, San Jose (Calif.) State University, 1966; mailroom, CBS, LA, 1966; sales trainee, KCBS-TV LA, 1967-68; account executive, local sales, KCBS-TV, 1968-69; account executive, CBS Spot Sales, Chicago, 1970-71; account executive, CBS Spot Sales, New York, 1971-73; eastern sales manager, KMOX-TV St. Louis, 1973; director of midwest sales, CBS National Sales, Chicago, 1974-76; director of sales, KMOX-TV, 1976-79; VP/GM, CBS National Sales, New York, 1980-86; station manager, WBBM-TV Chicago, 1986-89; VP, late-night programs, CBS, LA, 1989-92; VP, late night and non-network programs, CBS, LA, 1992-94; current position since October 1994; m. Jill Sunderland, April 27, 1974; children: Chelsea, 19; Lauren, 17 and Erica, 10.**

closed that deal. It allowed the station to vastly improve its news performance overnight."

Perth also championed Arsenio Hall's late-night show at WBBM-TV at a time when CBS was desperately trying to get its stations to stand by the ailing *Pat Sajak* show.

"What most impresses me about Rod are his programming instincts," says Rodgers, now president of Discovery Networks U.S. "He has a good sense about what the American people want to see."

The successful turnaround of WBBM-TV caught the attention of Howard Stringer, who enlisted Perth to perk up the network's late-night efforts in Los Angeles.

He quickly launched the network's Crimetime After Primetime drama block with the help of Jeff Sagansky, Jonathan Levin and "some very patient writer-producers." Eventually, he became a key member of the team that brought *The Late Show with David Letterman* to CBS. His part in the late-night wars is immortalized in HBO's *The Late Shift*, which features look-alike Ed Begley Jr. in the Perth role.

CBS rewarded Perth's late-night success in 1992 by allowing him to create a first-run syndication arm. But CBS was going through a lot of changes at the time, including Sagansky's exit and the impending sale of the company. Perth began to entertain outside offers—one of them from USA.

Perth was named president of USA Networks Entertainment in 1994 and became responsible for development and production of all programming for USA and the Sci-Fi Channel. The mission is to reinvent USA to include quality original weekly series along with its traditional strips and movies. He also has to fight ratings erosion from aging USA hits like *Murder, She Wrote* and the *World Wrestling Federation*, which has been effectively attacked by Turner-owned competitor *World Championship Wrestling*.

Original movie production and series development is in high gear at USA with an annual budget of more than \$175 million. Perth is looking forward to a new fall 1997 USA lineup that includes off-CBS series *Walker, Texas Ranger* as well as teen shows *Saved by the Bell* and *USA High*. Other recent newcomers include dramatic series *La Femme Nikita* and two sitcoms (*Claude's Crib* and *Lost on Earth*) on USA as well as *Mystery Science Theater 3000* and *Sightings* on Sci-Fi.

"I hope, over time, these original shows will begin to be noticed," says Perth. —RB

## BROADCAST TV

**John Seabers**, NSM, KMOL-TV San Antonio, Tex., named local sales manager.

**Dave Cluff**, senior account executive, and **Melissa Brewer**, account executive, KTZZ-TV Seattle, named local sales manager and assistant local sales manager, respectively.



**Glaser**

**Jeffery Glaser**, director, creative affairs, Alliance Communications, joins 20th Century Fox Television, Beverly Hills, Calif., as executive director, drama.

**Jim Brissey**, corporate support manager, WEDU-TV Tampa, Fla., named director, corporate support.

**Bruce Miller**, VP/GM, WIFR-TV Rockford, Ill., named VP, cable operations, Benedek Broadcasting Corp. (owner of WIFR). Miller will be based at corporate office in Rockford; **Bob Smith**, GM, WHSV-TV Harrisonburg, Va., named VP/GM, WIFR.

**Edward Perl**, regional account executive, WDLZ-TV Miami, named national sales manager.

**R. Kevin Tannehill**, senior VP, network distribution, UPN, Los Angeles, named executive VP.

Appointments at WNBC-TV New York:

**Krista Bradford**, investigative reporter/substitute anchor, WWOR-TV Secaucus, N.J., joins as reporter; **Roseanne Colletti**, contributing correspondent, *Steals and Deals*, CNBC, joins as consumer reporter.

**Betty Rea**, casting director, *Guiding Light*, has retired but will stay on with Procter & Gamble Productions, New York, as casting consultant; **Glenn Daniels** succeeds Rea as casting director, *Guiding Light*.

Appointments at KAKE-TV Wichita, Kan.: **John Salem**, account executive, named local sales manager; **Mike Macomber**, owner, One on One Sports Marketing, Overland Park, Kan., joins as national sales manager.



**Barnes**

**Joseph Barnes**, news director, KOMO-TV Seattle, named VP/news director.

**Ray Depa**, station manager, KZIA-TV El Paso, joins KGMB-TV Honolulu in same capacity; **Dan Kempner**, general

sales manager, KZIA-TV, adds station manager to his responsibilities.

Appointments at WUSA-TV Washington: **Khalim Piankhi**, community affairs director, named VP; **Rob Mennie**, news director, named VP, news.

**Julia Cox**, assignment editor/associate producer, *North Carolina Now*, WUNC-

TV Chapel Hill, N.C., named senior producer.

**Alison Stewart**, reporter, MTV News, New York, joins CBS News there as correspondent.

**James Marketti**, senior producer/designer, promotions, WMAQ-TV Chicago, joins WFLD-TV there as VP, creative services.

**Tom Goodman**, VP, media relations, CBS Inc., New York, launches Goodman Media International Inc., a full-service communications agency in Manhattan.

Appointments at WCBS-TV New York: **Matt Ellis**, producer, *Channel 2 News at Eleven*, named executive producer, daytime newscast; **Donna Ziede**, assignment editor, named managing editor; **Bill Diederich**, senior producer, *Channel 2 News at Eleven*, named executive producer; **Rick Regan**, co-producer, *Channel 2 News at Five*, named executive producer, planning and special projects.

**Bill Sullivan**, president/GM, KPAX-TV Missoula, Mont., named group manager, Cordillera Communications' Montana television stations; **Bob Hermes**, acting GM, succeeds Sullivan as GM.

**Jim Curtin**, VP/director, programming, HRP, New York, joins Katz Television Group there as director, programming.

**Robert Davis**, executive editor, Time Life Medical, joins *Healthweek*, a production of The Washington Post Co. and Maryland Public Television, Washington, as executive producer.

## PROGRAMING



**Scotti**

**Joseph Scotti**, senior VP, marketing and sales, All American Television Inc., New York, named executive VP, domestic distribution and marketing.

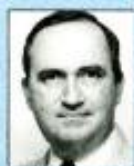
**Jack Dietzman**, senior partner/U.S. director, broadcast and programming, Ogilvy & Mather Inc., joins Independent Television Network Inc., New York, as executive VP, marketing and corporate development.

**Jill Schwartz**, most recently working on concepts, scripts and fact-based stories for development for film and television, dick clark productions, Los Ange-

## Appointments at Game Show Network



**Kaplan**



**Primuth**



**Berryman**



**Wald**



**Hammell**



**Shein**

**Dena Kaplan**, director, sales, Rainbow Ad Sales Co., joins as VP, sales strategy and communications, Los Angeles; **Dave Primuth**, VP, advertising and research, E! Entertainment Television, joins as director, research, Los Angeles; **Marilyn Berryman**, VP, affiliate sales, Western region, joins as director, affiliate sales, Denver; **Dennis Wald**, Western region VP, Spectravision Inc., joins as director, affiliate sales, Dallas; **Joseph Hammell**, Eastern division affiliate sales director, The Travel Channel, joins as director, affiliate sales, Atlanta; **Bari Shein**, director, affiliate sales and new media, NewsTalk Television, joins as director, affiliate sales, New York.

les, named director, development, dick clark film group, there.



Kranz

**Lisa Kranz**, director, development, television/motion pictures, Saban Entertainment, Los Angeles, named executive in charge of production, live action.

**David Eick**, VP and supervising producer, *Spy Game*, and co-producer, *Hercules: The Legendary Journeys*, Renaissance Pictures Television, Universal City, Calif., named president.



Ryan

**Karen Ryan**, freelance reporter/producer, joins Building America T.V., Fairfax, Va., as VP/GM, programming.

**Judith Williams Dorsey**, VP, human resources, Chilton Co., Radnor, Pa., joins

ABC Inc., New York, as VP, employee relations.

**Leslie Lyndon**, VP, creative services, KTTV(TV) Los Angeles, joins Fox Broadcasting Co., Beverly Hills, Calif., as senior VP/creative director, marketing.

## RADIO



Ryan

Appointments at American Urban Radio Networks, Pittsburgh: **April Ryan**, news director, WXYV(FM) Baltimore, joins as White House correspondent; **J.D. MacKay**, president, Sterling Performance Group,

joins as director, sales, Detroit.

Appointments at CBS Radio Representatives: **Karen Comatas-Miller**, sales manager, Minneapolis, moves to Atlanta office; **Tom Skaja**, account executive, Minneapolis, named sales manager there.

**Donna Rowland**, midday air personality, WBEB(FM) Philadelphia, adds music director to her responsibilities.

**Megan Lynch**, assistant news director, WSIU(FM) Carbondale, Ill., joins KMOX(AM) St. Louis as traffic reporter. Lynch will report from aboard Mercantile Bank Airborne 2.

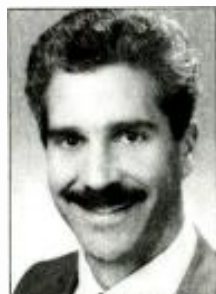
Appointments at Spanish Broadcasting System, New York: **Maria Elena Llansa** joins as general sales manager; **Manuel Ballester**, senior VP/national sales manager, Caballero Spanish Media, joins as executive VP, national sales.

Appointments at Rex Broadcasting, Tucson, Ariz.: **Ken Kowalcek**, general sales manager, KHIT-FM, named director, sales, KHIT-FM/KIIM-FM/KCUB(AM) Tucson; **Cathy Green**, LSM, KIIM-FM/KCUB named general sales manager; **Janice West** named business manager, KHIT-FM/KIIM-FM/KCUB.

**Tom Furci**, midday host, WHUD(FM) Peekskill, N.Y., named music director.

Appointments at Nassau Broadcasting Partners LP: **Terrence Higham**, local sales manager, named corporate retail marketing manager; **Michele Fisher**, assignment editor/news anchor, named news director, WHWH(AM) Princeton and WPST(FM) Trenton, both New Jersey.

## CABLE



Liverani

**Steve Liverani**, VP, programming and operations, SportsChannel Ohio, Cleveland, named senior VP/GM.

**Ann Simley**, sales executive, Adlink, Los Angeles, joins Cable Networks

Inc. there as national sales manager.

**Pat Byrne**, national sales manager, National Cable Communications, Chicago, named regional VP, Midwest.

Appointments at Buckeye Cable System, Toledo, Ohio: **Joseph Jensen**, director, data access and transport systems, Ameritech, Chicago, joins as VP, engineering and development, and chief technical officer, Buckeye TeleSystem; **James Brown**, engineering operations manager, named senior manager, engineering operations.

**Brent Hansen**, president/creative director, MTV Networks, Europe, London, named president/CEO, MTV and VH1 Europe.

Appointments at Rainbow Programming Holdings Inc.'s ExtraHelp channel, Woodbury, N.Y.: **Marc Juris** joins as VP/GM; **Brad Dorsogna** named director, business development; **Tom Garger** named director, operations.

Appointments at ESPN International, Bristol, Conn.: **Tim Leisure**, director, production and operations, named director, program acquisitions; **Stu Nicol**, director, program planning, adds affiliate services to his responsibilities.

**Joseph Appio**, director, operations, US Cable Corp., Montvale, N.J., named VP.

Appointments at The Disney Channel, Burbank, Calif.: **Carol Sussman**, director, programming, fX Networks, joins as VP, acquired programming; **Tina Treadwell**, president, Treadwell & Associates, Hollywood, joins as director, talent development.

## TELEMEDIA

**Rich Zahradnik**, executive producer, CNN/i Interactive, Atlanta, named VP.

**Robert McNeal**, director, special projects, information systems, Time Warner Inc., joins Entertainment Drive, New York, as senior VP/COO.

## DEATHS

**Jeffrey St. John**, 66, broadcast commentator, died of lung cancer Jan. 3 in Randolph, Va. St. John had worked in radio and television from the 1960s through the mid '80s. He was a commentator and producer with the Mutual Broadcasting System, Washington; a talk show host on WRC Radio and a commentator on WRC-TV; and a correspondent for NBC's *Today* and the CBS *Morning News*. St. John won two Emmys—one for a WTTG(TV) Washington public affairs series that he produced and moderated; the other, a KPX-TV San Francisco special on tax revolts. He is survived by his wife, Kathryn.

**Jesse White**, 79, actor, died of a heart attack Jan. 8 at Cedars-Sinai Medical Center, Los Angeles. White was known for his portrayal of the lonely Maytag repairman whose phone never rang. He was born Jesse Marc Weidenfeld, and appeared in roughly 60 films and many television shows. White played the Maytag repairman from 1967 to 1989.

—Compiled by Denise Smith  
e-mail: d.smith@b&c.cahners.com

**New York's Madison Square Garden Network reportedly has signed the Yankees to a 10-year radio rights deal worth \$45 million**, according to industry sources. Without its own radio station, MSG is expected to pay a local outlet, most likely WABC(AM) New York, to broadcast the games. WABC held broadcast rights to the Yankees from 1986 to '96, but reportedly lost millions on the deal. MSG already holds TV broadcast rights to the team. MSG also holds radio rights to New York Knicks and New York Rangers, and sports/talk WFAN (AM) New York pays MSG to carry the games. Some speculate that MSG aims to collect enough radio rights to local sports teams to launch an all-sports radio outlet. MSG would not comment.

Robert Fish is out as CEO of **U.S. Broadcast Group** and the **seven-TV-station group is on the market**, says Bill Lisecky, executive vice president, Communications Equity Associates, which is selling the group. Lisecky hopes to auction KSNF-TV Joplin, Mo.; WMGC-TV Binghamton, N.Y.; WATM-TV Altoona and WWCP-

## Murdoch still looking for ASkyB partner

News Corp. head Rupert Murdoch says he is continuing to talk with potential strategic partners for ASkyB, News Corp.'s proposed DBS company, but no deals are likely to be signed in the immediate future. Appearing at last week's International Radio and Television Society Foundation newsmaker luncheon in New York, Murdoch said ASkyB, slated to launch next fall, is considering both finding a strategic partner and making an initial public offering to make up for the loss of ASkyB partner MCI Corp. Last November MCI downsized its stake in ASkyB from 50% to 20% (\$2 billion to \$1.3 billion) as a consequence of MCI's proposed merger with British Telecommunications. —JM

TV Johnstown, both Pennsylvania; KFDX-TV Wichita Falls and KJAC-TV Beaumont; both Texas, and WVNY-TV Burlington, Vt., by June. The price is expected to be much higher than the \$98 million that U.S. Broadcast paid for the stations in August 1995, Lisecky says. The group now is being headed by Jason Elkin, who owns WFXP(TV) Erie, Pa.

**Gannett Co. is adding to its TV holdings in Phoenix**, although it already owns a TV station there. A company spokeswoman was not available to explain on deadline last Friday how Gannett can buy KNAZ-TV Flagstaff/Phoenix

and KMOH-TV Kingman/Phoenix on top of its KPNX(TV) Mesa/Phoenix. KPNX and KNAZ-TV are NBC affiliates; KMOH-TV is with The WB. The price Gannett will pay Grand Canyon Television Co. for the two was not released.

**EchoStar has upped the ante again in the DBS vs. cable wars**, offering cable TV subscribers a \$100 discount off its basic satellite TV programming package. The offer, which is good through March 2, applies to subscribers who sign up for a one-year subscription (\$300) to EchoStar's America's Top 50 basic program package. The catch: consumers must

submit a copy of their latest cable bill. The deal, good for one satellite system per household, is a follow-up to EchoStar's price cut from \$499 to \$199 for its 18-inch satellite dish, receiver and remote control, which was put into play last August.

**The TV industry formally presented its ratings system to the FCC last Friday.** The joint filing by the NAB, NCTA and MPAA described the ratings system developed by the industry in response to the 1996 Telecommunications Act. "If the industry-developed system is designed to accomplish Congress's stated goals, then it must be deemed 'acceptable' by the commission," the groups said. FCC officials have said they expect the commission to invite public comment on the ratings system. Meanwhile, 28 lawmakers sent a letter to the FCC requesting that it hold public hearings on the ratings system.

At its affiliates meeting last week in New Orleans, **CBS announced that it will broadcast full-bandwidth high-definition video** when it converts to DTV. The network will use the 1,080-line interlace format, with 1,920 pixels per

## US West sets \$4.1 billion debt offering

**DENVER**—The financing arm of US West Inc., parent of cable power US West Media Group and Baby Bell US West Communications, last week set a U.S. record with a \$4.1 billion debt offering. The offering, which is rated Baa1/BBB-plus, supplants last year's \$3.5 billion offering by Lockheed Martin Corp. as the biggest investment-grade offering.

The size of the offering (which US West increased three times from the original \$2 billion), prompted speculation that US West may be gearing up to buy a big chunk of Time Warner Entertainment's (TWE) cable operations.

But analysts suggest that the debt offering and US West efforts to buy a controlling interest in TWE weren't necessarily connected. "I didn't read anything into that about Time Warner," says John G. "Jay" Nelson of

Brown Brothers Harriman. "It's just market appetite."

In 1993 US West bought 25.5% of Time Warner for \$2.5 billion, creating TWE. But conflicts arose with Time Warner's plans to buy Turner Broadcasting System. US West sought to block the purchase in court, contending that the new company would be competing with TWE. A Delaware court rebuffed US West's arguments, but since the Time Warner/Turner deal went through last year, TWE and US West Media Group have been exploring ways to dissolve the partnership. US West Media Group CEO Chuck Lillis has said the company would be willing to assume additional debt to gain at least 51% control of TWE.

US West intends to use proceeds to help pay down more expensive debt used to finance its \$11.5 billion purchase of Continental Cablevision. —PC

line at 60 fields per second.

**FCC Chairman Reed Hundt will be making an appearance at the NAB convention this year.**

The NAB says Hundt last week accepted its invitation to speak at a breakfast session at the April convention.

**The latest TV station to go on the market is expected to generate a lot of interest.**

Communications Equity Associates last week said it will handle the sale of WADL-TV Mount Clemens, Mich./Detroit.

Detroit is the nation's ninth-largest TV market. Independent WADL, on ch. 38, is owned by Adell Broadcasting Corp. WB Network affiliate WXON-TV Detroit sold last month to Granite Broadcasting for \$175 million. Companies lacking O&Os in Detroit include ABC, NBC and The WB. The WB is known to be scouting for stations.

**Encore spends \$40 million on movies**

Cable programmer Encore Media Corp. will pay an estimated \$40 million to license an additional 700 titles from Paramount, New Line Cinema, The Samuel Goldwyn Co. and Worldvision.

The latest round of dealmaking at Encore adds 300 titles from the Paramount Pictures library, including "48 Hours," "Airplane!," "Chinatown," "Crocodile Dundee," "Fatal Attraction," "Top Gun," "Terms of Endearment" and "Witness." The studio's titles will be available to Encore's pay-TV networks into 2005.

Encore will acquire 50 titles from New Line Cinema and 74 titles from The Samuel Goldwyn Co. Worldvision properties include westerns and mysteries from Republic Pictures and Carolco-produced films such as "Basic Instinct" and "Terminator."

—RB

**SFX Broadcasting Inc.'s stock price strengthened last week**

after it scaled back its deal to buy Secret Communications LP's nine radio stations. SFX is returning Secret's two Cleveland stations, but will hold on to those in Pittsburgh and Indianapolis. The price of the deal also was

scaled back, from \$300 million to \$255 million. Wall Street had been wondering how SFX was going to pay for all Secret's stations, since SFX's stock price has been in decline since an October high. In fact, SFX hit a 52-week low of \$24.75 on Dec. 6. But the price rose out of the \$20s last Tuesday and hit a daily high of \$34.38 last Friday.

**CNN apologized last Thursday for airing bloody closeup footage of Bill Cosby's slain son.**

The footage of Ennis William Cosby, who was

killed alongside a Los Angeles freeway, was taken by KTLA-TV Los Angeles from its helicopter. That station did not air the footage, under its policy of not showing graphic scenes. CNN said the airing was "inappropriate," and that "we are not in the business of showing gratuitously violent material on air." The apology was directed to both the public and the Cosby family. Last Thursday night's taping of *Cosby* in New York was canceled and the Carsey-Werner show is scheduled for a hiatus this week.

Although rumors abound in Hollywood about his return and his reported salary demands, **there's no official word from NBC as to whether Jerry Seinfeld will sign up for a ninth year** in NBC's top-rated comedy. At the annual press gathering in Pasadena, NBC Entertainment President Warren Littlefield said while the cast has indicated it would like to come back, "there are a number of things that have to be accomplished."

**Who will pick up Tele-TV tab?**

Bell Atlantic, Nynex and Pacific Telesis Group are feuding over who will foot the bill for their joint and so-far ill-fated Tele-TV wireless cable venture. Pacific Telesis is going ahead with the endeavor and will roll out service to Los Angeles this spring, says Bill Stron, a PT spokesman. PT, which already has spent \$175 million securing wireless cable licenses for Los Angeles, refused to comment further.

Bell Atlantic and Nynex have been trying for several months to quietly back out of the Tele-TV deal. The two companies, which are in the midst of completing a \$22 million merger, want to shut down Tele-TV and fold it into Bell Atlantic, according to the *New York Times*. Late last year, Bell Atlantic and Nynex junked a \$100 million deal with CAI Wireless to provide wireless cable service to East Coast customers.

Bell Atlantic attributes the tension between the RBOC partners to unpredicted mergers. The three regional Bell operating companies originally agreed to invest a total of \$100 million in the plan. All three companies expect the dispute to be resolved within a month.

—PA



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**Incorporating The Fifth Estate TELEVISION Broadcasting**

## Who's on anywhere?

The Fifth Estate may be forgiven for not knowing exactly what to expect from the various political leaders who exercise jurisdiction over its future. Take, for example, the three-way tug-of-war among FCC Chairman Reed Hundt, Senate Commerce Committee Chairman John McCain and House Telecommunications Subcommittee Chairman Billy Tauzin.

First, Hundt released his massive—and commendable—agenda for 1997, mapping out the general direction in which he was planning to lead the FCC, and inviting comment from all quarters. Comments weren't slow in coming. It turned out that Hundt and McCain are in agreement on the issue of free time for political candidates, while Tauzin is adamantly opposed. Tauzin and Hundt are together on program access rules, while McCain wants complete cable deregulation. Meanwhile, McCain and Tauzin are in disagreement on auctioning digital television licenses, and McCain, responding explicitly to the Hundt agenda, told the commission to delay action on current analog broadcast applications until Congress passes auction legislation.

There's more. Tauzin endorses the new V-chip ratings, while McCain believes they do not provide enough information. McCain has stayed neutral but suggests hearings. McCain has stayed above the battle on liquor ads, while Tauzin has opposed governmental intervention. McCain and Hundt favor spectrum flexibility, while Tauzin appears to favor more government restrictions on spectrum use (he's for spectrum flexibility for broadcasters but would require them to pay for supplementary or ancillary purposes). Hundt appears to favor more restrictions on diversity and ownership limits, while McCain and Tauzin appear more deregulatory.

Ironically, one issue on which Tauzin and McCain agree in opposing Hundt—the imposition of processing guidelines for educational television—is already a fait accompli.

Go figure.

## Rolling on the river

The NATPE convention, which in its initial stages had all the makings of The Big Snoozy, got a wake-up call from some big names taking aim at prime access, as well as from strong showings by a host of other shows.

The access flurry surrounded a newly unveiled show, one already-announced new show, a potential revival and a high-profile renewal. That high-profile renewal gave new luster to the King World crown in access, with its top-rated game shows renewed through 2002 (although likely at a lower license fee for the older-skewing tandem of *Jeopardy!* and *Wheel of Fortune*). The potential revival was that of *PM Magazine*, the groundbreaking Group W access effort of the late 1970s and '80s.

One show in the works that may have to work harder for space is the already announced Connie Chung/Maury Povich project, which suddenly finds itself in a free-for-all for the available access slots it was targeting—on NBC stations in particular. Providing some of that competition will be a wildlife/adventure show, from Warner Bros. in tandem with National Geographic Television, unveiled at NATPE.

The action was not confined to access, either, with shows like Columbia TriStar's *Vibe* and Worldvision's *Pictionary* attracting more than tire kickers.

All is by way of suggesting that the question—whether there needs to be a NATPE convention—was answered by the convention itself, which to some degree forced the hands of both stations and distributors. With all that talent and energy in one place, something had to happen. Even in a slow market, NATPE provides a place to marshal forces and focus energies, as well as to woo valuable clients. First time attendee Westinghouse/CBS Chairman Michael Jordan, for example, believes that the meeting and greeting that goes on at trade shows can be a boon to any industry.

Let the NATPE convention roll.

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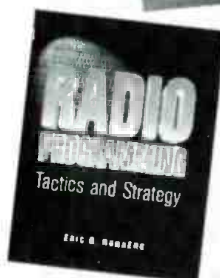
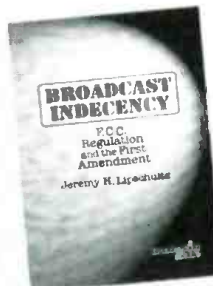
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